



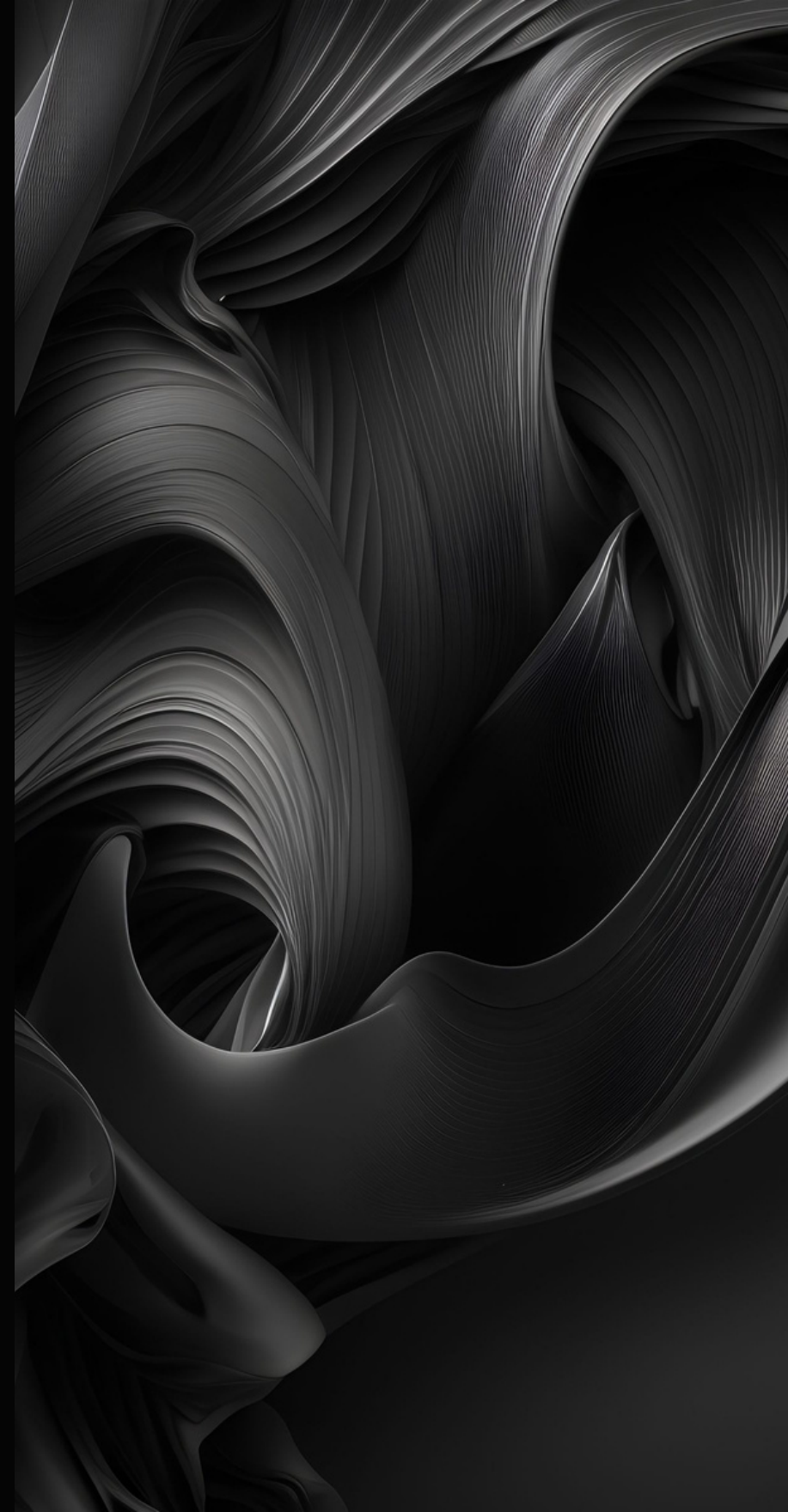
# Google Ads Case Study: Boosting Online Leads:



## Origincorp.com

Industry: Home Improvements / B2b / Dehumidifiers

Learn how we helped a client - Origin Corp – A local dehumidifier supplier for globally recognized brands



# Campaign Objectives

## **1 Increase Reach**

Reaching and engaging potential customers with targeted ads

## **2 Brand Awareness**

Build brand awareness by reaching a wide audience and increasing visibility in the market

## **3 Lead Generation**

Generate high-quality leads across the country by capturing user information and driving them to take action or send enquiries

# Targeted Ads

## Demographics

- Age: All
- Gender: Male and Female

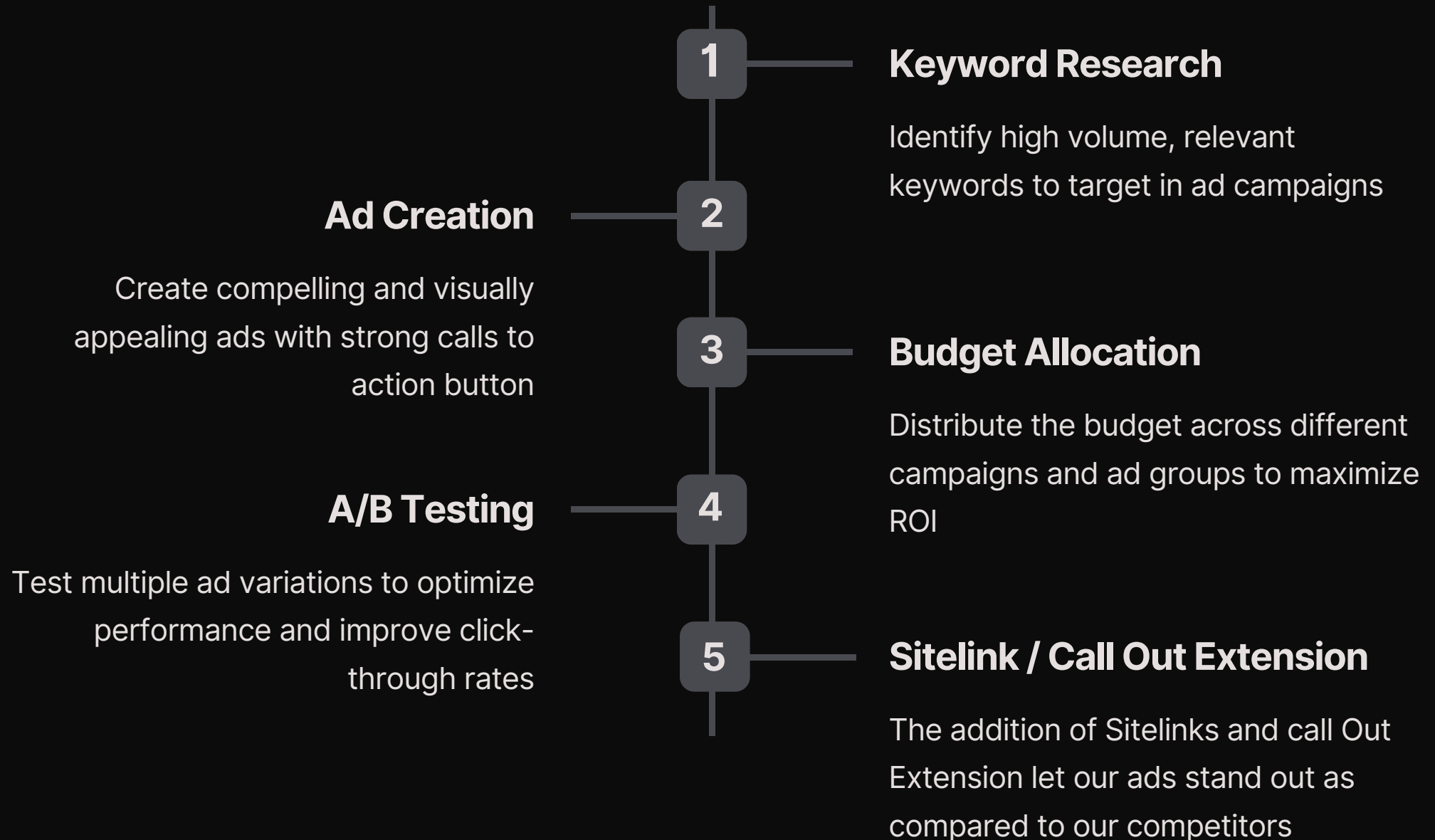
## Interests

- Health
- Cleanliness
- Home Improvement
- Website Visitors

## Target Locations

- PAN India
- Tier 1 Cities
- Tier 2 Cities

# Campaign Strategy



# Ad Formats and Placements

## **Text Ads:**

Displayed alongside search results and on relevant websites within the Google Display Network.

## **Image Ads:**

Engaging visual ads that appear on the Google Display Network and partner websites.

## **Video Ads:**

Engage users with compelling video content on YouTube and Google partner sites.

## **Responsive Ads:**

Automatically adjust size, format, and appearance to fit available ad spaces.

# Performance Metrics

Metric	Definition
Click-Through Rate (CTR)	The percentage of users who click on an ad after seeing it.
Conversion Rate	The percentage of users who complete a desired action, such as a purchase or sign-up.
Cost Per Click (CPC)	The average amount spent per click on an ad.
Return on Ad Spend (ROAS)	The revenue generated for every dollar spent on advertising.

# Results and Metrics

The strategy resulted in significant improvements in our client's online visibility, and reach, and in generating quality leads / appointment which converted



## Impressions

In the last 12 Months, we have achieved more than a 80m+ Impressions



## CTR

Industry CTR is around 2%, But we have managed to achieve a CTR of 2.29%



## Conversions

Our Campaigns has attracted more than 1L+ Conversions over a period of 12 Months

## Conclusions

Our PAN India Google Ads campaign for Origin Corp, a leading dehumidifier supplier, has achieved significant success in elevating brand awareness and reaching a widespread audience. Through meticulous keyword targeting and compelling ad creatives, we've successfully showcased Origin Corp's top-notch dehumidification solutions. The campaign not only increased website traffic but also resulted in a notable uptick in inquiries and product visibility. As we evaluate the campaign's performance, it's evident that our digital strategy has effectively positioned Origin Corp as a go-to choice for dehumidifiers across the nation. Moving forward, we remain dedicated to optimizing our approach to ensure sustained growth and continued success in the competitive market of dehumidification solutions.