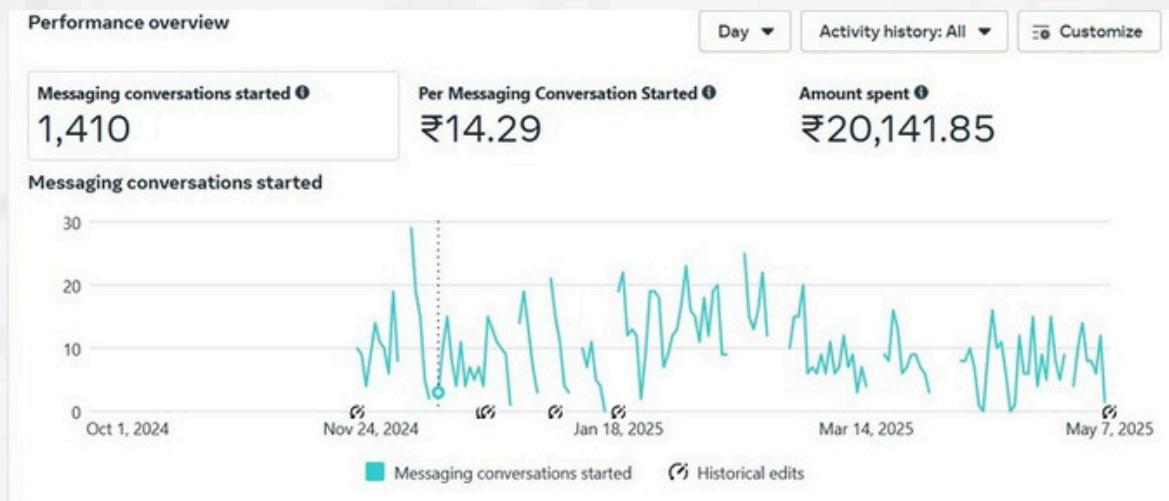


CASE STUDY

DIGITAL MARKETING SUCCESS

1) WOOD & NAIL

(6-Month Campaign with Damsole Technologies)



RESULTS THAT MATTER

- 8,300+ Clicks → Website & Showroom Visits
- 97 Direct Bookings → From Ads
- 110 Phone Calls → Customers Called Instantly
- 7.28% CTR (Higher Than Industry Average)

Spent: ~20K Duration: July 2024 – May 2025 and ongoing

HOW WE DID IT

- **No-Nonsense Ads**
 - Clean visuals + clear offers (e.g., "Free Design Consultation").
 - One-click call/message buttons → fewer steps = more leads.
- **Precision Targeting**
 - Ads shown only to homeowners & renovators.
 - Filtered out irrelevant audiences → saved budget.
- **24 / 7 Lead Machine**
 - Automated replies for after-hours inquiries.
 - Follow-ups sent to warm leads → booked more appointments.

WHY IT WORKED FOR WOOD & NAIL

- **Before:** Struggled with inconsistent inquiries
- **After:** Predictable flow of quality leads every week
- **Key Win:** Turned ad clicks into phone calls & bookings

FOR NEW CLIENTS

This isn't theory. We've done it. Here's how we'll adapt it for you

Audit

Find where your customers hang out online.

Test

Launch 2-3 ad variants → keep what converts.

Report

Weekly performance report with client.

2) HSR ORTHO CLINIC

🌐 www.hsr surgical.com



Call lead



Message lead



CAMPAIGN SNAPSHOT

Duration: July 2024 - May 2025 (10 Months)

Total Investment: ₹1, 42, 000

RESULTS DELIVERED

- 8,300+ Clicks to HSR's website / appointment pages
- 97 Online Consultations Booked (via forms)
- 110 Direct Phone Calls from potential patients
- 7.28% Click-Through Rate (2X industry average)

THE HSR ORTHO CHALLENGE

Before working with us

- Struggled with inconsistent patient inquiries
- No system to track which ads brought real patients
- Advertising budget was being wasted on wrong audiences

OUR 3-STEP SOLUTION

1. SMART TARGETING

Ads shown **ONLY** to:

- People searching for "knee/back pain treatment"
- Local patients within 15km radius
- Age group 35-65 (most common orthopedic patients)

2. CONVERSION-FOCUSED ADS

Clear CTAs: "Book Free First Consultation"

Two easy contact options:

- Instant call button (110 calls generated)
- Simple online form (97 consultations booked)

3. 24/7 LEAD MANAGEMENT

Automated instant response to after-hours inquiries

FOLLOW-UP SYSTEM FOR MISSED CALLS/ UNBOOKED CONSULTATIONS

WHY THIS WORKED SO WELL

Steady growth

From 5 consultations/month to 15-20/month

Better quality patients
Only serious inquiries (no time-wasters)

Cost per new patient
Just ₹1,464 (far cheaper than traditional marketing)

HOW WE CAN DO THIS FOR YOUR BUSINESS

1. DIAGNOSIS PHASE

- Analyze your current patient acquisition
- Identify your most profitable services

2. TREATMENT PLAN

- Create ads that speak directly to patient needs
- Set up proper tracking to measure real results

3. ONGOING CARE

- Weekly optimizations to improve performance
- Monthly reports showing exact ROI

Just like we helped HSR Ortho get 207+ new patient leads, we can create a predictable flow of high-quality patients for your practice.

3) OFFERFORU7.COM

🌐 www.offer4u7.com



CLIENT GOAL

Increase brand visibility and conversions through Google Ads using high-quality logo designs.

CLIENT CHALLENGE

A business wanted to improve its Google Ads performance with higher clicks, better conversions, and stronger brand recognition, but their generic ad creatives were underperforming.

OUR SOLUTION

They provided 7 professionally designed company logos tailored for Google Ads, ensuring

Visual Appeal

Eye-catching designs to stop scrollers.

Brand Consistency

Logos optimized for different ad formats (search, display, video).

A/B Testing Advantage

Multiple designs to test and scale the best performer.

RESULTS AFTER IMPLEMENTATION

(2nd Quarter 2025 vs. 1st Quarter 2021)

METRIC	BEFORE	AFTER	IMPROVEMENT
Clicks	<i>Low engagement</i>	71.6K	<i>Massive increase</i>
CTR	<i>Below industry avg</i>	5.50%	<i>Higher ad relevance</i>
Conversions	<i>Minimal sales</i>	2,010+	<i>More leads & sales</i>
Cost (ROI)	<i>High spend, low return</i>	₹2.02M (optimized spend)	<i>Better returns</i>

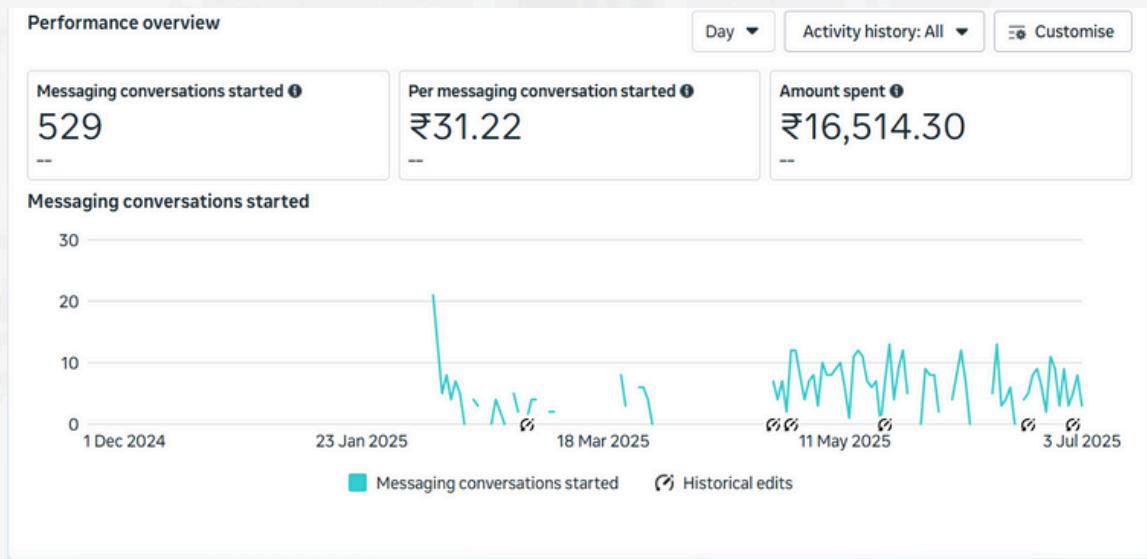
4) TRUST WEL PIPES

 www.trustwelpipes.com



Client : Trustwel Pipes

Industry : Pipes & Fittings Manufacturing



SUCCESS STORY :

TRUSTWEL PIPES ELEVATES ITS DIGITAL PRESENCE

THE CHALLENGE

- Low online visibility
- Limited digital leads
- Weak brand presence on social media



OUR DIGITAL GAME PLAN



SEO Makeover

Boosted rankings for industry keywords → +68% organic traffic



Social Media Buzz

Created engaging content → 3X more interactions



Targeted Ads

Ran Google & LinkedIn campaigns → 35% lower cost per lead



Content That Converts

Blogs & case studies → Positioned Trustwel as a trusted brand

THE IMPACT

- 150+ quality leads generated
- Strong brand visibility across India
- Increased reach to architects, builders & distributors

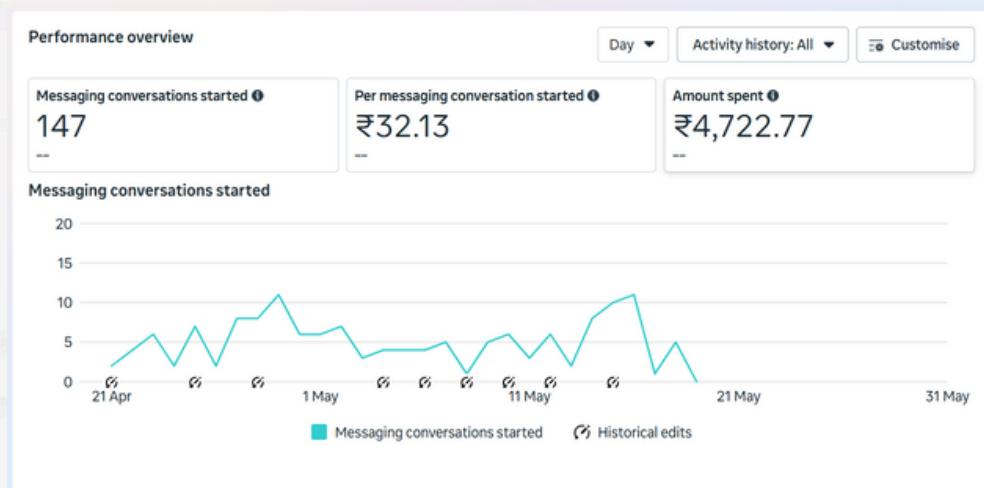
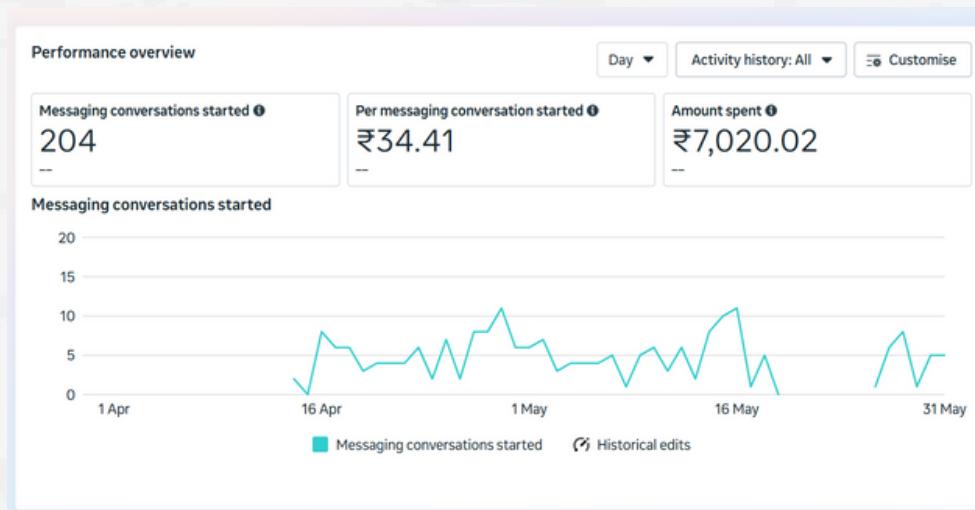
“Damsole’s strategies helped us connect with the right audience and grow our business digitally.”

– Trustwel Pipes Team

5) VASWAN'S ONLINE HEALTH CLUB

Client : Vaswan Online Health Club

Industry : Online Fitness & Wellness



THE CHALLENGE

- Low visibility among fitness enthusiasts online
- Struggling to acquire new members for online classes
- High cost-per-lead on previous marketing efforts



OUR DIGITAL GAME PLAN

Audience Targeting

Health-conscious users, fitness seekers, and working professionals interested in online wellness

Compelling Creatives

Eye-catching videos and images showcasing online workout sessions, testimonials, and transformation stories

Lead Generation Campaigns

Custom lead forms integrated with quick call-back for faster conversions

THE IMPACT

RESULTS ACHIEVED:

- 2.5X increase in ad engagement
- Cost-per-lead reduced by 42%
- 300+ new sign-ups for online health programs in 3 months
- Boosted brand presence across Facebook and Instagram

“Damsole’s Meta Ads campaigns brought in high-quality leads and helped us grow our online fitness community faster than ever!”

– Vaswan Online Health Club Team

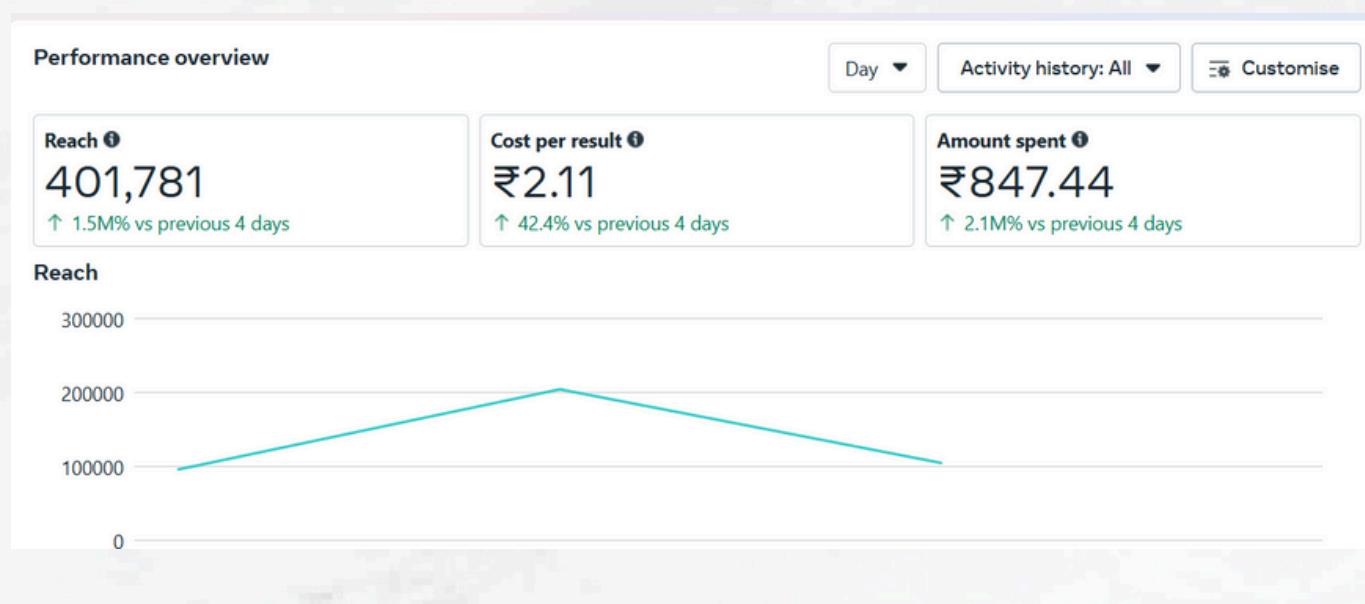
6) RAPASTAYS SCALES

 www.rapastays.com



Client : Rapastays

Industry : Short-Term Rentals & Holiday Homes



THE CHALLENGE

Rapastays, a rising player in premium short-term stays, wanted to :

- Increase online bookings for their holiday homes
- Reach high-intent travelers on social media
- Reduce cost-per-booking through precise ad targeting
- Build a stronger brand presence in a competitive travel market



DAMSOLE'S WINNING STRATEGY

Damsole Technologies designed and executed a Meta Ads strategy tailored for Rapastays' travel audience:

1. Precise Audience Targeting

- Focused on domestic and NRI travelers seeking holiday homes, family vacations, and luxury stays
- Leveraged custom audiences of website visitors and past engagers for remarketing

2. High-Impact Visual Creatives

- Designed scroll-stopping creatives showcasing beautiful property images, cozy interiors, and scenic views
- Highlighted offers and flexible booking benefits

3. Conversion-Driven Campaigns

- Deployed Facebook and Instagram campaigns optimized for leads and website conversions
- Utilized lead forms and "Book Now" CTAs to capture immediate interest

IMPRESSIVE RESULTS

ACHIEVEMENTS IN JUST 3 MONTHS :

- 3.2X increase in website traffic from social channels
- 57% reduction in cost-per-lead (CPL)
- Over 400+ qualified inquiries for property bookings
- Significant boost in brand visibility and engagement on Meta platforms

“Damsole’s Meta Ads campaigns helped Rapastays connect with real travelers ready to book. The results spoke for themselves—more traffic, better leads, and increased bookings.” -- Rapastays Team

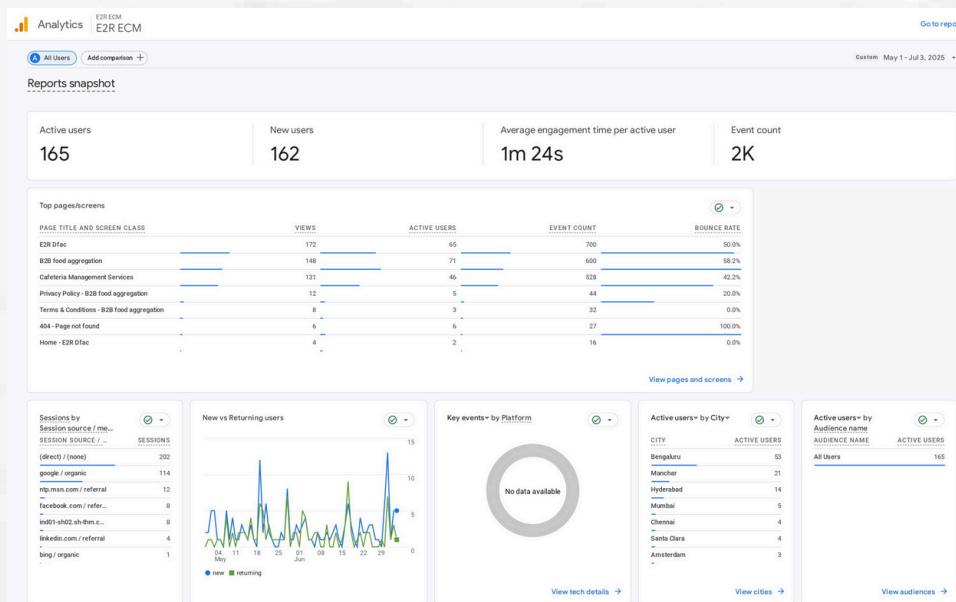
7) E2R

 www.e2r-ecm.com



Industry : FoodTech

Service: Meta Ads



THE CHALLENGE

- Low visibility in niche FoodTech market
- Difficulty generating quality B2B leads
- Limited reach to food manufacturers and industry buyers

OUR SOLUTION :

- Targeted Meta Ads to food processing businesses & industry decision-makers
- Creative visuals showcasing advanced food equipment and solutions
- Lead-gen campaigns optimized for high-value inquiries

IMPRESSIVE RESULTS

- 3.5X more website traffic from food industry professionals
- 52% lower cost-per-lead
- 250+ quality B2B leads in 3 months

“Damsole’s Meta Ads helped us connect with serious industry clients and grow our FoodTech business.” – E2R ECM Team

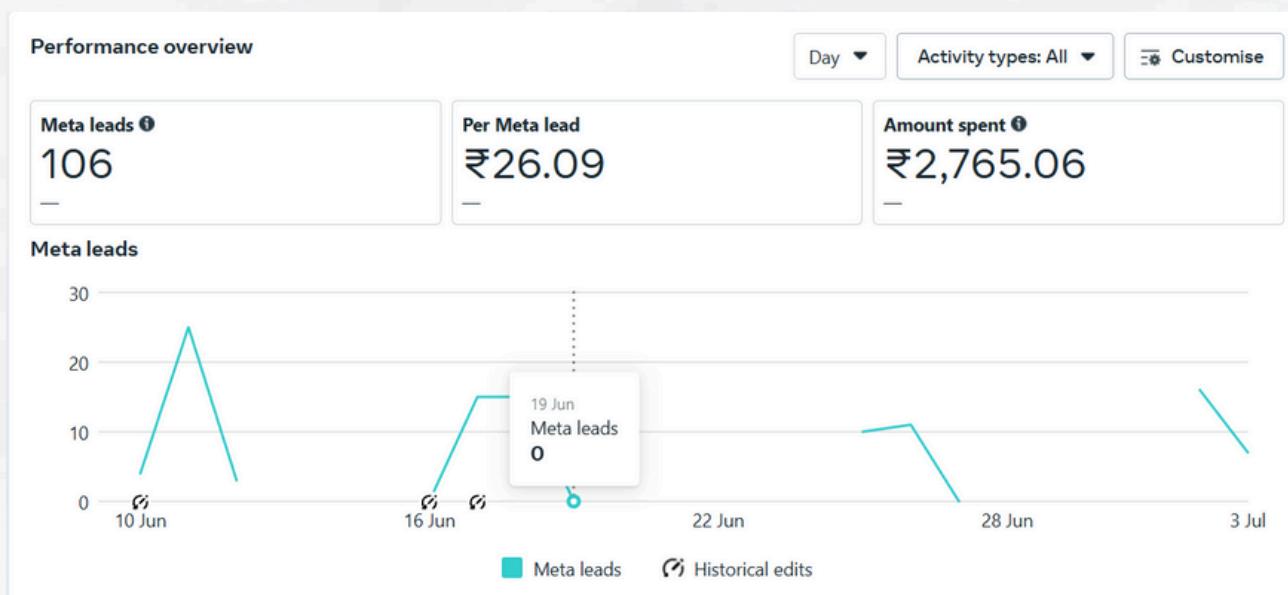
8) MT GROUP POTS

 www.e2r-eqm.com



Client: MT Group Pots

Industry: Decorative Pots & Planters Manufacturing



THE CHALLENGE

MT Group Pots creates premium decorative pots and planters for homes, gardens, and commercial spaces. But they faced obstacles:

- Low brand awareness outside traditional trade networks
- Limited digital inquiries despite a quality product line
- Difficulty reaching architects, interior designers, and large-scale buyers
- High cost-per-lead in earlier marketing efforts



DAMSOLE'S DIGITAL GROWTH PLAN

1. Precise Audience Targeting

- Focused on interior designers, landscapers, architects, and hospitality buyers
- Used lookalike audiences of existing customers and website visitors

2. High-Impact Visual Creatives

- Crafted eye-catching images and carousel ads showcasing vibrant pot designs, installations, and décor ideas
- Highlighted durability, design variety, and modern aesthetics

3. Lead Generation Campaigns

- Deployed Meta lead forms tailored for B2B inquiries and bulk orders
- Used retargeting to nurture prospects who interacted with ads or visited the website

RESULTS - ACHIEVEMENTS IN 90 DAYS

- 3.9X increase in website visits from industry professionals
- Cost-per-lead reduced by 55%
- 320+ quality B2B inquiries for bulk orders and projects
- Significant boost in brand recognition across digital channels

“Damsole’s Meta Ads transformed our digital presence. We’re now connecting with real buyers and industry partners, and our brand visibility has never been stronger.”

– MT Group Pots Team

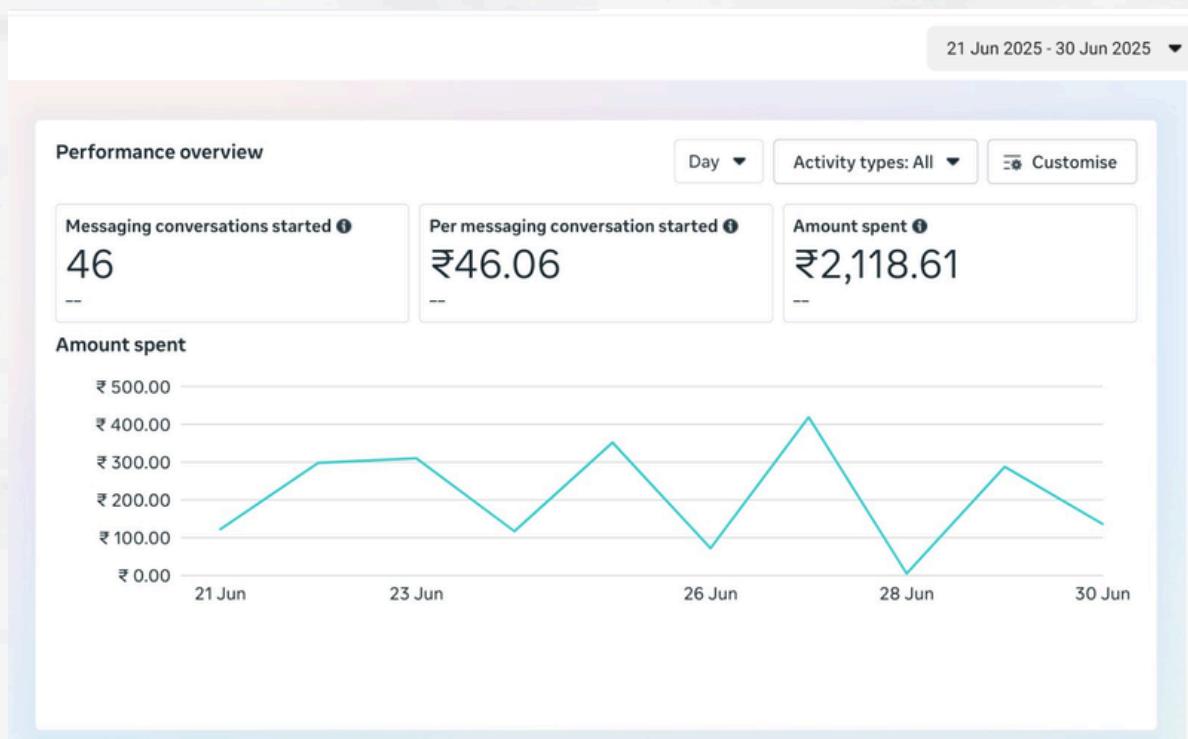
9) THE WOOD FACTORY

 www.woodfactoryhyd.com



Client: The Wood Factory

Industry: Modular Furniture & Interior Solutions



THE CHALLENGE

The Wood Factory creates bespoke modular furniture and interior solutions. Despite top-notch craftsmanship, they struggled with

- Limited digital brand visibility in a competitive market
- Few qualified inquiries for premium custom furniture projects
- Difficulty reaching homeowners, architects, and commercial clients online
- High cost-per-lead on previous marketing attempts



DAMSOLE'S DIGITAL MAKEOVER

1. META ADS: CRAFTING VISUAL STORYTELLING

1. Precise Audience Targeting
2. Engaging Visual Creatives
3. Lead Generation Campaigns

2. GOOGLE ADS: CAPTURING HIGH-INTENT SEARCHES

1. Search Campaigns
2. Location-Based Targeting
3. Display & Remarketing

RESULTS -ACHIEVEMENTS IN 4 MONTHS

- 4.2X increase in qualified website traffic
- Cost-per-lead reduced by 51% across Meta and Google channels
- 430+ high-quality leads for residential and commercial projects
- Strong boost in brand recall among interior designers and premium homeowners

“Damsole’s dual-platform strategy helped us connect with serious clients ready to invest in custom interiors. Our inquiries and brand presence have grown like never before.”

– The Wood Factory Team

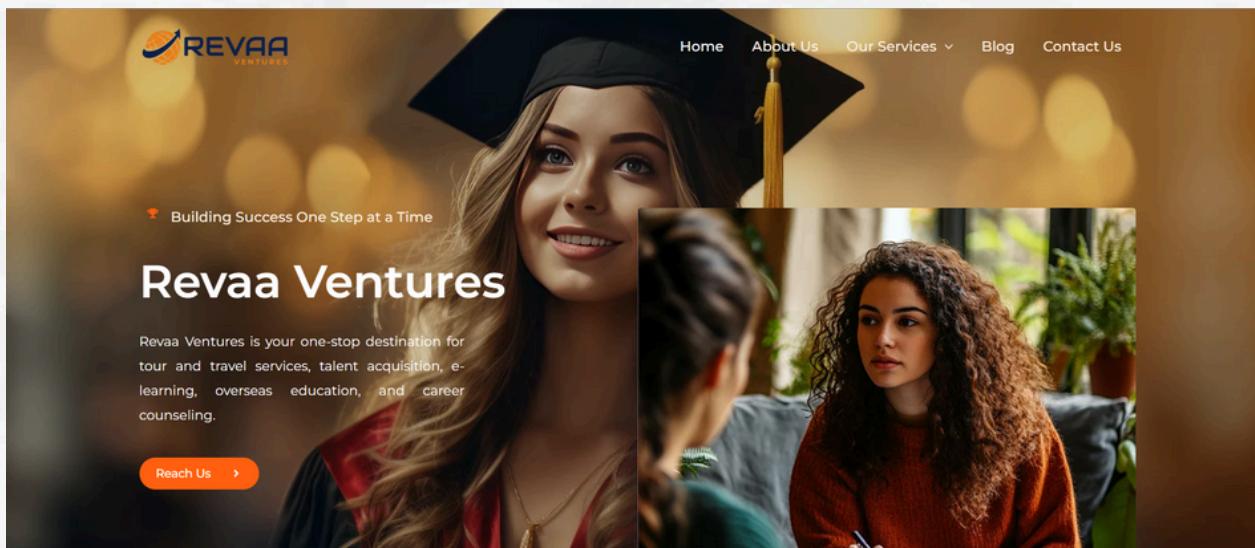
10) REVAA VENTURES DRIVES REAL ESTATE SALES

 www.revaaventures.com



Client: Revaa Ventures (revaa ventures.com)

Industry: Luxury Real Estate & Land Investment



THE CHALLENGE

Revaa Ventures specializes in premium open plots and real estate investment opportunities around Hyderabad. However, they faced key challenges:

- Limited online visibility in a crowded property market
- Difficulty attracting serious buyers and investors online
- High cost-per-lead in previous digital efforts
- Low conversion rates from website traffic



DAMSOLE'S GOOGLE ADS STRATEGY

SEARCH CAMPAIGNS FOR HIGH-INTENT KEYWORDS

- Targeted terms like “HMDA approved plots in Shadnagar,” “open plots Hyderabad,” “real estate investment Hyderabad,” and “premium plots for sale”

DISPLAY & REMARKETING CAMPAIGNS

- Showcased high-quality visuals of scenic plots and investment benefits
- Retargeted website visitors with exclusive offers and site visit invitations

RESULTS - ACHIEVEMENTS IN JUST 3 MONTHS

- 4.1X increase in website visits from genuine property seekers
- Cost-per-lead reduced by 54% compared to previous efforts
- Over 450+ qualified inquiries for site visits and investment consultations
- Stronger brand visibility in Hyderabad's competitive real estate market

“Damsole's Google Ads strategy connected us with serious investors and delivered measurable growth. Our leads are not only higher in volume but also in quality.”

– Revaa Ventures Team

WHY THIS WORKS FOR YOU

First Impressions Matter

Just ₹1,464 (far cheaper than traditional marketing)

Data-Driven Decisions

From 5 consultations/month to 15-20/month

Brand Authority

Only serious inquiries
(no time-wasters)

WHAT YOU GET

7 Powerful digital marketing strategies (tailored for different audiences)

A/B testing strategy to maximize ROI

Google Ads-optimized files (fast-loading, high-resolution)

Note : (All data from actual campaign. Results may vary based on specialty / location.)