



AiDigma

An AI based Digital Marketing Company

Let us help you
take advantage of
digital marketing
opportunities to
grow your business

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[LinkedIn](#), [Facebook](#), [Instagram](#)

OUR IN-HOUSE SERVICES INCLUDE

01 Search Engine Optimization

02 Social Media Marketing

03 Web Design & Development

04 Pay-Per-Click



Go Digital
Grow Business



ABOUT US



AiDigma is a full-service digital marketing agency based on New Delhi.

In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. AiDigma combines a data driven approach with knowledge gained from years in digital marketing to delivery outstanding results to our clients.



SUCCESS STORIES (CASE STUDY)

Client Name: NetworkersCCIE

FACEBOOK, INSTAGRAM AD CAMPAIGN:

AMOUNT SPENT: INR 48,284, Duration: 5 Months

Total Leads generated through Facebook and Instagram: 1297

Facebook Ads Manager Campaigns Overview

Account: 367605183872417 (367605183872417) | 10 ads with errors | Updated just now | Discard Drafts | Review and publish (19)

Search and filter | 20 Apr 2023 - 30 Sep 2023

View: Campaigns | Ad sets | Ads

Tools: + Create | Edit | A/B test | Rules | View Setup | Reports | Export

Off/On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
●	100% Job Guarantee Course Campaign	24 On-Facebook leads	9,328	2.64	₹72.84	Using ad set bud...	₹1,748.10	Ongoing	
●	CCNA CCNP Ads	3 On-Facebook leads	1,485	1.13	₹36.35	Using ad set bud...	₹109.04	Ongoing	
●	21 July -Networking Courses	6 On-Facebook leads	7,258	1.79	₹183.66	Using ad set bud...	₹1,101.97	Ongoing	
●	10th July Palo Alto Campaign	87 On-Facebook leads	35,384	1.96	₹44.58	Using ad set bud...	₹3,878.71	Ongoing	
●	Instagram पोस्ट: #instagram #reels...	Link click	—	—	—	₹165.00 Lifetime	₹0.00	2 Jul 2023	
●	1st Sep New SD-WAN Campaign	454 On-Facebook leads	99,248	2.25	₹25.98	Using ad set bud...	₹11,796.57	Ongoing	2
●	1st Sept CCNA Leads Campaign	444 On-Facebook leads	106,049	2.43	₹30.63	Using ad set bud...	₹13,601.63	Ongoing	2
Results from 56 campaigns		Multiple conversions	313,575	2.73	—	—	₹48,284.71		8

Facebook Ads Manager Campaigns Overview

Account: 367605183872417 (367605183872417) | 10 ads with errors | Updated 9 minutes ago | Discard Drafts | Review and publish (19)

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Off/On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
●	Online MBA Lead Gen Camp	On-Facebook lead	—	—	—	Using ad set bud...	₹0.00	Ongoing	
●	Online MBA Uni	On-Facebook lead	—	—	—	Using ad set bud...	₹0.00	Ongoing	
●	13 Oct CCNP Enterprise Campaign	On-Facebook lead	—	—	—	Using ad set bud...	₹0.00	Ongoing	
●	15 Sept SD-WAN Campaign	69 On-Facebook leads	75,300	1.38	₹98.44	Using ad set bud...	₹6,792.08	Ongoing	
●	13th Sept SD-WAN Campaign Ni	19 Messaging conversations	2,589	1.06	₹11.59	Using ad set bud...	₹220.29	Ongoing	
●	16th Oct Firewall Training Campaign	26 On-Facebook leads	16,353	1.43	₹70.93	Using ad set bud...	₹1,844.07	Ongoing	
●	12 Oct CCNA New Campaign	161 On-Facebook leads	70,311	1.50	₹30.93	Using ad set bud...	₹4,979.76	Ongoing	
●	CCNA, SD-WAN, PALO ALTO Campaign	30 On-Facebook leads	16,460	1.95	₹73.75	Using ad set bud...	₹2,212.49	Ongoing	
Results from 56 campaigns		Multiple conversions	313,575	2.73	—	—	₹48,284.71		8



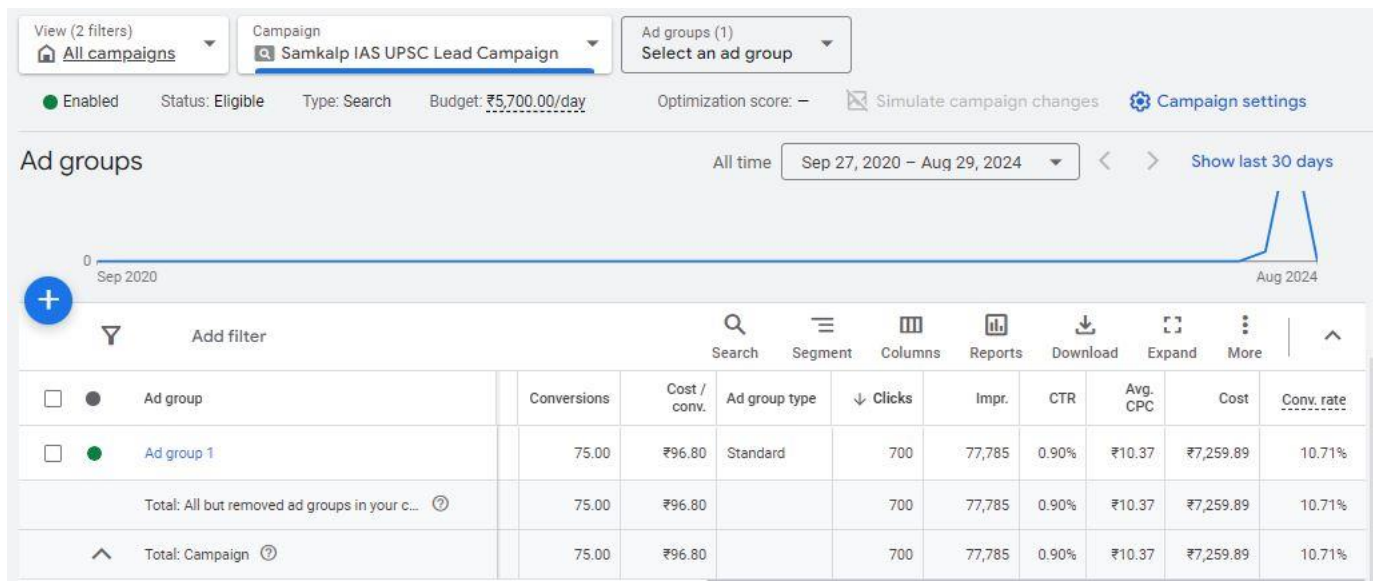
SUCCESS STORIES (CASE STUDY)

Client Name: Samkalp IAS

Google AD CAMPAIGN:

AMOUNT SPENT: INR 7259

Total Leads generated through Google Ad: 96





SUCCESS STORIES (CASE STUDY)

Client Name: Shri Education

Google AD CAMPAIGN:

AMOUNT SPENT: INR 100,312

Total Leads generated through Google Ad: 225

View (2 filters)		Campaign		Ad groups (3)						
All campaigns		Online MBA Lead Gen Campaign		Select an ad group						
Paused	Type: Search	Budget: ₹3,000.00/day	Simulate campaign changes	Campaign settings						
Add filter		Search	Segment	Columns	Reports	Download	Expand	More		
<input type="checkbox"/>	Ad group	Conversions	Cost / conv.	Cost	↓ Clicks	Avg. CPC	Conv. rate	Conv. value	Conv. value / cost	All conv.
<input type="checkbox"/>	Online MBA Ad Group 1	209.00	₹442.42	₹92,465.27	2,096	₹44.12	9.97%	691,002.10	7.47	220.00
	Google search	207.00	₹436.88	₹90,433.87	1,982	₹45.63	10.44%	688,418.77	7.61	216.00
	Search partners	2.00	₹1,015.70	₹2,031.40	114	₹17.82	1.75%	2,583.33	1.27	4.00
<input type="checkbox"/>	Ad group 3	0.00	₹0.00	₹5,694.69	961	₹5.93	0.00%	0.00	0.00	4.00
	Google search	0.00	₹0.00	₹7.15	1	₹7.15	0.00%	0.00	0.00	0.00
	Search partners	0.00	₹0.00	₹5,687.54	960	₹5.92	0.00%	0.00	0.00	4.00
<input type="checkbox"/>	Online MBA Lead Ad group 2	1.00	₹2,152.34	₹2,152.34	73	₹29.48	1.37%	83.50	0.04	1.00
	Google search	0.00	₹0.00	₹1,900.33	58	₹32.76	0.00%	0.00	0.00	0.00
	Search partners	1.00	₹252.01	₹252.01	15	₹16.80	6.67%	83.50	0.33	1.00
▼	Total: All but removed ad groups in your c...	210.00	₹477.68	₹100,312.30	3,130	₹32.05	6.71%	691,085.60	6.89	225.00



SUCCESS STORIES (CASE STUDY)

Client Name: NC Educations

SEO (Search Engine Optimization:)

Increased Website Traffic: from 49/Day Visitors to 626/Day Visitors with in 1.5 months

Before SEO Website Analytic

Total Impressions

4.3K

↑40.3%

Total Clicks

44

↓4.3%

Unique Visitors from Search

49

↑40%

After SEO Website Analytic

Total Impressions

57K

↑14.7%

Total Clicks

753

↓0.4%

Unique Visitors from Search

626

↑10%

Perwez Hyat
AiDigma Digital Solution

Date: