

Digital Marketing Transformation for a Budget E-commerce Brand

A combined paid-acquisition and organic-growth programme focused on lead generation, search visibility and stronger digital foundations.

1,522	Leads	Three months
■10.15	Best CPL	Reported best campaign
■16,949.13	Ad spend	Meta Ads
2,470%	Organic clicks growth	20 → 514 monthly

The brief

The store had limited organic visibility, with only three pages indexed, while earlier advertising efforts had high costs and low conversion rates. Brand awareness was also a challenge in a crowded value-e-commerce category.

Strategy & execution

- Launched interest-based Meta campaigns with dynamic product creatives.
- Continuously analysed campaign data to improve cost efficiency.
- Streamlined lead forms and addressed creative-to-landing-page disconnects.
- Built 100 quality backlinks and published 7 targeted blogs.
- Improved site structure, indexing and technical SEO.

Reported results

The source case study reports 1,522 leads in three months, average CPL in the ₹11–₹14 range, and a best reported CPL of ₹10.15. Organic clicks increased from 20 to 514 monthly, indexed pages from 3 to 22, and domain authority from 1 to 3.

Results:

01

1,522 leads generated in just three months.

02

Average Cost Per Lead (CPL): ₹11–₹14, with the best campaign achieving an outstanding ₹10.15 CPL.

03

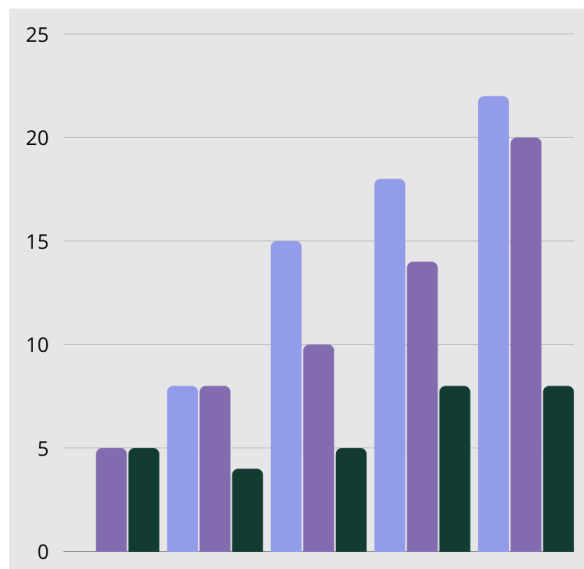
Total Ad Spend: ₹16,949.13.

04

Engagement: Campaigns achieved an average CTR of 4.13%, with top-performing ads reaching 6.92% CTR.

Results:

- **Domain Authority (DA):** Increased from 1 to 3.
- **Page Authority (PA):** Jumped from 1 to 11.
- **Indexed Pages:** Grew from 3 to 22, a 633% increase.
- **Organic Clicks:** Surged by 2,470% (from 20 to 514 monthly).
- **Referral Traffic:** Off-page blogs on high-DA platforms like Medium drove 200+ monthly visits and ranked on Google Page 1 for targeted long-tail keywords.
- **User Engagement:** Average session duration increased from 30 seconds to 1.5 minutes, and exit rates dropped by 12%.



What comes next

Expand retargeting, publish more high-intent content, pursue guest posts and PR, and continue CRO work around site speed and mobile navigation.

Public portfolio note

Client brand names and identifying brand assets have been anonymised for public portfolio use. Reported figures are reproduced from the supplied NWSPL case-study material.