

How We Drove ₹32,00,000+ in Revenue through Targeted Ads and Conversion-Optimized Landing Pages

About the Client

Dawntown Detailing Studio, a leading provider of premium car care services in Porur, faced challenges with inconsistent results from previous agencies and struggled with irrelevant leads for high-ticket services like PPF and ceramic coatings. By optimizing Google My Business (GMB), deploying targeted Google and Meta Ads campaigns, and enhancing the landing page experience, we helped Dawntown achieve impressive revenue and local visibility.



The Results



₹25,00,000+

from 20+ PPF installations



₹7,00,000+

from 40+ ceramic coating projects



Acquired one new franchise outlet



Consistent monthly pipeline of high-intent leads



Lowered cost per lead



Improved local visibility on Google Maps

Key Metrics

- ✔ **Total Revenue: ₹32,00,000+**
- ✔ **Lead Sources:** Google Ads, Meta Ads, GMB
- ✔ **Conversions:** 20+ PPF installations, 40+ ceramic coatings
- ✔ **New Franchise Outlet:** Acquired through targeted ads
- ✔ **Ad Spend Efficiency:** Reduced wasted spend with targeted campaigns
- ✔ **Local Visibility:** Boosted through ongoing Local SEO and GMB optimization

How We Did It

Service-Specific Landing Pages

We created dedicated landing pages for each service (PPF, ceramic, wash), ensuring more relevant traffic and improving ad Quality Scores. This optimization led to higher conversion rates, making the most of the ad spend.

Google Ads Campaign Optimization

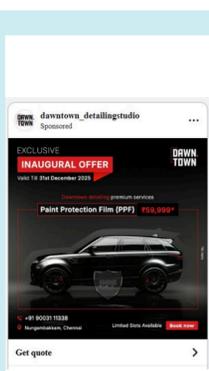
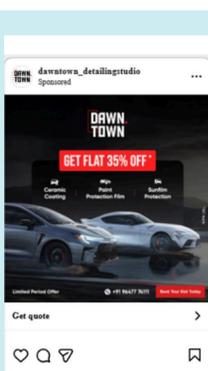
We launched Google Search campaigns focused on high-income car owners in Porur and surrounding areas. The campaigns specifically targeted high-ticket services like PPF and ceramic coatings, which helped generate more qualified leads.

Campaign	Cost	Imp.	Clicks	Avg. CPC	Results	Conversions
Performance Max	₹12,048.00	724,753	37,701	₹8.85	111 (Google Ads, website, WhatsApp, etc.)	3,544.00
Performance Max	₹19,150.00	218,139	7,980	₹2.40	111 (Google Ads, website, WhatsApp, etc.)	1,342.00
Search	₹37,987.00	25,020	3,288	₹11.63	111 (Google Ads, website, WhatsApp, etc.)	919.00
Smart	₹15,444.00	120,803	2,008	₹7.69	111 (Google Ads, website, WhatsApp, etc.)	458.00

Meta Ads with Explainer Videos

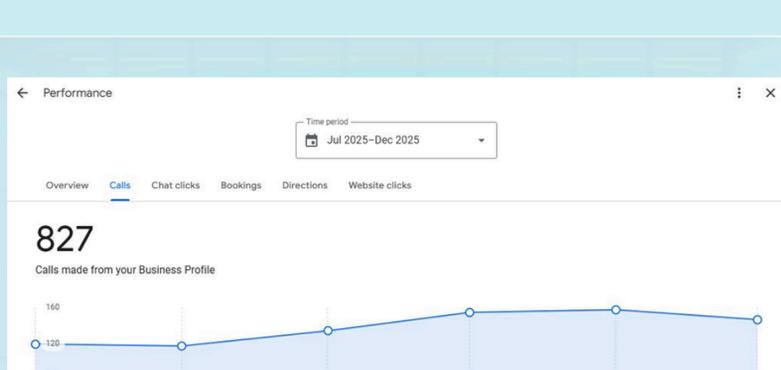
To build trust and filter high-intent leads, we used testimonial and explainer videos on Meta Ads. This strategy helped users better understand the services before initiating a WhatsApp conversation, ensuring that only relevant leads were captured.

Ad Set	Results	Cost per result	Amount spent	Impressions	Reach
Messaging convers.	287	₹25.01	₹7,226.50	154,387	70,668
Leads (Form)	129	₹138.54	₹17,871.38	91,935	29,206
Leads (Form)	65	₹154.75	₹10,057.01	75,363	38,123
Leads (Form)	40	₹202.18	₹8,047.54	68,859	50,378
Leads (Form)	30	₹143.66	₹4,309.82	28,125	13,155
Leads (Form)	20	₹872.69	₹17,453.85	398,775	212,227
Leads (Form)	15	₹602.68	₹9,040.25	1,449,498	692,175



Local SEO & GMB Optimization

A robust Local SEO campaign was executed, focusing on keyword clustering, GMB optimization, and boosting review velocity. These efforts enhanced Dawntown's local credibility and significantly improved its visibility on Google Maps.



Continuous A/B Testing & Scaling

We implemented a continuous A/B testing process for ad creatives, offers, and audience targeting. We scaled only the best-performing ad sets, optimizing for maximum ROI and ensuring that only the most effective ads received the budget.