

V E R V E
M E D I A



PERFORMANCE MARKETING



Being India's leading Hygiene brand, HiCare holds a legacy of 3 decades and provides a wide range of services like pest control, home cleaning, bird netting and disinfection.

GOALS:

- Drive more visits to the website
- Increase in leads
- Increase in brand visibility

APPROACH:

- Introduced new ad formats like:
Discovery Ads, Responsive Search Ads
- Optimised Landing Page content
- Improved bidding strategy

RESULT

2x

More
clicks
on ads

31%

Increase
in
leads

91%

Absolute
top
position

The International Tunga is located in Andheri East very close to landmarks like SEEPZ, the international airport, the domestic airport and the Western Express Highway. The location and the close proximity to these major landmarks with the added bonus of splendid rooms with contemporary amenities make it a perfect candidate for a perfect stay.

GOALS:

- Increase in leads
- Reduce Cost Per Acquisition
- Increase in Brand Visibility for local search

APPROACH:

- Restructured Ads to cater each service offerings
- Introduced more relevant and niche keywords
- Optimised Google My Business page

RESULT

3x

Increase
in
leads

46%

Reduction
in
CPA

95%

Absolute
top
position



Desjoyaux Pools India is one of the leading Swimming Pool Builder, Manufacturer & Supplier across India.

GOALS:

- Get more visits to the website
- Reduce Cost Per Click
- Increase Brand Visibility

APPROACH:

- Optimised landing page content
- Optimised target keywords
- Added new Audience segment based previously collected data

RESULT

3x

increase
in
clicks

81%

Reduction
in
CPC

2x

Increase
in ad
impressions

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THANK YOU