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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

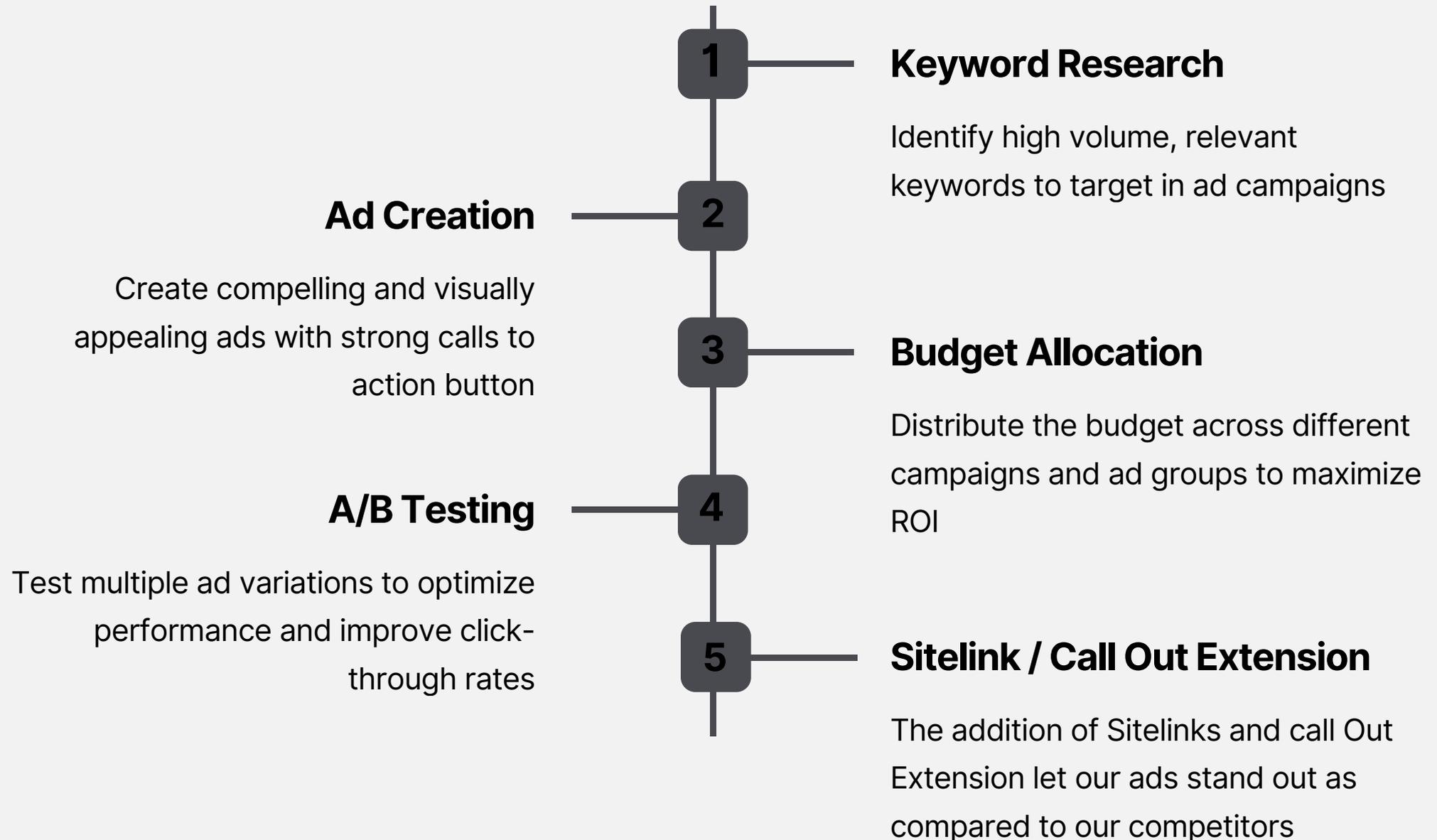
Interests

- 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.