

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.

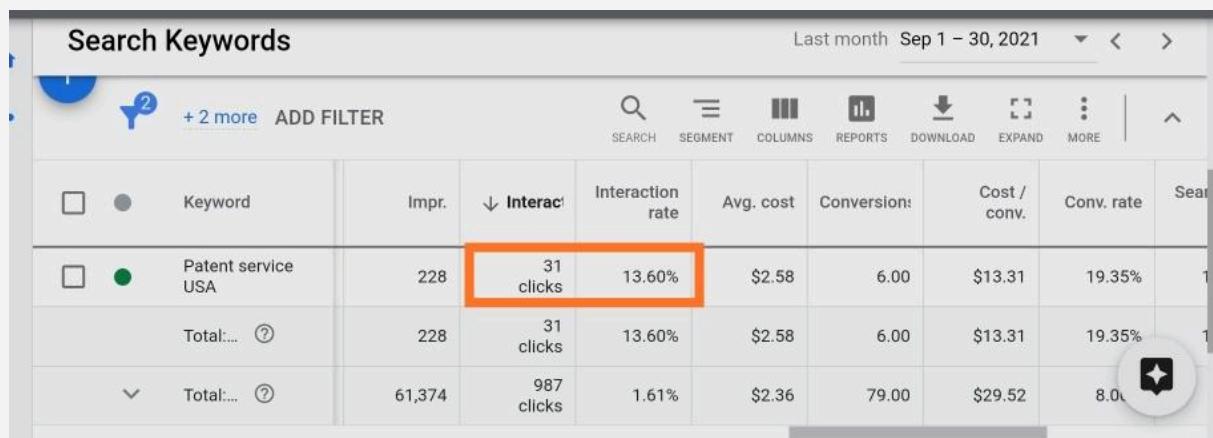
Solution: Developed and managed a targeted Google Ads campaign focused on relevant keywords and user intent.

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 Keyword Planner interface with the following data:

Keyword	Impr.	Interaction rate	Avg. cost	Conversion	Cost / conv.	Conv. rate	Search
Patent service USA	228	31 clicks 13.60%	\$2.58	6.00	\$13.31	19.35%	1
Total:...	228	31 clicks 13.60%	\$2.58	6.00	\$13.31	19.35%	1
Total:...	61,374	987 clicks 1.61%	\$2.36	79.00	\$29.52	8.0%	1

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:

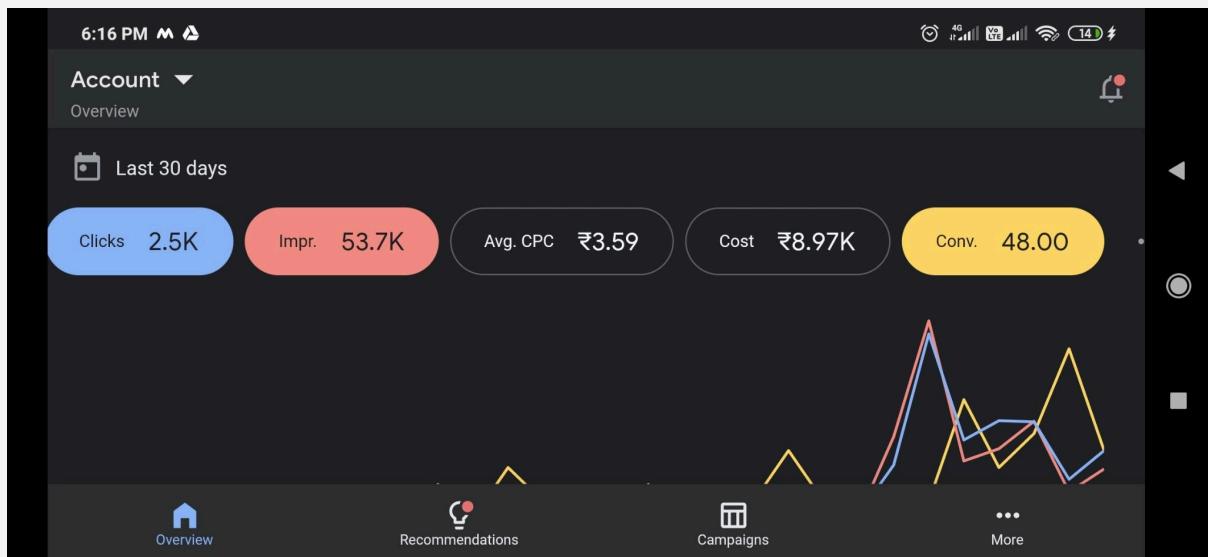
- **Google My Business (GMB) Ads:** Increased visibility of DrHairIndia.com's GMB listing in local search results.
- **Call Ads:** Encouraged potential patients to directly contact the clinic for consultations.

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 conv	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