

A selection of case studies across performance marketing



CASE STUDY: 1

Scaling Ticket Sales for Feline Club of India's Nationwide Cat Shows

Objective: Feline Club of India (FCI), India's leading organizer of cat and pet shows, aimed to drive maximum ticket sales for its events across multiple cities. The goal was clear: to make every show the largest in its region, with high footfall and strong online ticket conversions.

Role & Contribution: As a performance marketer for this account, I was responsible for the entire campaign strategy and execution across Meta Ads, including audience research, funnel planning, creative direction, media buying, and ongoing optimization.

Strategy

1) Audience Targeting

Primary Targets: Cat and pet owners, animal lovers and enthusiasts, followers of pet food brands, and people interested in cat breeds.

Audience Layers:

- Interest-based: Pets, cat lovers, pet care, etc.
- Custom: Website visitors, video viewers, engagers.
- Lookalike: 1% LLA based on purchasers and engagers.
- Broad targeting (18-65+): To let Meta optimize freely.

Strategy

2) Full-Funnel Setup

- **Top of Funnel (TOF):** Engagement and awareness campaigns to drive traffic and build audiences.
- **Middle/Bottom Funnel (MOF/BOF):** Retargeting campaigns using custom audiences:
 - Website visitors
 - Users who clicked “Book Your Tickets Now” but didn’t convert
 - Instagram/Facebook engagers
 - Past buyers (email/phone-based custom audience)

Strategy

3) Conversion Flow

- Traffic was sent to a high-converting landing page with a "Book Your Tickets Now" CTA.
- Clicking the CTA redirected users to a Razorpay payment form.
- Post-payment, users received ticket confirmation via SMS and email.

Results Snapshot (Jan 27 – Feb 25, 2024)

1. **Total Spend (Meta Ads):** ₹2,01,447.02
2. **Reach:** 2,001,937+
3. **Impressions:** 5,895,571
4. **Ticket Sales:** Estimated 2,000+ per show (based on internal tracking)
5. **Avg. Cost Per Registration:** As low as ₹25.56 in top campaigns
6. **Best Performing Campaigns:**
 - Retargeting ads achieved 3x-4x ROAS
 - Lookalike audiences delivered high-intent conversions under ₹35 CPA

RESULTS

Search and filter										
Last 30 days: 27 Jan 2024 - 25 Feb 2024 Note: Does not include today's data										
Campaigns Ad sets Ads										
+ Create Edit A/B test Rules View Setup Columns: Performance and clicks Breakdown Reports Export										
	Off/On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
	☒	Delhi Cat Show 1% Lookalike Camp (15 KM) (p...	.156 [2] Website completed ...	47,139	1.35	₹36.38 [2] Per complete registr...	Using ad set bud...	₹5,675.13	Ongoing	63,618
	☒	Delhi Cat Show Ret. conv. camp- 3 added creat...	.157 [2] Website completed ...	101,677	1.29	₹35.87 [2] Per complete registr...	Using ad set bud...	₹5,632.33	Ongoing	131,090
	☒	Delhi Cat Show Retargeting conv. camp 21/02/...	.300 [2] Website completed ...	113,511	1.43	₹25.56 [2] Per complete registr...	Using ad set bud...	₹7,667.91	Ongoing	161,876
	☒	Delhi Cat Show Retargeting conv. camp 21/02/...	.308 [2] Website completed ...	148,129	1.39	₹28.46 [2] Per complete registr...	Using ad set bud...	₹8,766.15	Ongoing	205,184
	☒	FCI Delhi Cat show dynamic Conv Camp 17/02...	.783 [2] Website completed ...	385,282	1.94	₹35.38 [2] Per complete registr...	Using ad set bud...	₹27,702.99	Ongoing	746,915
	☒	FCI Chennai Petgala Dynamic ads Conv camp 0...	.1,858 [2] Website completed ...	542,832	2.53	₹22.11 [2] Per complete registr...	Using ad set bud...	₹41,089.15	Ongoing	1,372,421
	☐	Delhi Petgala Retargeting conv. camp 15/02/24	.88 [2] Website completed ...	34,449	1.14	₹25.33 [2] Per complete registr...	Using ad set bud...	₹2,228.94	Ongoing	39,272
	☐	New FCI Delhi Petgala Dynamic ads Conv cam...	.183 [2] Website completed ...	78,138	1.48	₹36.99 [2] Per complete registr...	Using ad set bud...	₹6,768.49	Ongoing	115,448
	☐	New Ahmedabad Cat Show Insta conv. camp 0...	.109 [2] Website completed ...	97,216	1.27	₹44.36 [2] Per complete registr...	Using ad set bud...	₹4,834.72	Ongoing	123,470
	☐	FCI Delhi Petgala Dynamic ads Conv camp 08/...	.499 [2] Website completed ...	336,217	1.29	₹28.02 [2] Per complete registr...	Using ad set bud...	₹13,984.28	Ongoing	434,558
	☐	New FCI Ahmedabad Cat show dynamic Conv ...	.35 [2] Website completed ...	23,662	1.15	₹31.20 [2] Per complete registr...	Using ad set bud...	₹1,092.08	Ongoing	27,250
Results from 145 campaigns ⓘ Excludes deleted items			—	2,201,937 Accounts Centre acco...	2.68 Per Accounts Centre a...	—		₹201,447.02 Total Spent		5,895,571 Total

NOTABLE WINS:

- Achieved consistent ticket sales across multiple cities with customized campaigns for each region (Delhi, Chennai, Ahmedabad, etc.).
 - Scaled budget effectively without drop in performance.
 - Created a sustainable campaign framework FCI could replicate for every city show.
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CHALLENGES TACKLED

- Volume Pressure: Each city show had ambitious sales targets. I built city-specific targeting strategies and adapted creatives quickly to meet those goals.
 - Audience Fatigue: By rotating creatives and testing new interest groups regularly, I maintained ad freshness and CTR.
 - Tracking Gaps: With Razorpay's limited post-payment tracking, I used custom thank-you pages and UTM tracking to monitor final purchases and optimize upstream.
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KEY LEARNINGS

- Retargeting based on micro-conversions (e.g., CTA clickers, engagers) significantly reduced cost per sale.
 - Broad audiences, when paired with strong creatives and proper exclusions, outperformed many narrow interest sets.
 - The power of full-funnel strategy + local geo-targeting can make even niche events scale profitably.
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CONCLUSION

This campaign is a strong example of performance marketing and event-based conversion strategy done right — combining audience insights, funnel thinking, and iterative optimization to meet real business goals.

CASE STUDY: 2

Driving 700+ Qualified Leads for a Study Abroad Fair in Nashik

Objective: Versatile Overseas Consultants, a Nashik-based study abroad consultancy, aimed to promote their free Study Abroad Fair at Courtyard by Marriott, held on September 9, 2023. The goal was to generate a large volume of qualified leads from students and parents interested in studying abroad.

Role & Contribution: As the lead performance marketer, I was responsible for end-to-end strategy and execution on Meta Ads — including funnel setup, creative direction, media buying, influencer integration, and lead automation.

Strategy

1. Audience Targeting

- **Primary Targets:** Students (17–24), recent graduates, and their parents.
- **Interest-Based Segments:** Study abroad, IELTS, TOEFL, Canada/UK/USA education, student visa, international universities, etc.
- **Custom Audiences:** Engagers from influencer videos, Instagram followers, and retargeted form viewers.

Strategy

2. Influencer Collaboration + Retargeting Funnel

- Partnered with local **Nashik-based influencers** to generate credibility and attention.
- Created a two-phase campaign:
 - 1.**Engagement Campaign:** Promoted influencer videos and brand content to build trust.
 - 2.**Retargeting Campaign:** Used audience signals (video views, engagements) to deliver lead-gen ads to high-intent users.

Strategy

3. Lead Collection Process

- Used **Meta Lead Forms** embedded with **qualifying questions** to filter quality leads.
- Automated lead syncing to **Google Sheets** using **Pabbly Connect** for real-time access by the sales team.

Results Snapshot

- **Campaign Duration:** Aug 1 – Sep 7, 2023 (37 days)
- **Total Leads Generated: 726**
- **Average CPL:** ₹65
- **Form Completion Rate:** High (due to optimized form length + questions)
- **Lead Quality:** Strong — pre-qualified for student intent, program interest, and contactability

CHALLENGES & SOLUTIONS

CHALLENGE



1. Low-quality leads from default Meta forms
2. Limited time window for lead volume
3. Targeting both students and parents

SOLUTION



- Built custom qualifying questions to pre-filter serious inquiries
- Created urgency through event countdown content + retargeting
- Adjusted creative tone, used multiple ad types (carousels, videos, static) to appeal to each audience

EVENT MESSAGING HIGHLIGHTS

Some key positioning themes used across ad creatives and influencer content:

- “Unlock your global future — meet 40+ universities at one place!”
- “Parents, give your child a global edge — get personalized counseling at the fair.”
- “No entry fee. Free guidance. On-spot applications accepted.”

TAKEAWAY

This campaign successfully merged local influence, targeted performance marketing, and automation to generate real, qualified footfall for a free educational fair. The result: over 700 warm leads delivered to the client's pipeline — with high relevance and conversion potential.

CASE STUDY: 3

Generating High-Quality Real Estate Leads for Janki Villas in Nashik

Objective: Janki Villas, a boutique residential project offering luxury twin villas (G+3) at Serene Meadows, Gangapur Road, Nashik, wanted to generate qualified buyer leads from affluent audiences in Nashik, Mumbai, and Pune. With a limited advertising budget and a premium property (priced in crores), the campaign needed to focus on quality over quantity.

Role & Contribution: I led the entire campaign strategy and execution on Meta Ads, including audience profiling, ad funnel design, creative planning, budget optimization, and backend automation via Pabbly and Google Sheets.

Strategy

1. High-Intent Audience Targeting

- **Location:** Nashik, Mumbai, Pune
- **Demographics:** Age 28 to 55, high-income interest signals
- **Interests:** Real estate investment, luxury living, property portals, home interiors, premium car brands, financial services, etc.
- **Custom Form Questions:** Added qualifying questions (e.g., budget range, purpose of buying, location) to filter out low-intent leads.

Strategy

2. Optimized Lead Funnel

- Used **Meta Lead Forms** (native experience = higher submission rate).
- Integrated real-time lead automation to a shared **Google Sheet** via **Pabbly Connect** — enabling the client to follow up instantly.
- Carefully crafted ad creatives and messaging to emphasize exclusivity, location value, and investment potential.

Results Snapshot

- **Campaign Duration:** Aug 6 – Sep 6, 2023 (31 days)
- **Total Leads Generated: 187**
- **Average CPL:** ₹200
- **Qualified Walk-ins:** Several leads visited the property (confirmed by client)
- **Budget Efficiency:** Delivered consistent lead flow with a lean budget — no wasted spend

NOTABLE WINS:

- Achieved buyer-quality leads despite limited media budget.
 - Several prospects scheduled property visits — validating lead quality and ad targeting.
 - Client feedback was very positive — noting a direct impact on in-person interest.
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CHALLENGES & SOLUTIONS

CHALLENGE



1. Low ad budget for a premium project
2. Needed high intent leads, not casual browsers
3. Real estate is a competitive ad space

SOLUTION



- Focused on hyper-targeted audience segments + optimized CPL
- Designed lead forms with qualifying filters
- Used exclusivity-driven messaging + local area targeting to stand out

KEY MESSAGING USED

- “Luxury Villas in Serene Meadows, Nashik – Private, Peaceful, Premium.”
 - “Book Your Site Visit – G+3 Twin Villas with Exclusive Amenities.”
 - “For Homeowners & Investors – Limited Units Available.”
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TAKEAWAY

In a niche real estate category where every lead counts, this campaign proved that smart targeting and optimized funnel design can outperform large-budget competitors. With 187 warm, qualified leads delivered in just 30 days, Janki Villas saw direct offline engagement from prospects — all within a tight media budget.

CASE STUDY: 4

Hyper-Targeted Lead Generation for PetBiotech's Diagnostic Services

Objective: PetBiotech, a Bangalore-based veterinary diagnostics startup powered by researchers from IISc, set out to generate high-quality leads for their molecular biology-based pet testing services. The primary goals were to:

- Build awareness and lead pipelines among **veterinary doctors**, and
- Drive interest from **pet parents** across India for sample-based diagnostics.

The brand required cost-effective campaigns with **ultra-precise targeting** due to its niche offering and limited media budget.

Role & Contribution: I led the entire campaign strategy and execution on Meta Ads, including audience profiling, ad funnel design, creative planning, budget optimization, and backend automation via Pabbly and Google Sheets.

Strategy

1. Audience Segmentation by Persona **Campaign 1 (Veterinary Doctors)**

- Dates: May 19 - June 6, 2023
- Location: Pan-India (Tier 1-3 cities)
- Targeting: Interests in veterinary medicine, small animal practice, vet education, clinics, scientific journals, and relevant job titles.

Strategy

Campaign 2 (Pet Parents)

- Dates: June 1 - June 6, 2023
- Targeting: Pet owners aged 24-55, interests in dogs, cats, pet health, pet care brands, grooming, pet insurance, etc.

Campaign 3 (Vets in Mumbai + Pune)

- Dates: July 27 - August 3, 2023
- Targeting: Local vet professionals, clinic managers, and advanced pet care centers.

Strategy

2. Lead Capture & Automation

- Used Meta lead forms with persona-specific qualifying questions.
- Automated data flow to Google Sheets using Pabbly Connect to keep leads accessible in real time for PetBiotech's internal team.
- Custom questions ensured filtering of high-quality, relevant leads only.

Results Snapshot

Campaign	Campaign Period	Target Audience	Lea d s	Duration	Location
1	May 19 – June 6	Veterinary Doctors	55	18 days	Pan-India
2	June 1 – June 6	Pet Parents	21	6 days	Pan-India
3	July 27 – Aug 3	Vets (Mumbai + Pune)	23	7 days	Mumbai + Pune

- Total Leads: 99 Qualified Leads
- Avg. CPL: ₹320
- Lead Quality: Verified via client — leads included certified vets, clinic owners, and relevant pet parents.

NOTABLE WINS:

- Achieved hyper-relevant leads in a scientific niche with minimal budget wastage.
 - Efficiently segmented audiences to personalize ad messaging and lead forms.
 - Successfully created a multi-phase campaign approach covering national and regional targeting needs.
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CHALLENGES & SOLUTIONS

CHALLENGE



1. Small budget, specialized audience

2. Needed both B2B (vets) & B2C (pet parents)

3. High relevance demand

SOLUTION



→ Used tight interest targeting + layered personas to reduce CPL

→ Designed separate messaging funnels for each group

→ Used qualifying questions to avoid non-serious users

MESSAGING HIGHLIGHTS

- “Trusted by 100K+ pet owners. India’s fastest pet diagnostics lab.”
 - “Accurate, affordable, and accessible science-backed reports in 48 hrs.”
 - “Vets: Offer better care with molecular diagnostics. Partner with PetBiotech.”
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TAKEAWAY

This campaign is a strong example of performance marketing adapted to niche scientific services, balancing B2B and B2C objectives. Despite tight constraints, we successfully delivered 99 high-intent leads — including licensed veterinarians and serious pet owners — all through strategic audience segmentation and lean funnel optimization.

CASE STUDY: 5

Scalable Lead Generation for Ashirwad Yog-Naturopathy College & Treatment Centre, Nashik

Objective: Ashirwad Yog-Naturopathy College & Treatment Centre, a Nashik-based educational and wellness institution, partnered with me to generate a high volume of qualified leads for their various accredited programs in yoga, naturopathy, physiotherapy, and health sciences.

The dual challenge: Achieve both **lead scale and quality**, while **managing CPL across multiple campaigns** targeting different course verticals and geographies.

Role & Contribution

I managed the **full-funnel Meta Ads strategy and execution**, including:

- Audience segmentation and geo-targeting
- Creative testing (video, carousel, static)
- Funnel setup using Meta Lead Forms
- Backend lead automation via Pabbly + Google Sheets
- Live optimization to balance cost vs. quality

Strategy

1. Multi-Course Targeting by Geo + Intent

Built separate campaigns for:

- Diploma in Physiotherapy
 - Diploma in Yoga Teacher Training
 - Diploma in Yog-Naturopathy
 - M.A. in YogShastra (Postgraduate)
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- Split targeting across Maharashtra state and local Nashik city for performance comparison.
 - Used qualifying lead forms to improve downstream quality for admissions.

Strategy

2. Customized Messaging Per Course

- Highlighted course-specific USPs (e.g. government recognition, career scope, practical training)
- Created urgency via limited seat messaging, admission deadlines, and course start dates
- Tailored creative tone for:
 - Career-seeking youth
 - Health-conscious adults
 - Professionals looking to upskill

Strategy

3. Campaign Funnel Setup

- Used Meta lead forms for low-friction submissions
- Enabled real-time sync to Google Sheets via Pabbly Connect to aid the admission team's instant follow-ups

Results Overview (Campaign-Wise Breakdown)

Course & Location	Campaign Duration	Leads	Avg. CPL (₹)	Notes
Diploma in Physiotherapy (MH)	Aug 31 – Oct 25 (2023)	1,685	₹55	Strong scale with low CPL
Diploma in Yoga (Nashik)	Jun 14 – Oct 24 (2023)	973	₹36	Best CPL among city-level campaigns
Yog-Naturopathy (Nashik)	Jun 14 – Oct 24 (2023)	923	₹52	Balanced quality + volume
MA Yogshastra (Nashik)	Jun 14 – Oct 24 (2023)	403	₹61	Higher quality program, good CPL
Diploma in Yoga (MH)	Jun 6 – Oct 28 (2023)	4,504	₹112	Massive scale statewide
Yog-Naturopathy (MH)	May 17 – Oct 28 (2023)	4,018	₹104	High reach with reasonable CPL
MA Yogshastra (MH)	May 12 – Sep 1 (2023)	2 , 218	₹195	Higher-ticket course, still optimized CPL

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- Total Leads Across All Campaigns: **14,724**
 - **CPL Range:** ₹36 – ₹195

NOTABLE WINS:

- Delivered over 14,700 leads across 7 active campaigns within 5 months.
 - Achieved strong CPL control even for higher-ticket programs like MA YogShastra.
 - Provided seamless real-time automation to admissions using Google Sheets.
 - Balanced mass lead volume with intake-ready lead quality, resulting in highly satisfied client feedback.
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CHALLENGES & SOLUTIONS

CHALLENGE



1. Client wanted both quantity & quality

2. Multiple course types = overlapping targeting risk

3. CPL control across state vs. city-level targeting

SOLUTION



→ Used detailed lead forms with filtering questions and audience segmentation

→ Isolated campaigns + refined interests to reduce audience fatigue

→ Ran split tests on location-based ROIs and shifted budgets accordingly

MESSAGING FRAMEWORK USED

- “Start Your Certified Career in Yoga & Naturopathy Today — Limited Seats!”
 - “Government-Recognized Physiotherapy Course — Practical Training + Certification”
 - “Advance Your Practice with M.A. in YogShastra – Apply Now”
 - “100% Drug-Free Holistic Health Education — Now Enrolling”
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TAKEAWAY

With a layered approach across multiple course campaigns and locations, this project showcased how full-funnel performance marketing — when paired with intent-based targeting and CPL optimization — can deliver scale, quality, and client satisfaction simultaneously.

Over 14,700+ leads were generated through cost-efficient campaigns, empowering Ashirwad College to increase enrollments and build long-term brand awareness in the education and wellness space.
