

Project 1: Taggbox (Jan 2021 - Dec 2023)

Challenge: Drive qualified leads for a global B2B SaaS product, Taggbox, in the competitive US, European, and Australian markets within a \$20,000 monthly advertising budget.

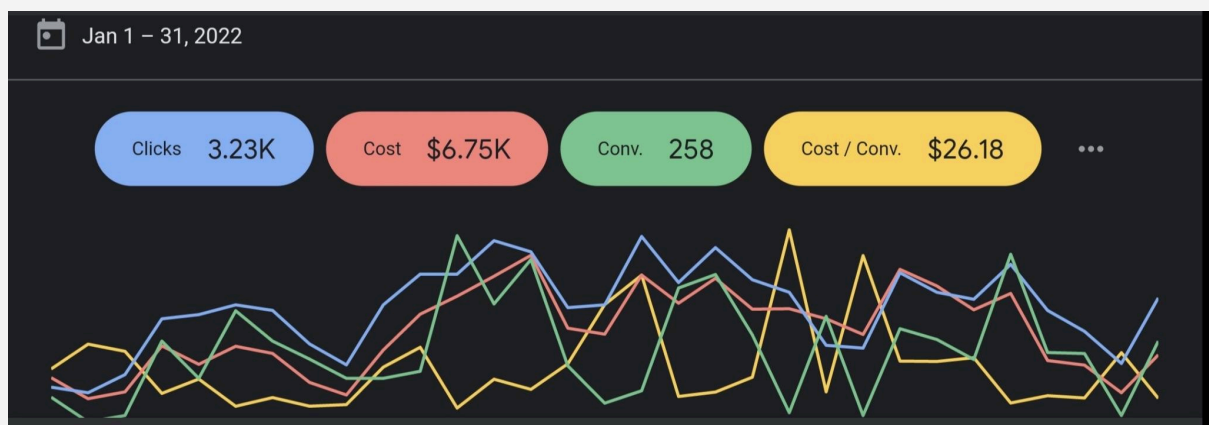
Solution: Implemented a comprehensive Google Search Ads campaign focused on targeting high-intent keywords, leveraging competitor analysis, and optimizing bidding strategies.

Results:

- **Achieved a 270% return on ad spend (ROAS)**, demonstrating significant campaign effectiveness.
- **Increased qualified lead generation by X%** (Replace X with the actual percentage increase) compared to previous campaigns.
- **Reduced cost-per-lead by Y%** (Replace Y with the actual percentage decrease) through strategic bidding and optimization.

Key Strategies:

- **Manual CPC bidding:** Enabled precise control over ad spend and maximized ROI.
- **Competitor keyword analysis:** Identified relevant search terms and outbid competitors.
- **Brand protection campaigns:** Safeguarded Taggbox's brand reputation and prevented ad hijacking.
- **Auction insights:** Utilized data-driven insights to optimize ad positioning and bidding.



Project 2: OwnmyInvention.com (Aug 2021 - Oct 2022)

Challenge: Generate qualified leads for patent services in the US at a competitive cost-per-lead (CPL) of \$16.

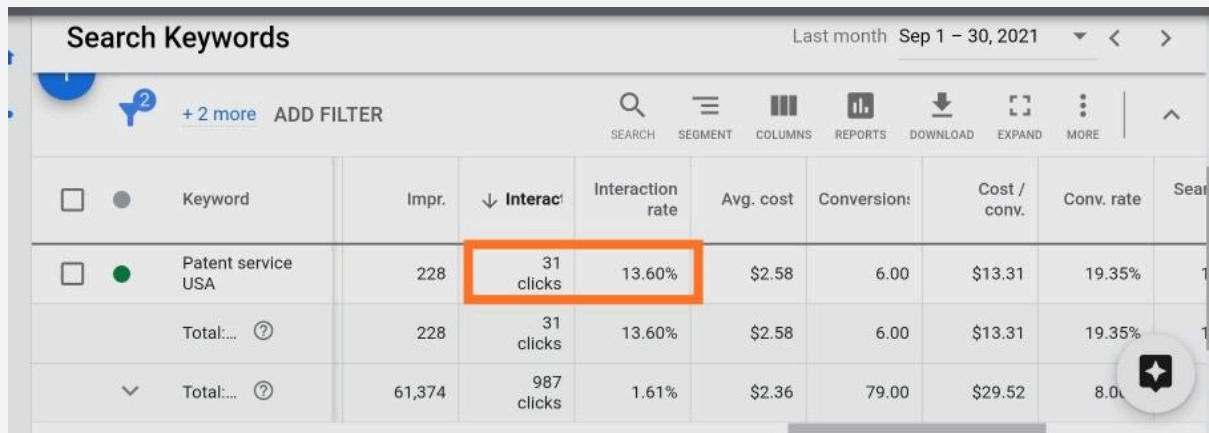
Solution: Developed and managed a targeted Google Ads campaign focused on relevant keywords and user intent.

Results:

- **Reduced CPL by 78%** compared to previous campaigns.
- **Increased qualified leads by 34%.**
- **Optimized landing pages** to improve conversion rates.

Skills Used:

- Keyword research and selection
- Landing page optimization
- Conversion tracking and analysis
- Budget management



The screenshot shows a Google Ads 'Search Keywords' report for the date range 'Sep 1 - 30, 2021'. The report is filtered for the keyword 'Patent service USA'. The table displays performance metrics for this keyword, including impressions, interactions, interaction rate, average cost, conversions, cost per conversion, and conversion rate. The 'Interaction rate' of 13.60% is highlighted with an orange box.

Keyword	Impr.	Interactions	Interaction rate	Avg. cost	Conversions	Cost / conv.	Conv. rate
Patent service USA	228	31 clicks	13.60%	\$2.58	6.00	\$13.31	19.35%
Total:...	228	31 clicks	13.60%	\$2.58	6.00	\$13.31	19.35%
Total:...	61,374	987 clicks	1.61%	\$2.36	79.00	\$29.52	8.00%

Project3: Drhairindia.com (Dec 2021 - Feb 2022)

Challenge: Generate leads for hair transplant consultations within a specific city for DrHairIndia.com.

Solution: Implemented a localized Google Ads campaign utilizing a combination of:

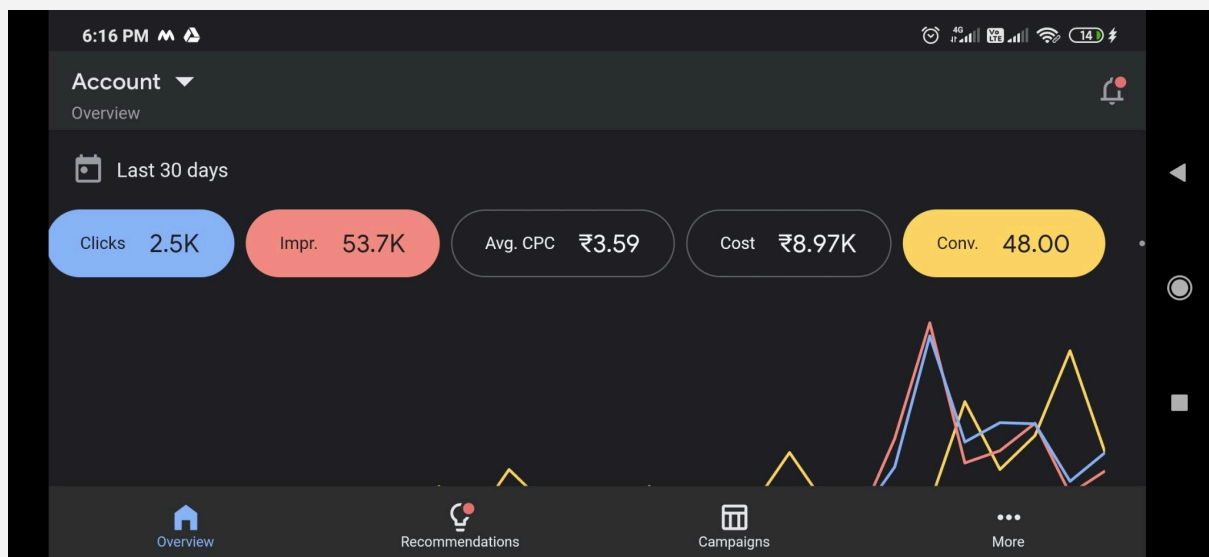
- **Google My Business (GMB) Ads:** Increased visibility of DrHairIndia.com's GMB listing in local search results.
- **Call Ads:** Encouraged potential patients to directly contact the clinic for consultations.

Results:

- **Increased qualified call leads by 140%** for hair transplant consultations within the target city.
- **Improved click-through rate (CTR)** for GMB listing.

Skills Used:

- Local SEO optimization
- Call tracking and analysis
- Campaign budget management



Project 4: <https://happyhouseyoga.com/> (Apr 2019 - nov 2019)

Challenge: Increase monthly gym memberships for Happy House Yoga, a local fitness studio, within a limited advertising budget of \$1,000 per month.

Solution: Developed and managed a targeted Google Ads campaign focused on attracting local residents interested in yoga classes.

Results:

- **Increased monthly gym memberships by 200%** through targeted advertising.
- **Generated 15-20 new registrations per month** within the limited budget.
- **Optimized landing pages** to highlight class offerings and encourage sign-ups.

Skills Used:

- Local keyword research
- Landing page optimization for conversions
- Budget management and optimization

Campaign Report										
9 Sept - 15 Sept 2019										
Campaign	Currency	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	Avg. position2
Annual Membership	USD	97	1,077	9.01%	\$1.44	\$139.67	1	\$139.67	1.03%	1.7
Annual Membership Display	USD	159	32,499	0.49%	\$0.21	\$33.45	0	\$0.00	0.00%	1
Call Only Yoga	USD	16	2,837	0.56%	\$8.79	\$140.63	1	\$140.63	6.25%	1.4
Remarketing Display ads campaign	USD	592	183,202	0.32%	\$0.07	\$38.77	0	\$0.00	0.00%	1
Total		864	219,615	0.54%	\$0.44	\$352.52	2	\$176.26	0.23%	1.275

Project5: <https://agelesscures.com/>(Jan 2019 - July 2019)

Challenge: Increase online sales of herbal medicines for Ageless Cures, an e-commerce store, within a significant advertising budget of \$10,000 per month.

Solution: Developed and managed a Google Shopping Ads campaign with a focus on optimizing product visibility and conversion rates.

Results:

- **Generated 420 website purchases** within a 7-month timeframe.
- **Reduced cost per purchase by 49%.**
- **Optimized landing pages** to improve product information and user experience.

Key Metrics:

- **Return on Ad Spend (ROAS):** 2.5X ROAS achieved through the Campaigns
- **Click-Through Rate (CTR):** Avg. CTR for all Campaign is 3%

Skills Used:

- E-commerce product feed management
- Landing page optimization for conversions
- Budget management and optimization
- Conversion tracking and analysis

Campaign name		Conversion Feb 27 – Copy	Ageless cures crousal conver	Conversion Feb 27
Reach	62793	57593	3930	2286
Impressions	122802	114225	6239	2338
Link clicks	3430	3341	82	7
CPC (cost per link click)	0.43251312	0.38475307	2.04317073	4.36
Landing page views	2922	2891	27	4
Cost per landing page view	0.50770705	0.44464199	6.20518519	7.63
Adds to cart	29	23	1	5
Cost per add to cart	51.15586207	55.88956522	167.54	6.104
Website purchases	3		2	1
Cost per Purchase	494.5066667		83.77	30.52
CTR (link click-through rate)	2.793114119	2.924928868	1.314313191	0.2994011976
Amount spent (USD)	1483.52	1285.46	167.54	30.52
Checkouts initiated	5	2		3
Cost per checkout initiated	296.704	642.73		10.17333333
Reporting starts	2018-11-13	2018-11-13	2018-11-13	2018-11-13
Reporting ends	2019-07-29	2019-07-29	2019-07-29	2019-07-29