

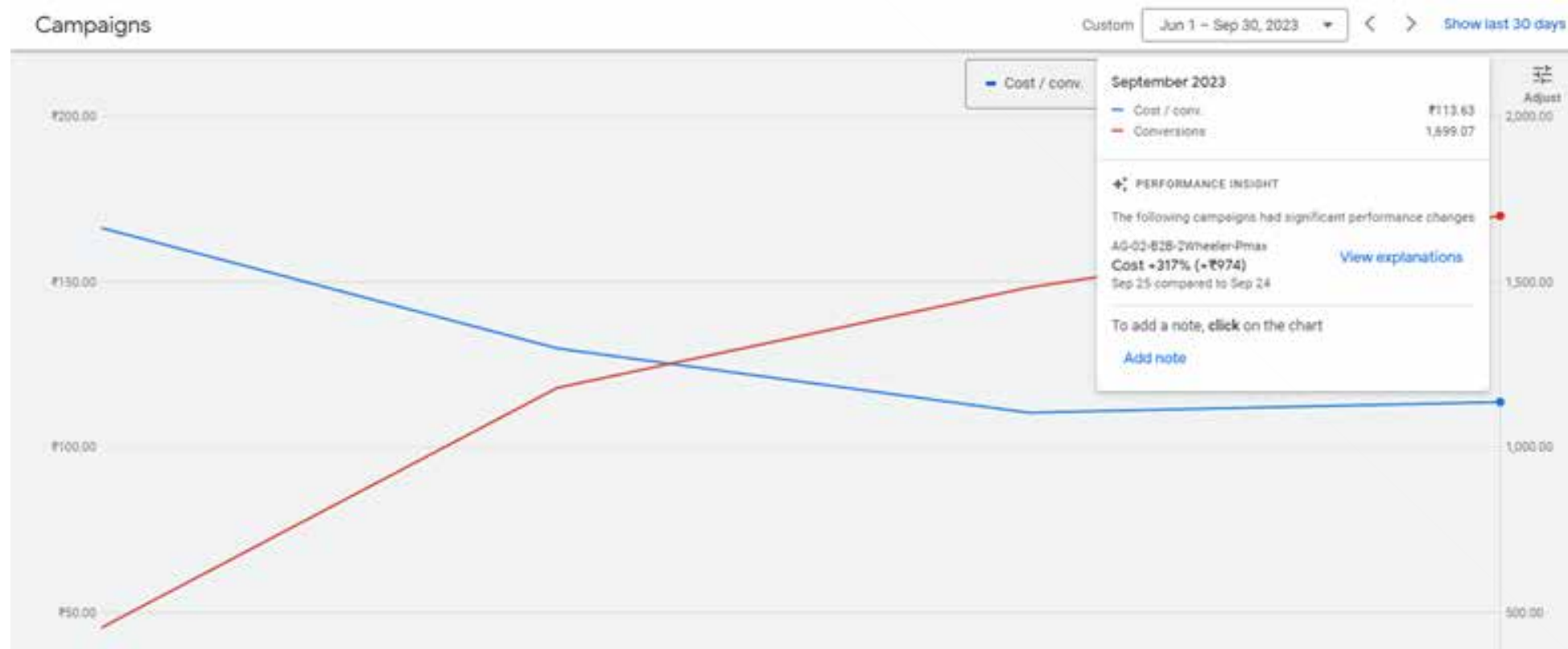
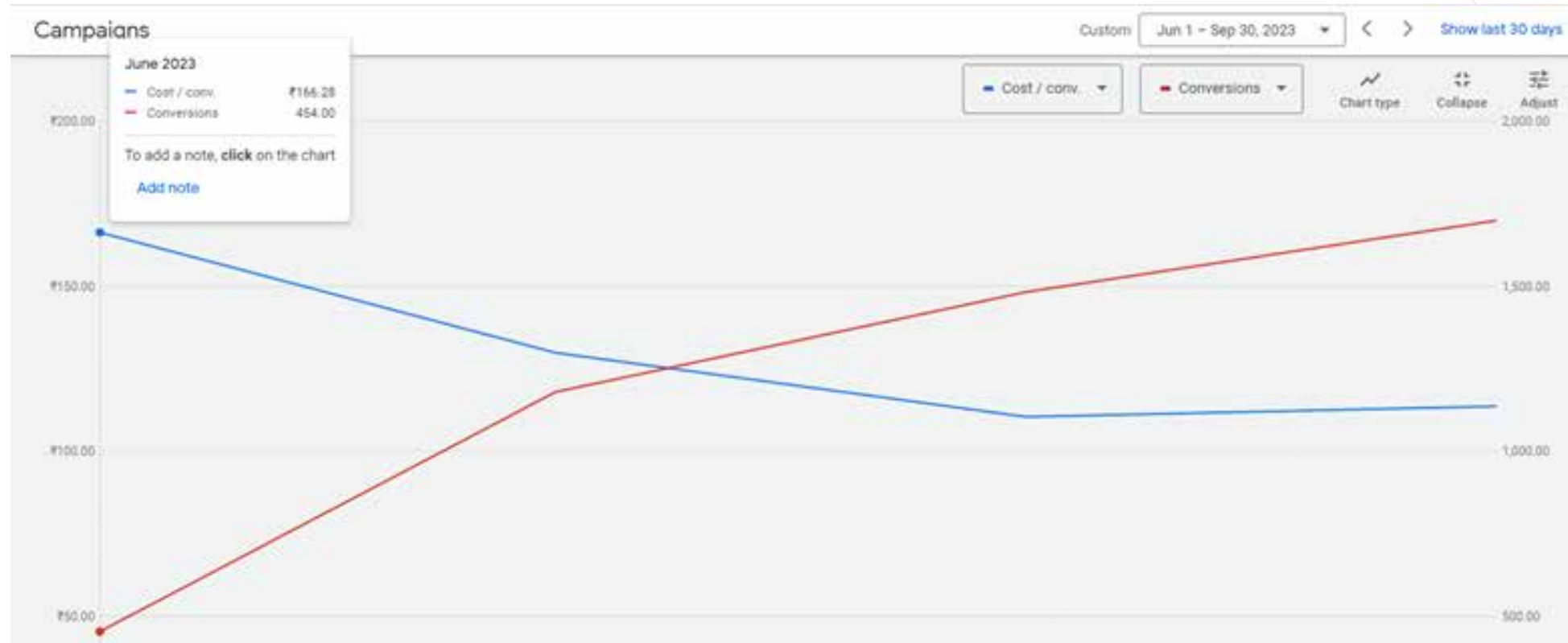
## OBJECTIVE:

Transforming Performance Marketing For **Delta Autocorp**  
for **32% Less Cost & 274% growth** in Lead Volume

**Partner Name:** Delta Autocorp PVT Limited

**Industry:** Electric Mobility





## Background:

In the world of performance marketing, achieving cost-effective lead generation while increasing lead volumes is often the ultimate goal. Our client, a dynamic and forward-thinking business in electric mobility, faced a challenge: they were struggling with high Cost Per Lead (CPL) rates, averaging 166 INR. While their business was viable, they sought to grow and needed a more cost-efficient marketing strategy to fuel their expansion.

## Challenges:

- A competitive landscape in their industry with increasing customer acquisition costs.
- High Cost Per Lead (CPL) at 166 INR, which was limiting scalability.
- Modest lead generation volume, with only 454 leads per month.

## Strategy:

We, at ADgyani, recognized the importance of optimizing the client's performance marketing efforts. We formulated a multi-faceted strategy aimed at reducing the CPL while increasing lead volumes.





## Actions Taken:

**Data-Driven Insights:** We conducted an in-depth analysis of the client's previous campaigns, identifying inefficiencies and opportunities for improvement. This data-driven approach helped us pinpoint areas where optimization was required.

**Keyword and Audience Refinement:** We revamped the client's keyword targeting strategy, focusing on high-value keywords that demonstrated strong conversion potential. Audience segments were also refined to target the most likely prospects.

**Ad Copy and Landing Page Optimization:** We created compelling ad copy and optimized landing pages to improve the overall quality score and ad relevance, which in turn lowered the cost per click (CPC) and, subsequently, the CPL.

**Budget Reallocation:** We strategically redistributed the client's budget to allocate more resources to the most effective campaigns and channels while reducing spending on underperforming ones.

**A/B Testing:** We implemented rigorous A/B testing to continually fine-tune ad creatives, landing pages, and other campaign elements, ensuring that only the most successful variations were deployed.

**Auction Strategies:** We implemented various strategies to get a competitive edge in terms of CPC to be paid and the average ad positioning to get a optimum level between the cost per lead and the volume per keyword for a viable business solution.



## Results:

The implementation of our data-driven strategy had a profound impact on our client's performance marketing efforts:

**Reduced Cost Per Lead (CPL):** We achieved a significant reduction in CPL, bringing it down from 166 INR to 113 INR, a 32% decrease. This decrease was instrumental in improving the overall cost-efficiency of the marketing campaigns.

**Increased Lead Generation:** Monthly leads surged from 454 to 1699, marking a substantial 274% increase in lead volumes. This not only expanded the client's potential customer base but also enabled them to scale their business.

**Improved Return on Investment (ROI):** With more leads at a lower CPL, the client experienced an impressive boost in their ROI, making their marketing efforts even more profitable.



## Conclusion:

This case study demonstrates how we leveraged data-driven insights, strategic optimizations, and a commitment to continuous improvement to help our client overcome their lead generation and cost-efficiency challenges in the competitive world of performance marketing. By reducing the CPL by 32% and increasing monthly leads by 274%, we've not only met but exceeded the client's expectations, providing a solid foundation for their future growth and success.





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