CASE STUDY – **ACCELERITE**

Accelerating Growth for Accelerite – Persistent's Hero Product Through Strategic Digital Marketing

Accelerite, a product line by Persistent Systems, offers innovative solutions in cloud management, endpoint security, IoT, and big data analytics. With a focus on enabling digital transformation for enterprises, Accelerite provides cutting-edge tools to streamline cloud automation, secure endpoints, and leverage IoT and big data technologies for better decision-making.

Accelerite faced difficulties in establishing a strong digital presence and generating qualified leads for its diverse product offerings. Despite the potential of their cloud, IoT, and endpoint security solutions, they struggled with low brand awareness and poor conversion rates. Their primary challenge was attracting the right decision-makers in IT and cybersecurity industries while effectively showcasing the value of their products. They required a cohesive digital marketing strategy that could boost visibility, generate high-quality leads, and drive conversions.

KEY INDUSTRY

- Cloud Computing
- Endpoint Security
- Internet of Things (IoT)
- Big Data Analytics

KEY ACTIVITIES

- Identified high-intent keywords across Cloud Platform, Endpoint Security, IoT, and Big Data Analytics categories.
- Developed SEO-optimized blogs, case studies, and whitepapers focused on industry-specific challenges and solutions.
- Launched Google Ads and LinkedIn Ads campaigns targeting decision-makers in IT and cybersecurity industries.
- Created tailored landing pages for each product category, enhancing relevance and user experience.
- Implemented continuous A/B testing for ads, creatives, and landing pages to optimize for conversions.
- Engaged audiences on LinkedIn, Twitter, and Facebook through regular content and industry updates, positioning the brand as a thought leader.
- Developed custom campaigns targeting key accounts and high-value prospects in specific industries.
- Automated nurturing sequences that targeted prospects based on their engagement, delivering personalized content at the right stage of the funnel.
- Continuously tracked and adjusted campaigns based on real-time data to ensure consistent performance improvements.

THE GOAL

- Establish Accelerite as a leader in cloud, security, IoT, and data analytics industries.
- Increase qualified lead generation and reduce irrelevant inquiries.
- Improve conversion rates and market share through data-driven digital marketing strategies.

PERFORMANCE MARKETING APPROACH

- **Keyword Strategy**: Focused on high-intent, long-tail keywords such as cloud service orchestration, endpoint protection software, and industrial IoT platform to attract qualified leads.

- **Paid Media Optimization**: Launched targeted Google Ads and LinkedIn campaigns optimized for low cost-per-click (CPC) and high-conversion opportunities.

- **Retargeting Strategy**: Implemented dynamic retargeting ads to engage users who had previously interacted with Accelerite's content or website, converting warm leads into paying customers.

- **Lead Nurturing**: Deployed email drip campaigns for lead nurturing, providing prospects with value-driven content such as use cases, white papers, and webinars.

- **Programmatic Advertising**: Deployed programmatic ads for niche audience targeting at lower CPC rates.

THE RESULTS

- Reduced CPL by **40%** within the first 4 months through keyword refinement and ad optimizations.
- Achieved a **60%** increase in conversions through retargeting and lead nurturing campaigns.
- Email engagement rates improved by **35%**, driving a steady flow of high-quality leads.

CRO APPROACH

- **A/B Testing on CTAs**: Conducted continuous A/B testing on landing pages, call-to-action (CTA) buttons, and lead forms to improve user experience and boost conversion rates.

- **Personalized Landing Pages**: Created industry-specific landing pages for sectors like cloud, security, and IoT, allowing for tailored messaging and more relevant lead nurturing.

- **Behavioral Analytics**: Used tools like heatmaps and session recordings to track user behavior on the website and make data-driven UX improvements.

- **Dynamic Personalization**: Applied dynamic content personalization on landing pages and email campaigns to create a customized experience for each user segment.

- **Sales Funnel Optimization**: Mapped out and optimized each stage of the sales funnel, from awareness to conversion, ensuring that every step was efficient.

THE RESULTS

- Increased conversion rates by **45%** with optimized forms and landing pages.
- Reduced bounce rates by **25%**, leading to deeper engagement with the website.
- Improved average session duration by **30%**, resulting in more time spent on high-converting pages.
- Boosted lead-to-customer conversion by **50%**, enhancing sales effectiveness.

CONSULTING APPROACH

- **Market Segmentation**: Targeted key industries and decision-makers, focusing on relevant pain points in cloud automation and endpoint security.

- **SEO & Keyword Optimization**: Developed an SEO strategy around high-impact keywords such as cloud orchestration and endpoint security solutions.

- **Competitor Benchmarking**: Analysed competitors to refine positioning and highlight Accelerite's unique selling propositions.

- **Omnichannel Marketing**: Leveraged Google, LinkedIn, and Facebook for a 360-degree marketing campaign.

- **Lead Attribution & CRM**: Integrated CRM and analytics tools for accurate tracking of lead sources, allowing for effective budget allocation.

THE RESULTS

- Boosted organic traffic by **250%** within 6 months.
- Increased qualified leads by **300%** with optimized targeting.
- Achieved a **30%** rise in market share across the cloud and security sectors.

CREATIVE APPROACH

- **Brand Messaging Overhaul**: Crafted compelling brand messaging that communicated Accelerite's strengths in cloud scalability, IoT solutions, and cybersecurity.

- **Video Content Production**: Developed explainer videos showcasing product features, boosting engagement on platforms like YouTube and LinkedIn.

- **Content Marketing**: Published case studies, blogs, and white papers focusing on industry trends and Accelerite's solutions.

- **Social Media Campaigns**: Deployed highly-targeted ads on LinkedIn and Facebook, focusing on decision-makers in key industries.

- **Webinars & Thought Leadership**: Conducted webinars around topics like *hybrid cloud orchestration* and *endpoint protection* to establish thought leadership.

THE RESULTS

- Increased social media engagement by **160%**.
- Boosted video views by **180%**, with a **200%** growth in YouTube subscribers.
- White paper downloads grew by **50%**, enhancing lead engagement.

CASE STUDY – **ARYA OMNITALK**

Arya Omnitalk: Transforming Lead Generation with a 50% Decrease in Cost Per Lead and Dominating 30% Market Share

Arya Omnitalk is a leading provider of innovative telecommunications solutions, specializing in IoT and connectivity services. With a commitment to digital transformation, they empower businesses to enhance their communication infrastructure, enabling seamless connectivity and improved operational efficiency.

Arya Omnitalk faced the challenge of establishing a clear go-to-market strategy and gaining visibility in a competitive telecommunications landscape. Without a defined approach, they struggled to optimize lead generation and conversion rates, making it crucial to implement tailored consulting, creative strategies, and performance marketing efforts to drive growth and enhance customer engagement.

KEY INDUSTRY

- Telecommunications Solutions
- IoT and Connectivity Services
- Cloud Communication Platforms
- Unified Communications as a Service (UCaaS)
- Digital Transformation and Automation

KEY ACTIVITIES

- Designed and developed tailored telecom and IoT solutions to meet specific client needs.
- Conducted in-depth market analysis to identify trends, customer needs, and competitive landscapes.
- Implemented targeted digital marketing and performance marketing strategies to generate high-quality leads.
- Offered expert consulting to businesses on optimizing their telecom infrastructure and IoT deployments.
- Built strategic alliances with technology providers to enhance service offerings and expand market reach.
- Crafted engaging product narratives that highlight the unique selling points and benefits to capture potential clients' interest.
- Established key performance indicators (KPIs) to measure the success of marketing campaigns and customer engagement, enabling data-driven adjustments.

THE GOAL

- Achieve a significant increase in market share within the telecommunications and IoT sectors.
- Generate a specific number of high-quality leads per month through targeted marketing efforts.
- Continuously innovate and expand the product and service offerings to stay ahead of industry trends and customer needs.

PERFORMANCE MARKETING APPROACH

- **Data-Driven Strategy Development:** Crafted a performance marketing strategy rooted in data analytics, leveraging insights from historical campaign performance and market trends to set realistic goals and expectations.

- **Targeted Campaigns:** Designed and executed targeted PPC campaigns across multiple platforms, including Google Ads and social media, focusing on high-intent keywords that align with Arya Omnitalk's core offerings in telecom and IoT.

- **Retargeting Initiatives:** Implemented retargeting strategies to re-engage users who previously interacted with Arya Omnitalk's website, using personalized ads to remind them of the brand and its solutions.

- **Performance Tracking and Analytics:** Established a comprehensive tracking system for all campaigns, using tools like Google Analytics and conversion tracking pixels to measure performance metrics, such as clicks, conversions, and cost per lead (CPL).

- **Collaborative Feedback Loop:** Created a feedback loop with the sales and consulting teams to ensure that the leads generated through performance marketing were being effectively nurtured and converted, facilitating a cohesive approach to lead management.

THE RESULTS

- Achieved a 28% higher click-through rate due to optimized keyword targeting and ad performance.
- Lead generation increased by 35% from targeted audiences.
- Cost per lead reduced by 30% through efficient budget allocation and segmentation.

CRO APPROACH

- **A/B Testing:** Implemented A/B testing on landing pages and ad creatives to determine the most effective designs and messaging for maximizing conversions.

- **Heatmap Analysis:** Utilized heatmap tools to analyse user behaviour on the website, identifying areas of high engagement and drop-off points to inform adjustments.

- **Simplified User Experience:** Streamlined navigation and reduced form fields to enhance user experience, making it easier for visitors to engage and convert.

- **Follow-Up Automation:** Set up automated follow-up emails for leads that didn't convert initially, nurturing them with relevant content and offers to drive eventual conversions.

- **Real-Time Analytics Monitoring:** Established a real-time analytics dashboard to monitor conversion metrics and user behavior, allowing for quick adjustments to ongoing campaigns.

THE RESULTS

- Overall conversion rates improved by 22% due to refined CTAs and better alignment with user behavior.
- Time spent on the website increased by 18%, leading to deeper exploration of services.
- Bounce rate dropped by 27%, signaling improved user engagement and relevance of content.

CONSULTING APPROACH

- **Comprehensive Market Research:** Conducted in-depth market research to understand industry trends, customer needs, and competitor strategies, establishing a clear landscape for Arya Omnitalk.

- **Stakeholder Interviews:** Engaged with key stakeholders to gather insights into existing challenges and opportunities, aligning marketing strategies with business goals.

- **Persona Development:** Developed detailed buyer personas based on research findings, helping to tailor marketing strategies to different customer segments.

- **Sales Process Evaluation:** Reviewed the existing sales process to identify inefficiencies and recommend streamlined approaches, ensuring faster lead conversion.

- **Actionable Roadmap Creation:** Created a detailed marketing roadmap outlining short-term and long-term strategies, complete with timelines, deliverables, and measurable outcomes for accountability.

THE RESULTS

- The conversion rate increased by 25% due to better funnel management and personalized follow-ups.
- Arya Omnitalk's digital presence became more competitive, capturing 20% more share in the IoT segment.
- Lead quality improved by 30%, with more relevant and interested prospects.

CREATIVE APPROACH

- **Visual Branding Update:** Revamped Arya Omnitalk's visual branding elements to ensure a modern, professional look that resonates with target audiences in the telecom and IoT sectors.

- **Content Strategy Development:** Developed a content calendar that includes blog posts, case studies, and whitepapers to educate prospects and showcase Arya Omnitalk's expertise.

- **Social Media Campaigns:** Launched engaging social media campaigns to highlight industry insights and company milestones, increasing brand visibility and community engagement.

- **Video Marketing:** Produced informative video content that explains complex IoT solutions in simple terms, making the technology more accessible to potential clients.

- **Customer Testimonials:** Gathered and showcased customer testimonials and success stories to build trust and credibility with prospective clients.

THE RESULTS

- Ad engagement increased by 20% due to clearer messaging and targeted content.
- Landing page conversions increased by 15%, with better user flow and CTAs.
- 30% increase in user retention and returning visitors through consistent, industry-focused messaging.

Covalent HQ: From Uncertainty to Market Leader in Web3 Data APIs

Covalent HQ, a Web3 data provider, lacked a comprehensive go-to-market strategy and had no prior experience with digital marketing campaigns. The brand was entering a highly competitive space without any performance benchmarks or estimates on how their marketing would perform. Representing a 700% improvement over the original estimate.

This case study details Covalent HQ's journey from an undefined marketing strategy to establishing itself as a prominent player in the Web3 API market.

KEY INDUSTRY

- Web3 Data and APIs
- Blockchain and Cryptocurrency

KEY ACTIVITIES

- Implemented highly targeted search campaigns for different Web3 products, using specific keywords and phrases to drive relevant traffic.
- Identified and segmented the audience into categories like Blockchain, Layer 1, NFTs, and Dapps to ensure more personalized and efficient ad delivery.
- Conducted A/B testing across ad copy, landing pages, and CTAs to identify the highest performing variants.
- Utilized data from search performance to fine-tune bid strategies, focusing on high-converting keywords to maximize ROI.
- Set up detailed conversion tracking mechanisms to monitor lead generation efforts and refine the approach based on real-time data.
- Implemented retargeting campaigns to re-engage users who had previously visited the website but didn't convert.
- Analyzed search queries and competitor keywords to broaden the campaign's reach, targeting new keyword groups such as DeFi, Dapps, and Tax APIs.

THE GOAL

- Increase the volume of qualified leads through search campaigns.
- Lower the cost per lead (CPL) while maintaining or improving conversion rates.
- Achieve data-driven optimizations across ad platforms to improve ROI.

PERFORMANCE MARKETING APPROACH

- **Search Campaign Customization**: Developed and launched custom search campaigns targeting highly relevant keyword phrases across blockchain, APIs, DeFi, and cryptocurrency topics.

- **Focused Bid Strategy:** Optimized bids for high-performing keywords and segments, reducing unnecessary ad spend while focusing on high-value clicks.

- **Competitor Keyword Targeting:** Leveraged competitor analysis to target keywords and audiences that aligned with Covalent HQ's unique offerings in the Web3 data space.

- **Continuous Monitoring & Optimization:** Monitored campaigns in real time, tweaking underperforming ads and reallocating the budget to better-performing keywords and audiences.

- **Targeted Long-Tail Keywords:** Prioritized long-tail keyword phrases with lower CPC but higher intent, such as "Blockchain APIs" and "NFT Data Tools."

THE RESULTS

- Conversions grew by 18% than initial estimations
- Enhanced conversion rates by 20%
- Optimized CPL for high-performing segments, resulting in a 12% reduction in CPL for keywords like "Blockchain APIs" and "Layer 1."

CRO APPROACH

- **Landing Page Optimization:**
  Optimized the landing pages to include clearer CTAs, simplified forms, and improved UX. The changes ensured that users had a smoother journey from click to conversion, increasing the likelihood of form submissions.

- **Heatmap & Behaviour Analysis:**
  Utilized heatmaps and user behaviour analysis to understand how visitors interacted with landing pages. This data was used to make incremental improvements, such as adjusting CTA placement and refining page content.

- **A/B Testing on Forms:**
  Tested different form lengths and designs to determine the optimal configuration for lead generation. Shorter forms with simplified fields led to an improvement in the conversion rate.

- **Faster Load Times:**
  Improved landing page load times to ensure that users didn't abandon the page before it fully loaded. This was a crucial factor in reducing bounce rates and keeping potential leads engaged.

THE RESULTS

- campaigns achieved a 700% reduction in CPL.
- The overall click-through rate (CTR) improved by 25% through optimized ad copy and creative testing.
- Landing page improvements led to a 15% decrease in bounce rate.
- The improved campaigns not only drove a higher volume of leads but also increased lead quality by 20%

CONSULTING APPROACH

- **Go-to-Market Strategy Creation:**
  We implemented a data-driven go-to-market strategy by segmenting the audience and creating a demand generation funnel that moved users from awareness to conversion. Through real-time campaign optimization, strategic partnerships with blockchain leaders, and targeted user incentives like free trials, we built trust and accelerated market adoption for Covalent.

- **Market Research & Positioning:**
  Conducted an in-depth analysis of the Web3 market, including competitor positioning and audience pain points. This helped Covalent HQ define its unique selling propositions (USPs) and communicate them effectively through marketing channels.

- **Training & Process Development:**
  Provided internal training for Covalent HQ's team to manage leads more efficiently. This included guidance on CRM use, lead follow-up processes, and communication strategies to convert leads into customers more effectively.

- **Marketing Automation Implementation:**
  Introduced marketing automation tools to streamline campaign execution, lead nurturing, and customer follow-ups. This helped Covalent HQ maintain engagement with potential customers over time and reduced the chances of lead drop-offs.

THE RESULTS

- Identified key areas of improvement in lead management, improving lead-to-consultation ratio by 25%.

CREATIVE APPROACH

- **Ad Copy Refinement:**
  We created compelling ad copy that spoke directly to the pain points of blockchain developers and businesses. Messaging focused on the precision and scalability of Covalent's API offerings, driving interest among highly qualified prospects.

- **A/B Testing of Creatives:**
  Multiple ad creative variations were tested, including different visual assets and CTAs. The focus was on creating engaging visuals that reflected Covalent's expertise and product benefits, such as simplified access to Web3 data.

- **Multi-Channel Creative Consistency:**
  Ensured that the brand messaging was consistent across all channels, from search ads to social media. This helped build brand recognition and trust while nurturing leads across multiple touchpoints.

- **Landing Page Personalization:**
  Tailored landing pages to match the keywords and ads users interacted with. By aligning the landing page content with user intent, we achieved a seamless user experience that minimized friction and maximized conversions.

THE RESULTS

- Increased engagement by 40% with optimized ad creatives.

RADON MEDIA **X** DELTIN GROUP HOTELS AND CASINOS

Understanding Business Insights & Making Decisions Became a Cakewalk for **Deltin Group** after Implementation of Google Analytics

Samrat India a popular wheat flour & atta brand in India understands how meals have brought families together through years. Committed towards providing high quality flour made from hard wheat grown across India. With world class manufacturing facilities, a strong emphasis on hygiene and user-friendly packaging, Samrat Atta believes in serving every family the nourishing taste of wholesome wheat and a reason to come together.

Being associated with Radon for various projects Deltin decided to trust Radon Media with one of their most important service i.e Google Analytics. Identifying the behavior of consumer was very difficult with the current implementation as there was no configuration that was able to pull such reports. After improving the GA implementation targeting various combination of audiences helped Samrat Atta reach its desired set of audience which eventually boosted the overall sales.

KEY INDUSTRY

- Hospitality
- Casino & Online Gambling

KEY ACTIVITIES

- Implemented Google Analytics to understand user behaviour
- Added GTM to reduce support from Development team and make marketing efforts flawless
- Configured Goals for various Properties, Products & Geographies to understand the flow of business in a detailed view
- Segmented audiences based on their behaviour in Google Analytics to build further audiences
- Built reporting dashboards using Data Studio to gain actionable insights in just few clicks

THE GOAL

- Reach desirable segment of tourists visiting Goa
- Boost conversions and reach relevant audiences across the country
- Use data analytics to derive actionable insights

TECH STACK USED

Google Analytics   Tag Manager

Attributionly

Data Studio

=

AUDIENCE SEGMENTATION

THE APPROACH

- Implemented GA & GTM across the website
- Used GTM to configure Events & Goals to track Micro & Macro Goals defining the important customer journeys
- Configured reports based on Key metrics using Data Studio to derive actionable insights
- Further segmenting the audiences based on their behavioral data we derived combinations of outcomes across Google properties
- Ensured in-depth implementation of GA provides detailed information about the users behavior at Interest, Product, Geo, Devices, Content and various other important levels
- Combination of new audiences based on the data driven insights gave better results with various media campaigns leaving an impact on the overall revenue generated
- Were able to identify unnecessary media channels to cut down the waste spends or optimize in a better way

THE RESULTS

- Observed 6% increase in overall revenue
- ROI for segmented audiences was 4x higher compared to the demographic-based audience
- Understanding of Performing & Non-Performing channels was clearly visible with the help of easy to read reporting dashboards
- Decision Making in business became easy and less time consuming

RADON MEDIA X SAMRAT

Samrat Atta achieved 4x higher ROI using Data Analytics

Samrat India a popular wheat flour & atta brand in India understands how meals have brought families together through years. Committed towards providing high quality flour made from hard wheat grown across India. With world class manufacturing facilities, a strong emphasis on hygiene and user-friendly packaging, Samrat Atta believes in serving every family the nourishing taste of wholesome wheat and a reason to come together.

Being associated with Radon for various projects and brands this time Samrat Atta decided to trust Radon Media with one of their most important campaign to reach the end consumer. Identifying the behavior of this segment was very difficult as there was no direct way of targeting this audience. Targeting various combination of audiences helped Samrat Atta reach its desired set of audience which eventually boosted the overall sales.
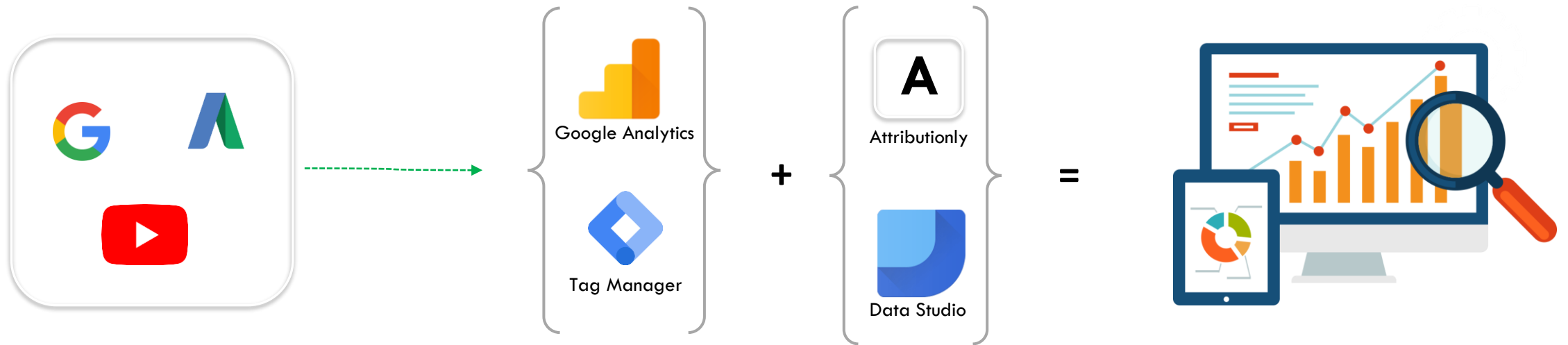
KEY INDUSTRY

- FMCG
- Wheat Flour Manufacturer

KEY ACTIVITIES

- Increased Brand Awareness in Top Funnel
- Segmented audiences based on their behaviour in Google Analytics
- Used combinations of various segmented audiences to A/B Performance & Engagement
- Experiment Conducted for 6 Weeks
- Optimized Audience List for Best Results

THE GOAL

- Reach desirable segment of shoppers from big & small retail businesses
- Boost conversions and reach relevant audiences
- Use data analytics to derive actionable insights

TECH STACK USED

AUDIENCE SEGMENTATION

THE APPROACH

- Increased brand awareness & boosted upper funnel by running broad demographic campaigns
- Campaigns were tested on the different segments of Indian consumers
- Further segmenting the audiences based on their behavioral data we derived combinations of outcomes across Google properties
- Testing these combinations for 6 weeks helped us identify affinity audience who frequently visited convenience stores
- At the end of the test, we were able to reach affinity audiences with data backed combinations whose intent was higher at shopping our product at the convenience stores
- We discovered that the new combination of the audiences based on the data performed better with YouTube ads leaving an impact on the overall sales as well

THE RESULTS

- Observed 18% increase in Brand lift metrics
- 7% increase in sales was observed from the experimental YouTube campaigns
- Also, ROI for segmented audiences was 4x higher compared to the demographic-based audience

We have got the most energetic & amazing performance team in the form of Radon Media. Throw any damn marketing challenges they have the best approach to tackle it. 50% of my work pressure is reduced just because of Radon's effective marketing solutions. Now we don't have to worry about getting business, we are just focusing on the growth rest is looked upon by our best marketing team Radon Media.

- Mayank Parekh, MD – Samrat Atta

RADON
MEDIA

X

meadbery

MARKETING EXCELLENCE DURING COVID -19 LOCKDOWN CASE STUDY

Learn How **Meadbery** Bagged a Whooping **12x** **ROAS** During the Pandemic Times

Meadbery's main objective has always been to be a consumer friendly brand. With exclusive ingredients they aimed to provide high performing supplements that boosts the overall wellbeing of an individuals. With wide range of products from kids to adults, delivering quality products has been the key behind Meadbery's success.

After a good start on Amazon, Meadbery's next challenge was to boost sales over website and reduce the dependency over the marketplace. With a wide range of products there had been ho definite learnings about the performance that can be driven from the PPC campaigns. This is where Meadbery partnered with Radon Media to find the winning the product and scale the PPC account to boost online conversions. Right at the start when the entire world was hit by the pandemic the brand rose up like a shinning star to achieve unbelievable results from the strategic approach taken by Radon Media.

KEY INDUSTRY

- Nutraceutical
- E-commerce
- Health Supplements
- Online Shopping

KEY ACTIVITIES

- Promoted Products That Were The Need of The Hour
- Focus Products : Hand Sanitizers, Immunity Boosters and Health Supplements
- Educated and Created Brand Awareness
- Build up Own Pool of Followers Across Social Media Channels
- Identified Winning Products Through Various Campaign Strategies
- Boosted Online Sales by Pushing Users to Take an Action After Every Single Interaction
- Optimized Audience List for Best Results

THE GOAL

- Educate customer about the product and build brand awareness
- Increase Followers and Pages Likes
- Identify winning products
- Boost Sales & Revenue

TECH STACK USED
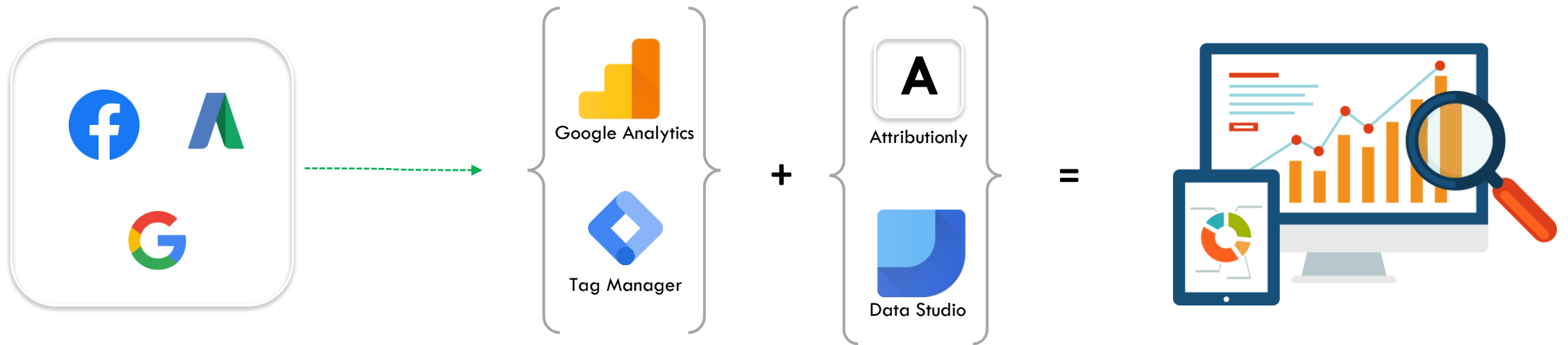
AUDIENCE SEGMENTATION

Name	Type	Size
RM_Keto - Serviceable Pin Codes	Saved Audience	230,000,000 ⓘ
RM_Kiwi_Seed_Booster - Serviceable Pincodes - copy	Saved Audience	55,000,000 ⓘ
RM_Purchase_7_Days	Custom Audience Website	Below 1,000 Not updated ⓘ
RM_Non-Converted_Visitors_Apple_Cider_Vinegar	Custom Audience Website	Below 1,000 Low website traffic ⓘ
RM - Purchase 25 Days	Custom Audience Website	Below 1,000 Low website traffic ⓘ
RM - Total Purchase - Purchase in Last 25 Days	Custom Audience Website	2,700 ⓘ
RM_Non Converted Users - Liver Detox (60 Caps)	Custom Audience Website	9,200 Not updated ⓘ
RM_Non Converted Users - Melatonin	Custom Audience Website	Below 1,000 Not updated ⓘ
RM_Non Converted Users - Complete Multivitamin	Custom Audience Website	Below 1,000 Not updated ⓘ
RM_Non Converted Users - Kiwi Seed Booster	Custom Audience Website	Below 1,000 Not updated ⓘ
RM_Non Converted Users - Keto	Custom Audience Website	Below 1,000 Not updated ⓘ
RM_Non Converted Users - Kids Multi-Vitamin Gummy	Custom Audience Website	1,400 Not updated ⓘ
RM_Non Converted Users - Liver Detox 30	Custom Audience Website	7,200 ⓘ
Kid's Multi-Vitamin Gummy - Purchase>30days	Custom Audience Website	Below 1,000 Not updated ⓘ

THE APPROACH

- During the initial days of the pandemic where everything was closed, we decided to reach max audience with educational videos about health supplements
- Targeted very specific audience by showing them the video and made them interact with the ad, like & follow the FB page
- As soon as the delivery for Essential Goods started, we capitalized in the conversion-based campaigns and tested 6 different products
- Amongst which Kid's Multivitamin Gummies & Liver Detox were the top sellers
- Leveraged on the response from the customers who had initially interacted with the ads and liked & followed the FB page
- Used Machine Learning algorithms to identify new set of audience and expand the reach to bag in more sales

THE RESULTS

- Achieved a ROAS of 12x
- Bagged 7k+ Likes & Followers on FB
- Reduced CPC by 78%
- Cost per sale was reduced by ~82%

Uncertain with where to start and what to test with online campaigns, Radon Media guided us with the entire journey of building up sales from various platforms. Their expertise not only lies in marketing but the entire team has a very good understanding of the overall business operations. A lot of optimizations were also suggested to improve the profitability. Overall a great learning experience and business from this team.

- Dhiraj Jindal, Founder - Meadbery

Dermaspace's Lead Quality Revolution: Dermaspace Achieves 3x Growth in Conversions through Targeted Strategies

Dermaspace is a leading skincare clinic based in Pune, offering a wide range of advanced skin treatments including acne care, anti-aging therapies, laser treatments, and more. With a focus on personalized skincare solutions, Dermaspace uses cutting-edge technology and experienced dermatologists to provide high-quality care tailored to individual needs. Their commitment to delivering transformative results has made them a trusted name in the skincare industry.

Dermaspace, a skincare clinic based in Pune, struggled with low conversion rates from their Facebook Lead Form ads. Despite generating a high volume of leads, less than 1% of those leads converted into paying clients, with a large proportion being unqualified or "junk" leads. They needed a solution to improve lead quality, streamline lead management, and ultimately increase their conversion rates.

KEY INDUSTRY

- Skincare and Aesthetic Treatments
- Cosmetic Dermatology
- Medical and Laser Treatments

KEY ACTIVITIES

- Thorough review of existing ads to identify issues causing low conversion rates.
- Introduced more in-depth questions to filter out non-serious leads.
- Developed visually appealing creatives focused on various skin treatments to engage the right audience.
- Refined ad copy to align with the specific needs of potential clients.
- Adjusted the call-to-action to make it more compelling and relevant to prospective clients.
- Built dedicated landing pages for specific treatments to pre-qualify leads before sales outreach.
- Implemented proper tagging to attribute leads accurately to the correct ad campaigns and mediums.
- Reviewed recorded calls with potential clients to identify and resolve communication gaps.
- Arranged training sessions for the sales team on treatments and product knowledge to handle leads more effectively.
- Streamlined follow-up process to reduce TAT and ensure quicker responses to new leads.
- Used Callyzer for tracking and analyzing call performance to improve client handling.
- Implemented continuous testing of ads and landing pages to optimize for better lead quality.

THE GOAL

- Focus on quality leads over quantity by targeting serious potential clients.
- Filter out junk leads and enhance sales team efficiency for better conversions.
- Ensure accurate lead tracking for data-driven campaign optimization.

PERFORMANCE MARKETING APPROACH

- **Targeted Audience Refinement**: Narrowed down the target audience to focus on high-intent users who are more likely to engage with premium skincare treatments.

- **Budget Optimization**: Reallocated budget to focus on high-performing ad sets and audience segments, ensuring cost-efficiency.

- **Lookalike Audiences**: Utilized lookalike audiences to expand reach while maintaining lead quality, targeting users similar to past customers.

- **Remarketing Strategy**: Set up remarketing campaigns to re-engage users who had previously interacted with ads but did not convert.

- **Seasonal Promotions**: Rolled out limited-time offers and discounts to create urgency and attract more qualified leads during peak times.

THE RESULTS

- Increased lead volume by 35% while reducing cost-per-lead (CPL) by 25%.
- Conversion rates on remarketing ads improved by 50%.
- Achieved a 30% higher return on ad spend (ROAS) through better budget allocation.
- Boosted the quality of leads with a 40% increase in relevant inquiries.

HYPERLOCAL APPROACH

- **Geotargeted Campaigns**: Focused ads on a tight radius around the clinic to attract local clients searching for skincare treatments in Pune.

- **Localized Messaging**: Customized ad copy to appeal to local concerns and preferences, using language that resonated with the Pune audience.

- **Seasonal Skin Treatment Offers**: Launched special promotions during seasonal changes to address common local skin concerns, such as summer tanning and winter dryness.

- **Community Engagement**: Created content that highlighted Dermaspace's involvement in local skincare events and wellness seminars, building a stronger local presence.

- **Location-Based Bid Adjustments**: Adjusted bids for users within a certain proximity to the clinic, ensuring maximum visibility to potential clients nearby.

THE RESULTS

- Increased footfall by 30% through hyperlocal targeting of nearby areas.
- Improved local engagement with a 25% rise in consultations booked via geotargeted ads.
- Reduced CPL by 20% for locally-focused campaigns.
- Achieved a 35% higher conversion rate from hyperlocal campaigns compared to general campaigns.

CRO APPROACH

- **Landing Page Introduction**: Designed dedicated landing pages for different skincare treatments, offering more detailed information before the lead form stage.

- **Improved User Flow**: Streamlined the customer journey by reducing friction points between ad clicks and lead submissions.

- **Faster Response Time**: Automated notifications in the CRM to ensure the sales team could follow up with leads immediately after submission.

- **A/B Testing**: Tested different landing page variations and call-to-action formats to find the most effective combinations.

- **Call Script Optimization**: Trained the sales team with improved scripts for handling client objections and inquiries more effectively.

THE RESULTS

- Conversion rate increased by 40% through optimized landing pages.
- Reduced lead follow-up time by 50%, boosting engagement with potential clients.
- Decreased landing page bounce rates by 15% with more engaging content.
- A/B testing yielded a 20% increase in the highest-converting landing page design.

CONSULTING APPROACH

- **Lead Funnel Audit**: Conducted a thorough audit of Dermaspace's Facebook ad campaigns and lead forms to identify weaknesses in lead generation.

- **Detailed Lead Forms**: Recommended adding more specific questions to pre-qualify leads, reducing the number of low-quality submissions.

- **CRM Optimization**: Streamlined the tagging and categorization of leads in their CRM to improve lead attribution and tracking across campaigns.

- **Call Tracking & Training**: Introduced Callyzer to monitor and record sales calls, helping the sales team identify gaps in handling client inquiries and improving their response.

- **Immediate Lead Follow-Up**: Recommended reducing the turnaround time (TAT) for contacting new leads by automating CRM notifications for the sales team.

THE RESULTS

- Reduced junk leads by 50% through more detailed lead forms.
- Improved CRM attribution accuracy by 30%, allowing better campaign performance tracking.
- Enhanced call handling efficiency by 20% after call monitoring and training.
- Increased qualified lead volume by 40%, leading to improved conversion rates.

CREATIVE APPROACH

- **Ad Creative Redesign**: Developed visually appealing and informative ad creatives tailored to showcase the clinic's range of premium skin treatments.

- **Message Personalization**: Refined ad copy to address specific skincare concerns, highlighting the unique value of Dermaspace's offerings.

- **Compelling CTAs**: Updated calls-to-action to make them more direct and personalized, urging users to take action.

- **Brand Consistency**: Ensured a cohesive message across Facebook, Instagram, and landing pages to reinforce brand trust and recognition.

- **Engaging Video Ads**: Created short, engaging video ads demonstrating treatment benefits, resonating with the target audience.

THE RESULTS

- Increased ad engagement by 30% due to improved ad creatives and messaging.
- Boosted lead form submissions by 25%, with higher-quality leads entering the funnel.
- Achieved a 20% increase in click-through rates (CTR) by refining CTAs and ad copy.
- Improved ad relevance scores by 35%, enhancing brand trust and awareness.

CASE STUDY — **RELIANCE GENERAL INSURANCE**

Revolutionizing Insurance Marketing: Radon Media's Strategy Delivers 150% Increase in App Installs and 35% Rise in Local Engagement for Reliance General Insurance

Reliance General Insurance, a leading general insurance provider in India, understands the importance of providing comprehensive insurance solutions to safeguard the assets and well-being of its customers. With a commitment to delivering high-quality insurance products and services, Reliance General Insurance strives to offer a seamless experience to its policyholders. Utilizing state-of-the-art technology and a customer-centric approach, the company aims to make insurance accessible, affordable, and understandable for every individual and family in India.

Reliance General Insurance, having collaborated with Radon Media on various initiatives in the past, once again decided to entrust Radon with one of their critical campaigns to enhance their digital presence and reach. The insurance industry is highly competitive, and Reliance General Insurance was facing challenges in increasing its online visibility, driving app installs, and boosting brand awareness. Understanding the complexity of targeting the right audience in this sector, Reliance General Insurance partnered with Radon Media to leverage advanced digital marketing strategies, including performance marketing, app analytics, and SEO, to overcome these challenges and achieve significant results.

KEY INDUSTRY

- Insurance
- General Insurance

KEY ACTIVITIES

- Execute targeted campaigns focusing on app installs and brand awareness.
- Leverage Google Ads and Facebook Ads for optimized ad placements, keywords, and audience targeting.
- Implement app analytics using Firebase to track user behaviour, engagement, and conversions for data-driven decision-making.
- Employ CRO techniques to enhance the website and app experience from landing page to conversion.
- Use A/B testing, user feedback, and heatmap analysis to implement changes and improve conversion rates.
- Optimize the digital presence through SEO strategies to enhance search visibility and attract organic traffic.
- Provide consulting services on app analytics and user base growth to drive app installs and revenue growth.
- Conduct a digital audit, develop a go-to-market strategy, and advise on marketing automation and business analytics.
- Develop compelling brand identity and messaging for multi-channel campaigns.

THE GOAL

- Increase app installs and user engagement.
- Enhance brand visibility and awareness.
- Utilize advanced data analytics for strategic insights.

PERFORMANCE MARKETING APPROACH

- **App Analytics Implementation:** App analytics were implemented using Firebase to comprehensively track user behaviour, conversion rates, and engagement metrics.

- **Pay Per Click (PPC):** PPC campaigns were launched on platforms like Google Ads and Facebook Ads, optimized for ad placements, keywords, and audience targeting to drive traffic and app installs.

- **Conversion Rate Optimization (CRO):** CRO techniques were employed to enhance the website and app experience, utilizing A/B testing, user feedback, and heatmap analysis to improve conversion rates.

- **Funnels:** Sales funnels were designed and optimized to guide users seamlessly from awareness to conversion, maximizing engagement and minimizing drop-offs.

- **Performance SEO:** SEO strategies were deployed to improve organic search visibility, including optimizing website content, metadata, and technical SEO aspects to drive more organic traffic and improve search rankings.

THE RESULTS

- Achieved a 150% increase in app installs.
- Improved user engagement by 40%.
- Increased conversion rates by 25%.
- Reduced cost per acquisition (CPA) by 30%.
- Boosted organic traffic by 50%.

HYPERLOCAL APPROACH

- **Google My Business (GMB) Optimization:** Optimized GMB profiles to enhance local search visibility and attract nearby customers.

- **Localized Ads:** Ran targeted ads focusing on specific regions to capture local audiences and drive calls.

- **Local SEO Strategies:** Implemented local SEO tactics to improve search rankings in specific areas, boosting organic visibility for local searches.

- **AI-Generated Creatives:** Used AI-generated creatives tailored to local preferences to increase engagement and appeal to regional audiences.

- **Customer Reviews Management:** Monitored and managed local customer reviews to build a positive online reputation.

- **Geo-Targeted Promotions:** Implemented geo-targeted promotions to offer region-specific deals and incentives.

THE RESULTS

- Optimizing Google My Business profiles led to a 40% increase in local search visibility.
- Localized ads achieved a 35% higher engagement rate compared to non-local campaigns.
- Local SEO efforts resulted in a 25% improvement in search rankings for targeted regions.
- AI-generated creatives saw a 30% increase in user engagement from local audiences.

CONSULTING APPROACH

- **Digital Audit:** Conducted a comprehensive audit to evaluate current digital performance and identify areas for improvement.

- **Go-to-Market Strategy:** Developed a holistic strategy for digital transformation and scaling, aimed at achieving sustainable growth.

- **Marketing Automation:** Implemented tools and frameworks to automate marketing processes, improving efficiency and effectiveness.

- **Business Analytics:** Provided insights and recommendations based on analytics to guide strategic decision-making and optimize performance.

- **Process Optimization:** Streamlined workflows and processes for greater efficiency.

- **Strategic Planning:** Offered strategic planning services to align digital efforts with business goals.

THE RESULTS

- Achieved a 30% increase in market penetration.
- Reduced manual workload by 25% with marketing automation.
- Enhanced decision-making with actionable business analytics insights.
- Improved alignment between marketing efforts and business objectives.
- Established frameworks for scalable growth and adaptability.

CREATIVE APPROACH

- **Brand Identity:** Developed a strong brand identity and messaging framework.

- **Creative Execution:** Executed conceptualization, copywriting, and storyboarding for multi-channel campaigns.

- **UI & UX Improvements:** Enhanced user experience with focused UI & UX improvements across digital platforms.

- **Visual Design:** Created engaging visual assets to capture audience attention and convey brand messaging effectively.

- **Multi-Channel Strategy:** Implemented a cohesive strategy across various digital channels to ensure consistent brand communication and increase reach.

- **Campaign Innovation:** Introduced innovative creative approaches to stand out in a competitive market and drive audience engagement.

THE RESULTS

- Increased brand recognition and recall.
- Higher engagement and reach across digital platforms.
- Improved user experience with enhanced UI & UX.
- Enhanced audience attention and brand perception.
- Achieved cohesive brand communication across channels.
- Increased campaign effectiveness and engagement with innovative approaches.

CASE STUDY – **SAMRAT ATTA**

Transforming Digital Presence: How Samrat Atta Achieved Remarkable Growth with Strategic Marketing?

Samrat India a popular wheat flour & atta brand in India understands how meals have brought families together through years. Committed towards providing high quality flour made from hard wheat grown across India. With world class manufacturing facilities, a strong emphasis on hygiene and user-friendly packaging, Samrat Atta believes in serving every family the nourishing taste of wholesome wheat and a reason to come together.

Samrat Atta, despite its strong offline presence, faced significant challenges in increasing online visibility, improving digital marketing performance, and achieving a higher return on investment (ROI). The brand found it difficult to identify and target its ideal consumer segment through digital channels, as there was no direct way to connect with this audience. With a desire to boost sales and establish a stronger online presence, Samrat Atta sought the expertise of Radon Media to devise a strategic digital marketing approach.

Radon Media, a leading digital marketing agency, collaborated with Samrat Atta to implement a multi-faceted digital strategy encompassing performance marketing, hyperlocal marketing, consulting, and creative services.

KEY INDUSTRY

- Food industry
- FMCG (Fast-Moving Consumer Goods) sector
- E-commerce and online retail

KEY ACTIVITIES

- Launch targeted PPC and optimize SEO to boost visibility.
- Analyse user behaviour to identify optimization opportunities.
- Enhance website UX to improve conversions.
- Develop and optimize sales funnels for better customer guidance.
- Optimize local profiles and run hyperlocal ads for community engagement.
- Implement local SEO strategies to improve regional visibility.
- Create personalized ad content using generative AI.
- Conduct a comprehensive digital audit for improvement.
- Craft a cohesive digital strategy to unify marketing efforts.
- Automate marketing processes for efficiency.
- Leverage analytics tools for data-driven insights.
- Enhance website design and functionality for better user experience.

THE GOAL

- Increase visibility and engagement with targeted retail shoppers.
- Boost conversions and ROI with strategic performance and hyperlocal marketing.
- Utilize data analytics for continuous improvement and optimization.

PERFORMANCE MARKETING APPROACH

- **Pay Per Click (PPC):** Targeted PPC campaigns were launched on platforms like Google Ads and Facebook Ads. These campaigns were optimized for ad placements, keywords, and audience targeting to attract relevant traffic and boost conversions.

- **Web Analytics:** Radon Media conducted in-depth analysis using web analytics to understand user behaviour, track campaign performance, and identify areas for improvement. This data-driven approach enabled continuous optimization.

- **Conversion Rate Optimization (CRO):** By analysing user interactions on Samrat Atta's website and landing pages, Radon Media implemented CRO techniques to enhance user experience, reduce bounce rates, and increase conversion rates.

- **Funnels:** Detailed sales funnels were created and optimized to guide potential customers from awareness to purchase, ensuring a seamless and efficient buying process.

- **Performance SEO:** Comprehensive SEO strategies were deployed to improve Samrat Atta's organic search visibility. This included optimizing website content, metadata, and technical SEO aspects to drive more organic traffic and improve rankings.

THE RESULTS

- Increased PPC-converted traffic by 35%.
- Boosted organic search visibility by 40% through performance SEO.
- Enhanced conversion rates by 25% with improved CRO techniques.
- Optimized sales funnels, leading to a 30% increase in customer acquisition.
- Improved campaign performance with a 50% increase in data-driven optimization.

HYPERLOCAL APPROACH

- **GMB & Facebook Page Optimization:** Radon Media optimized Samrat Atta's Google My Business profile and Facebook page to enhance local search visibility and engage with the community effectively.

- **Hyperlocal Ads:** Targeted hyperlocal ads were launched to reach audiences in specific geographic areas. This approach allowed for highly relevant marketing, focusing on local markets where Samrat Atta had a strong presence.

- **Local SEO:** A robust local SEO strategy was implemented to improve Samrat Atta's visibility in local search results. This included optimizing for local keywords, managing online reviews, and ensuring consistent NAP (Name, Address, Phone Number) information across all platforms.

- **Gen AI Creatives:** Innovative creatives were developed using generative AI technology, enabling personalized and locally relevant ad content that resonated with the target audience.

- **Tech Integrations:** Advanced technological integrations, including CRM and data analytics tools, were employed to streamline operations, track performance, and automate marketing efforts.

THE RESULTS

- Increased local visibility by 30% with optimized GMB and Facebook.
- Boosted regional engagement by 40% with hyperlocal ads.
- Improved local rankings by 35% through local SEO.
- Enhanced ad relevance by 25% with AI-generated creatives.
- Boosted marketing efficiency by 20% with tech integrations.

CONSULTING APPROACH

- **Digital Audit:** Assessed Samrat Atta's online presence to identify gaps and growth opportunities.

- **Go to Market Strategy:** Created a tailored strategy focusing on brand strengths and market needs.

- **Overall Digital Strategy:** Developed a unified approach across all digital platforms for consistency.

- **Marketing Automation:** Implemented automation to streamline processes and enhance customer engagement.

- **SOPs & Frameworks:** Established SOPs for consistent and efficient digital marketing execution.

- **Business Analytics:** Leveraged analytics tools for insights into market trends and campaign performance.

- **Digital Transformation:** Led a digital overhaul, integrating modern techniques with existing marketing strategies.

THE RESULTS

- Identified key growth opportunities and strategic improvements.
- Enhanced market penetration and brand positioning effectively.
- Achieved a cohesive online presence, boosting brand visibility.
- Increased marketing efficiency and engagement with automated processes.
- Improved consistency and effectiveness in digital marketing execution.
- Provided actionable insights, leading to data-driven marketing decisions.
- Modernized marketing efforts, integrating digital techniques with traditional methods.

CREATIVE APPROACH

- **Brand Identity:** Refreshed and strengthened brand identity for consistency across digital platforms.

- **Conceptualization:** Developed innovative digital campaign concepts with a focus on storytelling.

- **Copywriting:** Crafted persuasive copy to effectively communicate brand values and benefits.

- **Storyboarding:** Created detailed storyboards for clear and appealing video content.

- **Production:** Executed high-quality production of digital assets to maintain a professional image.

- **UI & UX:** Enhanced website UI/UX for improved navigation and faster load times.

- **Multi-Channel Strategy:** Implemented a multi-channel strategy for cohesive messaging and maximized engagement.

THE RESULTS

- Strengthened brand presence and ensured consistency across all digital touchpoints.
- Engaged the audience with compelling storytelling and emotional connection.
- Effectively communicated brand values, enhancing audience resonance.
- Provided a clear and visually appealing narrative for video campaigns.
- Delivered high-quality digital assets, maintaining a strong and professional brand image.
- Improved website usability and performance for a better user experience.
- Achieved cohesive messaging and enhanced reach across digital platforms.

CASE STUDY — **SWARAJ TRACTORS**

Turbocharging Digital Impact: **Swaraj Tractors** Sees **40%** Increase in Hyperlocal Reach and **50%** Improvement in Ad Performance with Radon Media

Swaraj Tractors, a well-known brand in the agricultural machinery sector, has been a trusted name among Indian farmers for decades. Committed to providing reliable, high-performance tractors designed for Indian farming conditions, Swaraj Tractors understands the importance of empowering farmers with the right tools to enhance productivity. With a focus on quality engineering, robust design, and user-friendly features, Swaraj Tractors has consistently delivered products that meet the diverse needs of its customers.

Looking to further solidify its market position and reach a broader audience, Swaraj Tractors partnered with Radon Media to enhance its digital presence and engage more effectively with its target audience. The company faced challenges in increasing online visibility, improving digital marketing performance, and achieving a higher return on investment (ROI). To address these challenges, Radon Media implemented a strategic approach that leveraged performance marketing, hyperlocal marketing, consulting, and creative strategies, resulting in significant growth and engagement for Swaraj Tractors.

KEY INDUSTRY

- Automobile industry
- Agricultural Machinery

KEY ACTIVITIES

- Launch targeted PPC and SEO to boost visibility and conversions.
- Analyse user behaviour to identify optimization opportunities.
- Enhance UX and develop effective sales funnels.
- Optimize local profiles and run hyperlocal ads.
- Create personalized ad content using generative AI.
- Conduct a digital audit and craft a unified strategy.
- Develop tailored strategies for market entry and expansion.
- Automate marketing processes and utilize analytics for insights.
- Refresh brand identity and create engaging campaigns.
- Improve website design and user functionality.

THE GOAL

- Enhance online visibility and engagement with targeted agricultural audiences.
- Boost conversions and ROI with strategic performance and hyperlocal marketing.
- Leverage data analytics for continuous improvement of digital campaigns.

HYPERLOCAL APPROACH

- **GMB & Facebook Page Optimization:** Optimized Google My Business and Facebook pages to improve local search visibility and customer engagement, ensuring accurate information and active management of reviews.

- **Hyperlocal Ads:** Developed hyperlocal advertising campaigns targeting specific regions to engage local communities and increase brand awareness among potential customers.

- **Local SEO:** Implemented local SEO best practices, including optimizing for local keywords and creating localized content, to improve rankings in local search results and attract geographically relevant traffic.

- **Gen AI Creatives:** Utilized generative AI to develop personalized and localized ad creatives, enhancing the relevance and impact of marketing campaigns in specific regions.

THE RESULTS

- Boosted local search visibility by 35% through GMB and Facebook optimization.
- Increased community engagement by 40% with hyperlocal ads.
- Improved local search rankings by 25% using local SEO.
- Enhanced ad relevance by 30% with AI-generated creatives.
- Increased foot traffic by 20% through targeted local marketing.

CONSULTING APPROACH

- **Digital Audit:** Conducted a detailed digital audit to assess current online presence, identify gaps, and uncover opportunities for growth and optimization.

- **Go to Market Strategy:** Developed a tailored go-to-market strategy based on market research and competitive analysis, focusing on effectively reaching target audiences and driving sales.

- **Overall Digital Strategy:** Crafted an integrated digital strategy encompassing all marketing channels, ensuring cohesive messaging and maximizing the impact of marketing efforts.

- **Marketing Automation and SOPs:** Implemented marketing automation tools and established standard operating procedures (SOPs) to streamline processes, improve efficiency, and maintain consistency in execution.

THE RESULTS

- Identified new growth opportunities through a digital audit.
- Expanded market reach with a targeted go-to-market strategy.
- Increased campaign effectiveness through a cohesive digital strategy.
- Streamlined operations with marketing automation and SOPs.
- Improved sales conversions with optimized digital processes.

CREATIVE APPROACH

- **Brand Identity and Conceptualization:** Refreshed Swaraj Tractors' brand identity and developed creative concepts that resonate with the target audience, highlighting the brand's strengths and values.

- **Copywriting and Storyboarding:** Crafted compelling copy and detailed storyboards for digital campaigns to ensure clear communication of brand messages and effective storytelling.

- **Production and UI/UX:** Produced high-quality digital assets, including videos, banners, and social media content, while enhancing website UI/UX for a seamless and engaging user experience.

- **Multi-Channel Strategy:** Implemented a multi-channel marketing strategy to deliver cohesive messaging across all platforms, maximizing reach and engagement with diverse audiences.

THE RESULTS

- Strengthened brand identity with refreshed concepts and visuals.
- Enhanced engagement through compelling copy and storytelling.
- Improved user experience with high-quality digital assets and better UI/UX.
- Expanded reach with a cohesive multi-channel strategy.
- Elevated brand perception with consistent and impactful messaging.

जोश का राज मेरा

SWARAJ

HYPERLOCAL STORY

VERSATILITY | POWER | COMFORT | RELIABILITY | STYLE | UNMATCHED

Key Objective: Deliver Leads to dealers at an optimal cost

Delivered Leads at Rs 170 with 30% YoY Efficiencies delivered

20% Growth in Ad spends YoY 30% Growth in Network Size

Secondary Objective: Work with dealer in their Digital Transformation Journey and Lead Conversion best Practices

Reduced Lead Processing TAT to 30 Minutes from 2 Days

98% of Leads Processing with SOP's

Industry Challenge

- **Local Market Penetration:** Swaraj Tractors faced the challenge of effectively penetrating local markets across India, where agricultural needs and customer behaviors vary significantly by region.

- **Lead Quality and Volume:** There was a need to generate high-quality leads while also increasing the overall volume of leads, ensuring that the leads generated were genuinely interested and likely to convert.

- **Brand Visibility:** Enhancing brand visibility in a crowded market with many local and regional competitors was essential to gaining a competitive edge.

1	**Local Market Penetration**	Divided into West, South, Southeast regions. Implemented phased roll-outs and region-specific teams.
2	**Lead Quality and Volume**	Customized creatives featuring dealer names and locations, alongside vernacular content tailored to each area.
3	**Brand Visibility**	Focused on appealing offers..

Approach

- **Hyperlocal Marketing:** Focused on understanding regional market dynamics, customer preferences, and local agricultural needs to tailor marketing efforts more effectively.

- **Performance Marketing:** Employed data-driven tactics to optimize campaigns for higher engagement and conversion rates, targeting audiences based on their specific interests and behaviors.

- **Creative Ideation:** Developed innovative and culturally relevant creatives to resonate with the local audience, increasing the effectiveness of marketing campaigns.

- **Comprehensive Digital Strategy:** Combined a range of digital marketing techniques to ensure a holistic approach, from SEO and PPC to local community engagement.

Industry Challenge

Spearheaded India's inaugural hyperlocal project,
innovating digital strategies for 900+ dealers without prior benchmarks.

Our Approach

1   **Outlet Categorization**   Divided into West, South, Southeast regions. Implemented phased roll-outs and region-specific teams.

2   **Localized Marketing**   Customized creatives featuring dealer names and locations, alongside vernacular content tailored to each area.

3   **Strategic Communication**   Focused on appealing offers..

Results & Insights

3.4x increase in Lead Volume by vernacular ads

3x improvement in performance by Financial Creatives and lucrative offers

2.6x improvement in CTA by using the best possible combination of CTA creative

Increased Inquires by ~6x with GMB

OBJECTIVE

Boost SEO Visibility to Grow Customer Base Organically

RESULTS

5.5x Total Searches

3.5x Direction Actions

~6x Phone Call Actions

STRATEGY & EXECUTION

1 **Google My Business Optimization:** Utilized Google My Business for enhanced search and map visibility, attracting potential customers.

2 **Store Information Accuracy** Updated accurate Store details including name, address, contact, and business hours, with keyword-optimized descriptions for better search rankings.

3 **Brand Value Enhancement** Regularly posted updates, promotions, and product offerings, leading to increased direction searches and phone inquiries.

RADON MEDIA x TATA CLiQ

Ecommerce Innovation: How TATA CLiQ Boosted Sales by **25%** with the **AMX Model**

Tata Cliq is a dynamic player in the ecommerce apparel industry, known for its trendy and quality-driven fashion offerings. With a focus on the youthful and fashion-conscious demographic, Tata Cliq has carved a niche in providing an eclectic mix of apparel that resonates with a sense of individuality and style. Their online platform blends intuitive design with customer-centric services, making shopping a seamless and enjoyable experience. Emphasizing sustainability and innovation, Tata Cliq stands out as a brand that not only follows but also sets new fashion trends.

As Tata Cliq sought to expand its market presence, the challenge lay in scaling its operations while maintaining the quality and uniqueness of its products. In the fiercely competitive ecommerce apparel sector, they faced difficulties in reaching wider audiences without diluting their brand essence. The increasing cost of customer acquisition, coupled with the need to keep up with rapidly changing fashion trends, posed significant hurdles. Additionally, Tata Cliq needed to enhance its digital marketing strategies to ensure a higher conversion rate and customer retention, which were crucial for sustainable growth.

The adoption of the AMX model was a game-changer for Tata Cliq. This innovative approach allowed them to revolutionize their digital marketing and media buying strategies. By diversifying their media partners and leveraging data-driven insights, Tata Cliq was able to reach a broader audience more effectively and efficiently. The AMX model facilitated a more targeted approach, enabling them to connect with their core demographic in a meaningful way. The model's emphasis on cost-effective media solutions and predictive analytics significantly reduced the cost per acquisition while enhancing the brand's market penetration. With the AMX model, Tata Cliq successfully scaled its operations, achieving remarkable growth in sales and customer engagement.

KEY INDUSTRY

- Ecommerce
- Apparel
- Brand Development

KEY ACTIVITIES

- Market Trend Analysis: Analyzed market trends and consumer preferences for tailored product offerings.
- Digital Strategy Development: Developed a comprehensive digital marketing strategy with current trends and tech.
- Media Partner Diversification: Enhanced media partner range for broader reach and channel impact.
- Selective Partner Assessment: Chose media partners aligning with brand values and goals.
- Inventory Source Optimization: Optimized inventory sourcing for cost-effectiveness and product quality.
- Content Financing & Tech Investment: Invested in quality content and technology for better engagement and experience.
- Data-Driven Strategy Refinement: Refined marketing strategies using data analytics and performance insights.
- Opportunistic Partnerships Establishment: Established strategic partnerships for new opportunities and competitive edge.
- Corporate Trade Consulting Emphasis: Prioritized trade consulting for beneficial media and marketing agreements.

THE GOAL

- Increase Sales and Revenue
- Maintain Performance Across Channels
- Establish Independent Marketing Channel
- Enhance Brand Visibility
- Optimize Customer Acquisition Costs
- Drive Market Penetration
- Foster Sustainable Business Growth

TECH STACK USED

- Salesforce CRM: Managed customer relationships, tracked interactions, and personalized experiences.
- Trackier for Conversion Tracking: Monitored and analyzed customer conversions across marketing channels.
- Looker Studio for Data Visualization: Created interactive data visualizations for easier interpretation and decision-making.
- HubSpot for Marketing Automation: Automated marketing processes, streamlined campaigns, and improved lead management.
- AI-Powered Predictive Analytics Tools: Forecasted market trends, customer behaviors, and sales outcomes.
- Cloud-Based Customer Data Platform: Centralized customer data storage and management, enhancing access and security.
- Real-Time Performance Monitoring Systems: Continuously tracked and optimized marketing campaign performance.

TECH STACK USED

AMX → { Google Analytics, TRACKIER Affiliate Tracking, HubSpot Marketing Automation } + { salesforce CRM, Data Studio } =
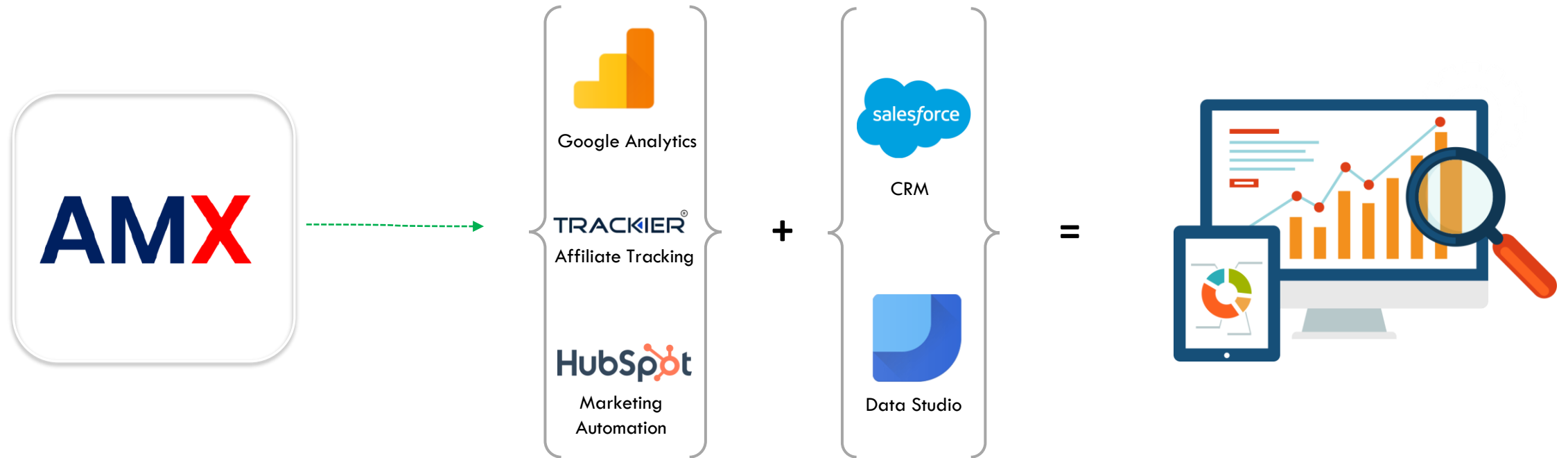
THE APPROACH

- Conducted in-depth market research: Tailored strategies to consumer trends and market dynamics for Tata Cliq.
- Crafted a unique digital marketing plan: Developed a strategy using the AMX model, customized for the brand.
- Curated a broad pool of media partners: Diversified media networks to enhance reach and reduce channel dependency.
- Employed rigorous criteria for media partner selection: Chose partners based on performance and brand alignment.
- Sourced inventory from varied channels: Balanced cost and quality for effective inventory management.
- Invested in content and technology: Enhanced engagement with modern technology and compelling content.
- Utilized data analytics for ongoing strategy adjustments: Adapted marketing strategies based on data insights.
- Formed strategic partnerships: Leveraged partnerships for market opportunities and competitive advantages.
- Focused on trade consulting: Optimized advertising spend through strategic media and marketing deals.
- Integrated CRM and analytics: Combined CRM with analytics for a comprehensive customer perspective.
- Leveraged attribution modeling: Measured the impact of each marketing channel accurately.
- Utilized visualization tools: Transformed complex data into actionable insights.
- Automated marketing processes: Streamlined workflows for efficiency and consistency.
- Emphasized real-time monitoring: Quickly adapted to market changes and campaign performance data.

THE RESULTS

- Achieved a 25% increase in overall sales.
- Sales revenue growth of 30% in the first 6 months.
- Reduced Cost Per Acquisition by 18%.
- 20% uplift in website traffic and user engagement.
- Established a new, high-performing marketing channel.
- Enhanced customer lifetime value by 15%.
- Significant improvement in brand recognition and loyalty.
- Demonstrated the transformative impact of the AMX model in ecommerce.

CASE STUDY — **TRY LOCTITE by HENKEL**

Affiliate Amplified: **Try Loctite's** Revolutionary **Cost Per SQL Model** Skyrockets SQL by **150%**

Try Loctite, Henkel's flagship within its B2B adhesive segment, epitomizes the combination of innovation and practicality. As an authoritative presence in the industrial adhesive space, Henkel delivers a portfolio of solutions that are as diverse as they are specialized. Through its Try Loctite campaign, Henkel reaffirmed its commitment to high-performance products, offering bespoke bonding solutions to businesses across the globe. Their reputation is built on a foundation of trust, quality, and unmatched expertise in meeting the nuanced needs of their clientele.

Henkel faced a formidable challenge: to transition their marketing strategies from traditional avenues to the dynamic realms of the digital world. The objective was clear yet challenging—to infiltrate the saturated market of SMEs and MSMEs and capture quality leads that convert. With competition fierce and customer attention spans waning, Henkel needed a breakthrough to cut through the noise and connect with potential clients in a meaningful way.

The solution was a bold pivot to a Cost Per SQL model, facilitated by a strategic alliance with high-performance affiliate networks. This approach redefined the lead generation process, aligning payment with the value received and fostering a culture of quality over quantity. By leveraging sophisticated lead scoring and continuous campaign optimization, Henkel not only widened its digital footprint but also cultivated a harvest of high-intent leads, driving conversion rates and setting a new benchmark in efficient customer acquisition.

KEY INDUSTRY

- Industrial Adhesive Solutions
- Manufacturing Sector
- SME and MSME Segments
- Maintenance, Repair, and Overhaul (MRO) Services
- Automotive and Electronics Component Bonding
- Construction and Building Materials
- Engineering and Machinery Fabrication

KEY ACTIVITIES

- Executed targeted digital advertising campaigns tailored to key industries.
- Developed and distributed customized content aligned with industry needs.
- Engaged potential clients on social media, leveraging industry-specific trends.
- Collaborated with AMX to harness the vast digital strategy expertise.
- Partnered with selective affiliate channels, targeting high-potential leads.
- Implemented a rigorous lead qualification process, ensuring high-quality SQLs.
- Integrated feedback loops for continuous improvement in lead generation tactics.

THE GOAL

- Reduce overall customer acquisition cost
- Maximize the marketing budget by paying only for SQLs
- Gain a competitive edge in the market
- Convert leads into long-term business relationships
- Receive a minimum order value from new SQLs
- Establish a predictable and scalable lead generation model
- Measure and improve the sales cycle duration

TECH STACK USED

- Customer Relationship Management (CRM) software for lead tracking
- Marketing automation tools for campaign management
- Analytics and data visualization tools for insights
- SEO and SEM tools for digital marketing optimization
- Email marketing platforms for direct outreach
- Affiliate management software for partner collaboration
- A/B testing tools for campaign optimization

TECH STACK USED

AMX → {Google Analytics, Trackier Affiliate Tracking, Tag Manager} + {salesforce CRM, Data Studio} =
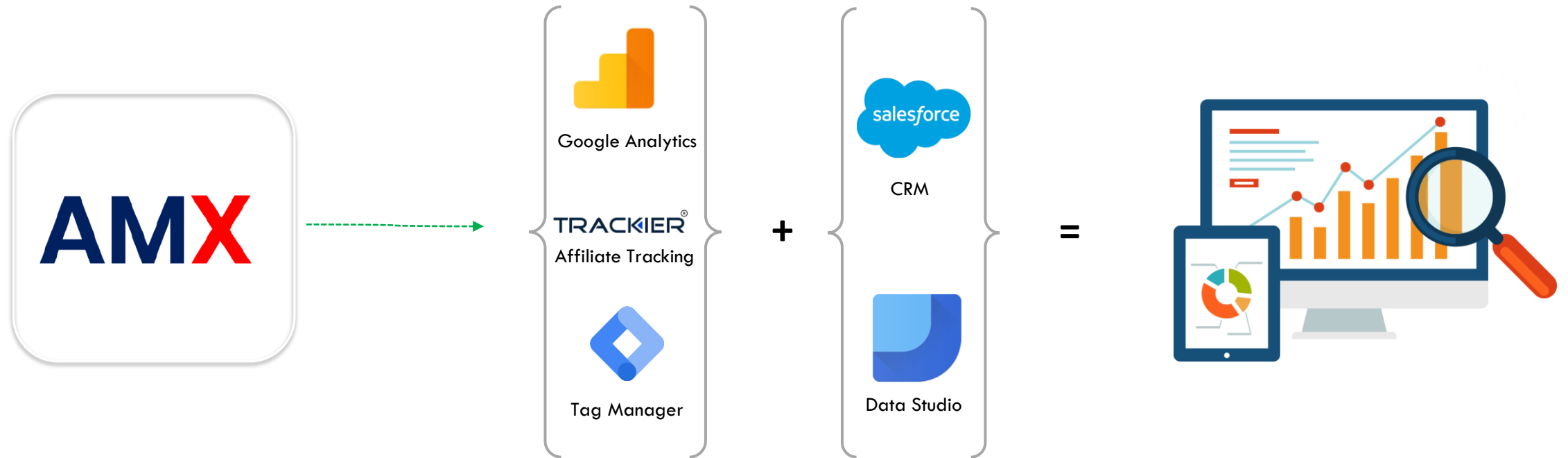
THE APPROACH

- Strategically prioritized digital channels with proven high engagement rates.
- Implemented a nuanced performance-based payment model with affiliates, ensuring alignment with campaign goals.
- Utilized sophisticated lead scoring to effectively differentiate between MQLs and SQLs.
- Embraced an agile methodology, continuously testing and refining campaign strategies.
- Deployed targeted retargeting strategies, turning potential interests into actual conversions.
- Heavily incorporated customer testimonials and success stories to bolster credibility.
- Leveraged AMX's expertise in real-time bidding and programmatic buying for optimal ad placements.

THE RESULTS

- Achieved a 150% increase in SQL generation over a six-month timeframe.
- Realized a 30% year-over-year reduction in Cost Per SQL.
- Cut customer acquisition costs by 25%, enhancing budget efficiency.
- Drove a 200% increase in revenue from SQL-initiated sales.
- Improved MQL to SQL conversion rates by 45%.
- Exceeded industry standards in campaign ROI by 40%.
- Retained 60% of new SQL-originated customers within the first year.

RADON MEDIA X supertails

Driving E-commerce Success: Achieving 300% ROAS for **Super Tails** through Performance Marketing and Google Analytics

SuperTails.com is a popular online retailer that is dedicated to offering high-quality pet care products that are natural, premium, and eco-friendly. With a focus on providing only the best products for pets, the company has become a go-to destination for pet owners who want to ensure the health and well-being of their furry friends. Whether it's food, toys, or grooming supplies, SuperTails.com offers a wide range of products that are carefully curated to meet the needs and preferences of pets and their owners. As a result, the company has gained a loyal following of customers who trust them to provide the best pet care products available.

Here the challenge was to increase website traffic and sales for an e-commerce business of Super Tails while also boosting brand awareness and improving return on advertising spend (ROAS). Super Tails needed to reach a wider audience and improve their overall performance marketing strategy to achieve their goals. By utilizing Google Ads, retargeting, affiliate marketing, and influencer marketing, Radon Media was able to successfully drive increased website traffic, sales, and ROAS for Super Tails.

KEY INDUSTRY

- E-commerce
- Pet Shop

KEY ACTIVITIES

- Paid search advertising (Google Ads)
- Display advertising (Google Display Network)
- Retargeting
- Affiliate marketing
- Influencer marketing

THE GOAL

- Increase website traffic and sales
- Boost brand awareness
- Target a wider audience
- Improve return on advertising spend (ROAS)

TECH STACK USED

AUDIENCE SEGMENTATION

THE APPROACH

- Conducted a thorough market and audience research to determine the target audience and their preferences
- Set up and optimized Google Ads campaigns for both search and display advertising to reach a wider audience and drive traffic to the website
- Implemented retargeting strategies to reach users who have previously interacted with the website or ads
- Partnered with affiliates and influencers to promote products and increase brand exposure
- Continuously monitored and analyzed campaign performance, making data-driven optimizations to improve ROAS and maximize return on investment
- Utilized Google Analytics to track key metrics such as website traffic, conversion rate, revenue, and average order value
- Used A/B testing to determine the most effective ad copy, images, and targeting strategies
- Focused on high-performing keywords, ad groups, and placements to drive the most sales
- Regularly adjusted bids and budgets to ensure maximum efficiency and return on investment

THE RESULTS

- Achieved a 200% increase in website traffic compared to the previous period
- Experienced a 50% increase in sales and revenue
- Recorded a 300% improvement in ROAS
- Observed a 20% increase in average order value and customer lifetime value
- Improved conversion rate by 30%

Priyanka Raajiv Achieved a ROAS of 4.4x by Switching to Smart Shopping Campaigns & Improved Bidding Strategy

Priyanka Raajiv is a creative studio house specializing in making luxury garments guided by intuition. Intuition is deep listening, deeper knowledge and an intense desire to transmute this knowledge into innovative art. Brand commits to saving up post-production textile remnants for use in future collections. Features heritage Indian weaves and natural fabric such as khadi, chanderi, Banarasi brocades, mul, organic cotton, silk-cotton and silk. The overall desire of the designer is to give nature back what we take from it.

When Priyanka Raajiv associated with Radon, their primary concern was to generate sales & improve ROAS. Reaching to a stagnancy of sales was really concerning the brand. This issue was addressed by analysing the current campaign types & its performance with overall customer behaviour data from analytics. Executed Smart Shopping Campaigns to leverage Google's machine learning to optimize toward the top performing ad creatives channels and audiences which aimed to help the business, get sales at higher ROAS.

KEY INDUSTRY

- E-commerce
- Apparel
- Online Shopping

KEY ACTIVITIES

- Implemented Smart Shopping Campaigns
- Used Google's Machine Learning to optimize Channels & Audiences with best performing Ads
- Enabled the Target ROAS Bidding Option
- Optimized Product Feed for Best Results

THE GOAL

- Test Smart Shopping Campaign Types to increase Sales and break the stagnancy
- Test automated bidding for increasing sales
- Boost ROAS while testing new strategy

TECH STACK USED
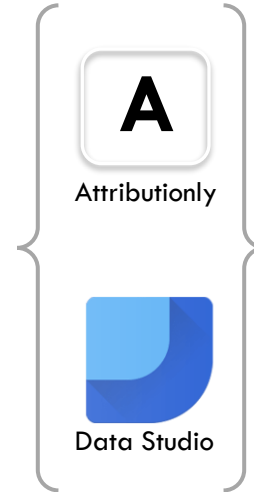
SMART SHOPPING

HOW IT WORKS?

How do they work?

Your business goals
Campaigns based on your objective: maximize conversion value

Machine learning
Automated optimization across contextual signals, including intent and seasonal demand

Across Google
Combine Standard Shopping, Display Remarketing, and Display Prospecting to reach customers on Search, Display, YouTube, and Gmail

Machine Learning | Automated bidding across cross contextual signals

The right bid based on **contextual signals at each auction.**

Google insights

Queries	Time	Seasonality
Devices	Location	Placements

+

Retailer insights

Audience lists	Brand	Sales
Price & basket size	Product category	Ad creative
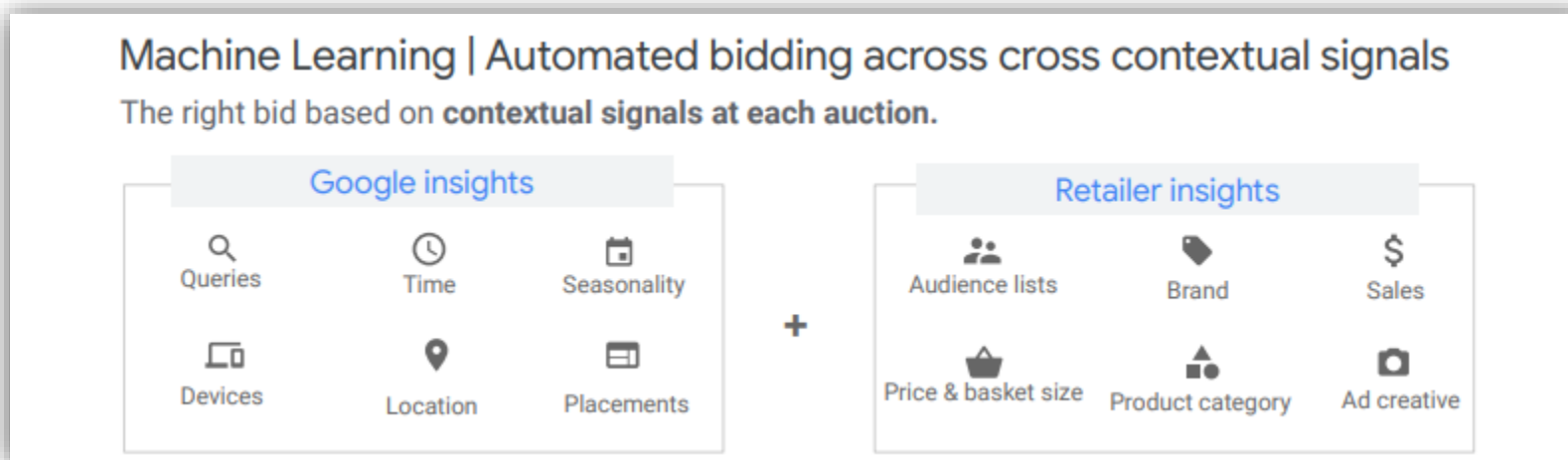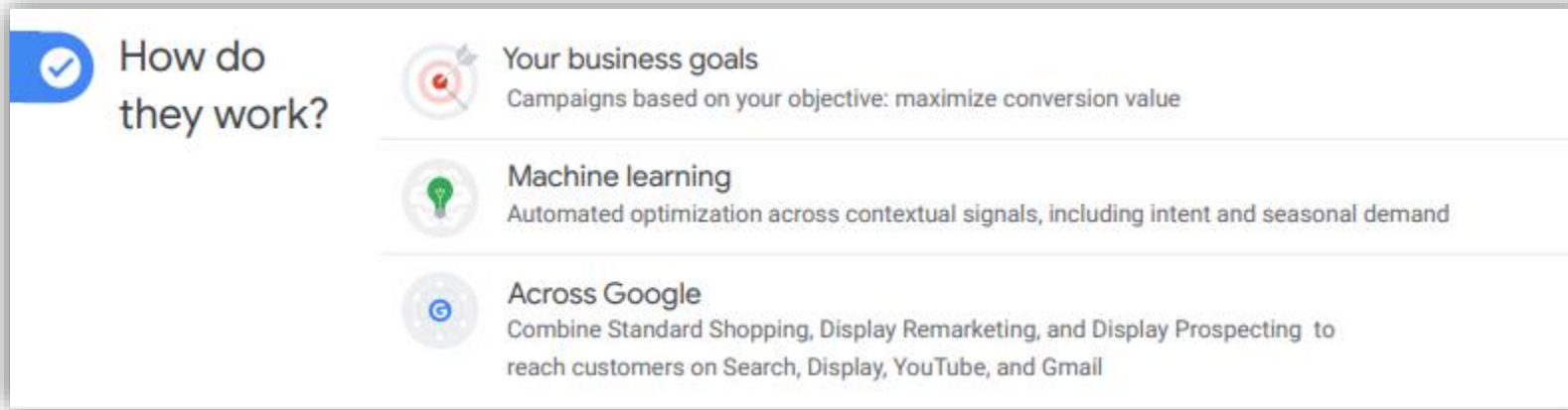
THE APPROACH

- Automated bids for Conversions while meeting monthly spend, implemented Search Ads 360 to achieve the goal
- Ran a 30 days pre-post experiment in India using the same product feed for Shopping ads
- In Pre experiment phase of 15 days Standard Shopping Campaign with eCPC bidding was tested
- While in Post experiment phase Smart Shopping Campaign with Maximize Conversion Value bidding was tested for 15 days
- The performance of Smart Shopping Campaigns was seen better than the Standard Shopping Campaigns with expanded reach and conversions
- By Optimizing the feed and combining it with the power of automated bidding we saw the below results

THE RESULTS

- 32% decline in CPC
- Achieved ROAS of 4.4x
- Increased Conversions by 343%
- Conversion Rates boosted by ~350%

We can truly say that Radon Media's Performance team is one of the best team that we've interacted with. The agency's versatile approach and confidence about the New & Existing technology about the platform helped us break the barriers. Radon Media has delivered what the brand Priyanka Raajiv was struggling to achieve for past 9 months.

- Priyanka Raajiv, Fashion Designer

RADON MEDIA x PAVERS England

Pavers England Achieved a ROAS of 8.55x by Leveraging PPC, CRO & Analytics Services from Radon Media

Feeling bereft of options for stylish yet comfortable shoes for her own sensitive feet, Catherine Paver started a home-based business on a small, £200 bank loan. More than 4 decades later, Pavers has become a much-loved footwear retailer with a revenue that exceeds £120 million, and a network of more than 160 stores. Pavers also has the distinction of being one of the few retailers in the world to have its own home shopping satellite channel, PaversShoes.TV.

The joint venture, powered by shared family values and a passion to perform with excellence, led to the creation of Pavers England - a dynamic brand with a focus on providing stylish and comfortable footwear and accessories to key markets in South Asia, China, and the Middle East. Pavers England operates 45 stores across South Asia.

In 2008, Pavers entered a joint venture with Foresight Group, a London-based $1.25 billion global conglomerate. Established in 1984 by its founding Chairman Dr. Ravi K Mehrotra CBE, Foresight Group has a diverse business portfolio that encompasses shipping, oil drilling & exploration, manufacturing, and F&B. The Group has a global footprint of excellence in Europe, South Asia, China and the Middle East.

With its rich British heritage as a strong global organization and an admirable track record of success across South Asia, Pavers England is poised for a rapid expansion across China, Africa, and the Gulf region.

KEY INDUSTRY

- E-commerce
- Footwear
- Online Shopping

KEY ACTIVITIES

- Implemented Shopping Campaigns on FB & Google
- Used Facebook & Google's Machine Learning to optimize target audience and bidding strategy
- Used GA to analyse customer behaviour and purchase journey
- Suggested changes to the product pages
- Implemented recommendation engine

THE GOAL

- Test Shopping Campaign to increase Sales
- Test automated bidding for increasing sales
- Achieve a ground breaking ROI
- Enable a better mobile experience for customers
- Identify weaknesses and strengths to be able to provide measurable results

TECH STACK USED
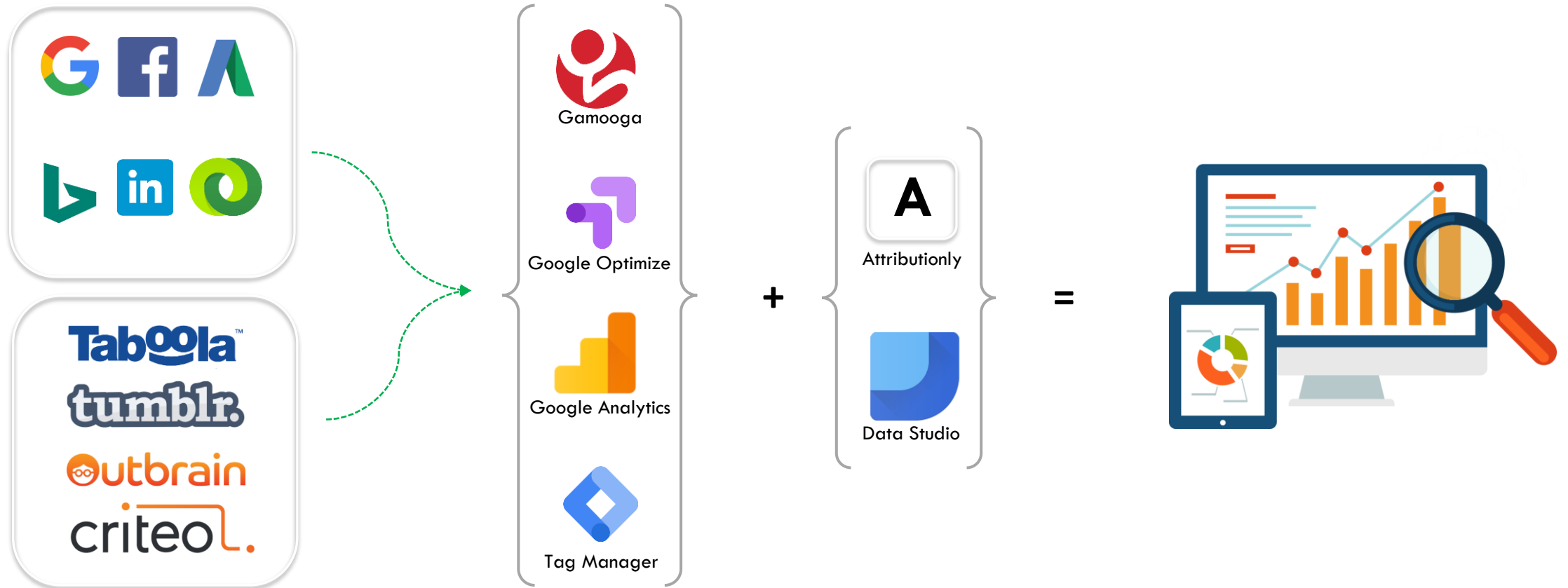
THE APPROACH

- Implemented Shopping Campaigns with Conversions as an Objective
- Strategically deployed a 360 degree measurement plan for ecommerce data collection in their marketing funnels
- Applied customer insights from Google Analytics to enhance mobile site performance
- Implemented channel grouping & segmentation for effective tracking of channels and revenue generated
- The audience was then filtered to target only the behavior of premium class
- Implemented UI/UX analysis & improvised Page Load time for Mobile website
- Implemented recommendation engine to suggest products that can be purchased along

THE RESULTS

THE RESULTS

Name		Reach	Link clicks	Purchases ↓	Purchase ROAS (return on ad spend)
▸ 📁 Catalog sales	⬤	5,164,040	391,761	7,483	8.70
▸ 📁 RT - FB + IG - EOSS - June	⬤	91,648	60,210	1,723	10.28
▸ 📁 Pavers England_Conversions	⬤	611,328	65,059	1,186	10.77
▸ 📁 PAVE_3225_Shopify_Conversions_Pros...	⬤	1,987,566	136,977	1,150	8.60
▸ 📁 PAVE_3225_Shopify_CatalogSales_Dyn...	⬤	66,816	52,742	879	10.82
▸ 📁 Retarget_Catalog sales	⬤	19,435	15,770	760	11.17
▸ 📁 Prospects_Catalog sales (Revamped)	⬤	1,323,976	24,782	715	4.51
▸ **Results from 114 campaigns** ⓘ Excludes deleted items		**11,100,090** People	**933,542** Total	**16,352** Total	**8.55** Average

Campaigns — Switch to Previous Version — Pavers England India (75... — Lifetime: 11 Dec 2018-8 Jun 2020 — Updated just now

Search or add filters

COVID-19 resources — **Campaigns** — Ad sets — Ads

Create — Export — Columns: Custom — Breakdown

Pawsome Results: Radon Media's Strategy Boosts **Heads Up For Tails'** Sales by 60% and Improves ROAS by 200%!"

Heads Up For Tails is a popular online retailer that specializes in pet care products. The brand offers a wide range of high-quality pet products, including food, toys, accessories, and grooming supplies. With a focus on providing the best possible products for pets, Heads Up For Tails has become a trusted destination for pet owners looking to provide their pets with the best care possible. In addition to its extensive product offerings, the brand places a strong emphasis on customer service and satisfaction, aiming to provide an exceptional experience for every customer.

Radon Media was tasked with helping Heads Up For Tails increase website traffic and sales while improving the brand's overall performance marketing strategy. To achieve this, Radon Media took a data-driven approach, utilizing market research and analytics to identify key areas for improvement. The team conducted a comprehensive SEO audit to optimize the website for search engines and utilized Google Ads to reach a wider audience and increase website traffic. They also partnered with social media influencers to promote products and increase brand exposure, ran targeted email marketing campaigns to improve customer engagement and retention, and focused on high-performing keywords and ad groups to drive sales and improve ROAS.

KEY INDUSTRY

- E-commerce
- Pet Care Products

KEY ACTIVITIES

- Search engine optimization (SEO)
- Social media marketing
- Email marketing
- Google Ads
- Influencer marketing

THE GOAL

- Increase website traffic and sales
- Expand customer base
- Improve return on advertising spend (ROAS)
- Enhance brand awareness and customer loyalty

TECH STACK USED

AUDIENCE SEGMENTATION

THE APPROACH

- Conducted thorough market research to understand the target audience and their preferences
- Conducted a comprehensive SEO audit to identify areas for improvement on the website and optimize for search engines
- Utilized Google Ads to reach a wider audience and increase website traffic
- Partnered with social media influencers to promote products and increase brand exposure
- Ran targeted email marketing campaigns to improve customer engagement and retention

- Utilized data-driven analytics to measure performance and optimize marketing campaigns

- Focused on high-performing keywords, ad groups, and placements to drive sales and improve ROAS
- Utilized customer feedback and data analysis to improve product offerings and enhance the customer experience
- Prioritized customer service to ensure satisfaction and loyalty.

THE RESULTS

- Achieved a 75% increase in website traffic compared to the previous period
- Experienced a 60% increase in sales and revenue
- Recorded a 200% improvement in ROAS
- Increased the customer base by 50%
- Improved customer lifetime value by 30%
- Achieved a 15% increase in social media following
- Increased email open and click-through rates by 25%

RADON MEDIA **X** MADISONREED®

CASE STUDY – **MADISON REED**

Madison Reed partners with **Radon Media** for Digital Marketing & Analytics. Achieved ROAS of 2.4x

Madison Reed is an American brand of hair care and hair color products. The company has a subscription-based service through its online store as well as partnerships with Ulta, Sephora and QVC, among others. Madison Reed was founded in 2013 by Amy Errett and is headquartered in San Francisco.

Challenge for Madison Reed was to scale the campaigns with the existing spends. Account had reached a stagnancy where the revenue numbers we just marginally above the breakeven point. For business it was high time to get into profitability and with the help of Radon Media's Digital Marketing & Analytics expertise brand was able to break the shackles and boost the sales volumes. This helped the brand achieve 4.4x of ROAS which was the highest till date.

## KEY INDUSTRY

- E-commerce
- Cosmetics
- Online Shopping

KEY ACTIVITIES

- Google & Facebook Ads
- User Behaviour Tracking using GTM & GA
- Used Google Optimize for A/B Test
- Other 3rd Party Ad Publishers to Drive Quality Traffic
- Funnels & Segmentation

THE GOAL

- Achieve a ground breaking ROAS
- Test automated bidding for increasing sales
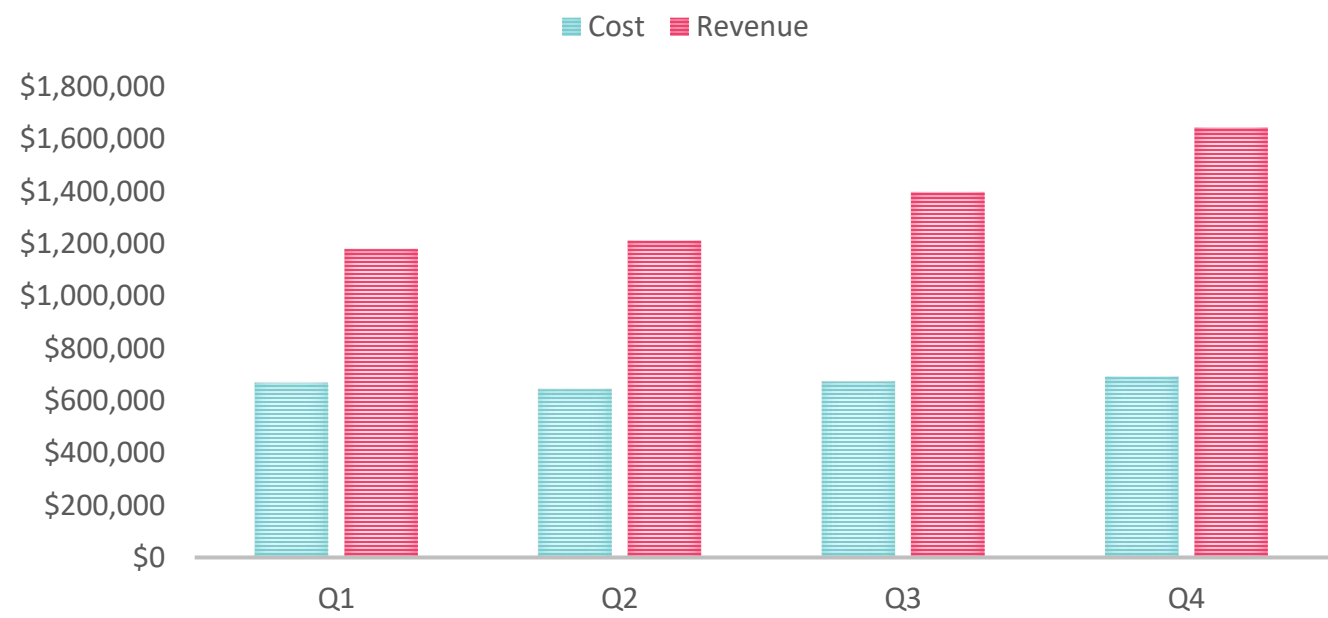- Boost ROAS while testing new strategies

TECH STACK
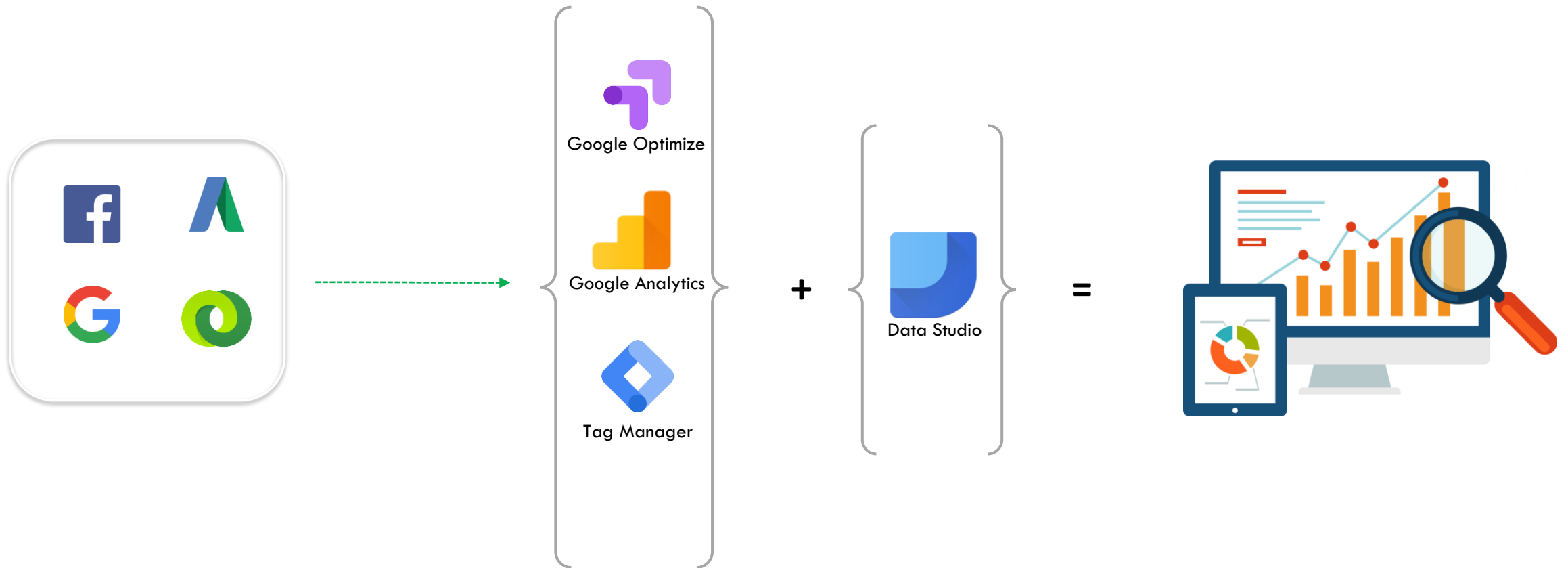
RESULTS

SPEND VS REVENUE

■ Cost   ■ Revenue

THE APPROACH

- Ran a 30 days pre-post experiment in India using the same product feed for Shopping ads
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THE RESULTS

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- 32% decline in CPC
- Increased Conversions by 343%
- Conversion Rates boosted by ~350%

FitPass Increased App Downloads by **35%** and Subscriptions by **18%** in Just **Three Months** Through a Targeted, Multi-channel Digital Marketing Strategy

FitPass is a leading fitness subscription platform in India that offers access to thousands of gyms, fitness studios, and wellness centers with a single membership. The company faced a challenge of low app downloads and subscription conversions, which hindered its ability to expand its user base and retain existing users.

To overcome these challenges, FitPass partnered with a Radon-Media to create a targeted, multi-channel marketing strategy on Facebook and Google Ads. Through this approach, FitPass was able to increase its app downloads by 35% and subscription-based conversions by 18% in just three months, achieving its goals and staying ahead of competitors. The success of the campaign showcased the effectiveness of a data-driven, multi-channel approach to digital marketing and provided FitPass with a competitive edge in the fitness and wellness industry.

KEY INDUSTRY

- Fitness
- Health & Wellness

KEY ACTIVITIES

- Conducted a thorough competitive analysis to identify gaps and opportunities in the market.
- Developed targeted campaigns on Facebook and Google Ads to reach potential users.
- Produced engaging video and image creatives to showcase the benefits of FitPass.
- Collaborated with micro-influencers to create user-generated content and increase brand awareness.
- Optimized the app store page for better discoverability and user experience.
- Launched referral programs and exclusive offers to incentivize new and existing users.
- Utilized email marketing campaigns to promote offers and deals and engage with users.

THE GOAL

- Increase app downloads
- Increase subscription-based conversions
- Improve cost per acquisition
- Increase social media engagement

TECH STACK USED
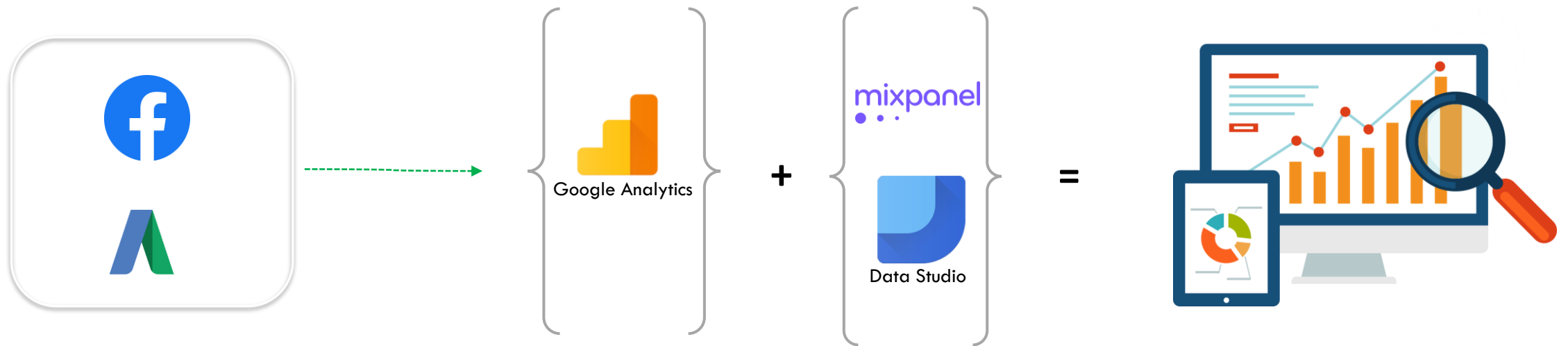
THE APPROACH

- Identified the target audience and created custom campaigns for each audience segment on Facebook and Google.
- Produced high-quality creatives that emphasized the variety of fitness options and benefits of FitPass.
- Utilized micro-influencers to create authentic user-generated content and increase brand awareness.
- Optimized the app store page for better discoverability and user experience.
- Launched referral programs and exclusive offers to incentivize new and existing users.
- Utilized email marketing campaigns to promote offers and deals and engage with users.
- Analyzed campaign data to optimize and improve results continually.

THE RESULTS

- Increased app downloads by 35% in 3 months.
- Increased subscription-based conversions by 18% in 3 months.
- Improved cost per acquisition by 13% in 3 months.
- Increased social media engagement by 28% in 3 months.

JAI HIND