



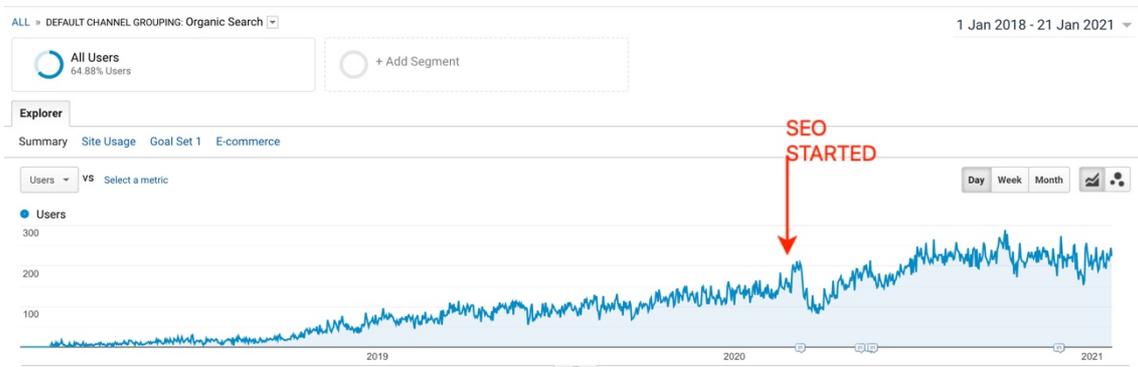
Examples of Engagement

Please note the names of these companies are hidden due to NDA's we have signed.

Client: E-Commerce Brand 1

An e-commerce brand that took us on for Web Development, SEO and PPC.

Organic Search:



We built this website in Feb 2018. We included full on-page optimisation before launch, which shows the increase in organic traffic over time. The client then took us on for SEO, which was implemented in March 2020, where we focused on content generation and link building to increase our authority on Google. As the diagram shows, our traffic has gradually increased over time, thus increasing organic revenue and keeping return on spend higher for overall marketing. Something that will continue to grow. This client, like many, is a long-term project.

Overall Revenue:

The last 6 months produced the below:

Default Channel Grouping	Acquisition			Behaviour			Conversions - E-commerce		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	55,367 (100.00% (55,367))	54,887 (100.09% (54,838))	67,271 (100.00% (67,271))	1.93% Avg for View: 1.93% (0.00%)	3.79 Avg for View: 3.79 (0.00%)	00:01:12 Avg for View: 00:01:12 (0.00%)	1.49% Avg for View: 1.49% (0.00%)	1,001 (100.00% (1,001))	US\$20,506.98 (100.00% (US\$20,506.98))
1. Organic Search	38,386 (68.15%)	37,557 (68.43%)	44,138 (65.61%)	0.08%	3.43	00:01:04	0.70%	311 (31.07%)	US\$6,534.23 (31.86%)
2. Paid Search	9,555 (16.96%)	9,278 (16.90%)	12,981 (19.30%)	0.12%	4.77	00:01:34	3.33%	432 (43.16%)	US\$8,045.19 (39.23%)
3. Direct	6,084 (10.80%)	6,058 (11.04%)	7,229 (10.75%)	16.86%	3.39	00:00:58	1.08%	78 (7.79%)	US\$1,822.50 (8.89%)
4. Social	1,181 (2.10%)	1,138 (2.07%)	1,368 (2.03%)	0.07%	5.80	00:01:29	1.17%	16 (1.60%)	US\$316.90 (1.55%)
5. Referral	735 (1.30%)	579 (1.05%)	923 (1.37%)	1.73%	4.35	00:01:46	15.17%	140 (13.99%)	US\$3,322.10 (16.20%)
6. Email	321 (0.57%)	251 (0.46%)	515 (0.77%)	1.36%	8.55	00:03:35	4.08%	21 (2.10%)	US\$422.29 (2.06%)
7. (Other)	67 (0.12%)	26 (0.05%)	117 (0.17%)	4.27%	9.23	00:05:39	2.56%	3 (0.30%)	US\$43.77 (0.21%)

Our top 2 sales channels were Organic Traffic and Paid Search (Google Ads PPC). Our conversion rate for Organic was 0.79%, and PPC was 3.33%. We gain traffic through blog posts, link building, and general long-tail search queries. Usually,



these are not to attract buyers but more so to attract traffic, which over time will convert into paying customers with retargeting ads. We are instead focussing more so on PPC as this is an immediate source of revenue for us, and is our best sales channel yet. Although the cost is greater, immediate revenue is needed to able the business to reinvest continuously.

Overall Traffic: Past 2 years.

Default Channel Grouping	Acquisition
	Users ? ↓
	143,570 % of Total: 100.00% (143,570)
1. Organic Search	98,193 (67.10%)
2. Paid Search	21,081 (14.41%)
3. Direct	14,775 (10.10%)
4. Social	10,236 (6.99%)
5. Referral	1,455 (0.99%)
6. Email	371 (0.25%)
7. (Other)	137 (0.09%)
8. Display	87 (0.06%)

Overall, the majority of our traffic comes from Organic Search. This is thanks to the website's on-page SEO as well as the long-term SEO of content generation and link building.

However, the majority of revenue for this client comes from Paid Search (Google Ads, PPC) as the users acquired from this sales channel are more focused on buying.

Client: E-Commerce Brand 2

An e-commerce brand that took us on solely for PPC. We've been working with this client for 1 year and 2 months as of Jan 2021.

Overall Revenue: Past 1 year 2 months.



We started when revenue was £0.00. Utilising PPC we managed to steadily grow the revenue while maintaining an average 4.21 ROAS (return on ad spend). Unsurprisingly the best month for this client was December of 2020 (festive season).



Overall Traffic and Revenue: Past 1 year 2 months.

Default Channel Grouping	Acquisition			Behaviour			Conversions E-commerce		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	60,812 <small>% of Total: 100.00% (60,812)</small>	60,912 <small>% of Total: 100.05% (60,881)</small>	84,768 <small>% of Total: 100.00% (84,768)</small>	8.34% <small>Avg for View: 8.34% (0.00%)</small>	4.79 <small>Avg for View: 4.79 (0.00%)</small>	00:01:30 <small>Avg for View: 00:01:30 (0.00%)</small>	3.69% <small>Avg for View: 3.69% (0.00%)</small>	3,129 <small>% of Total: 100.00% (3,129)</small>	£89,783.48 <small>% of Total: 100.00% (£89,783.48)</small>
1. Paid Search	39,488 (63.38%)	38,989 (64.01%)	54,089 (63.81%)	5.50%	4.44	00:01:27	4.12%	2,230 (71.27%)	£63,282.48 (70.48%)
2. Direct	8,124 (13.04%)	8,164 (13.40%)	11,547 (13.62%)	27.08%	3.92	00:01:16	2.24%	259 (8.28%)	£7,945.59 (8.85%)
3. Organic Search	7,011 (11.25%)	6,480 (10.64%)	9,238 (10.90%)	5.94%	7.05	00:02:24	3.82%	353 (11.28%)	£10,538.08 (11.74%)
4. Social	6,292 (10.10%)	6,221 (10.21%)	7,989 (9.42%)	1.09%	6.03	00:01:08	1.60%	128 (4.09%)	£3,568.36 (3.97%)
5. Referral	668 (1.07%)	497 (0.82%)	907 (1.07%)	25.14%	3.91	00:01:23	14.88%	135 (4.31%)	£3,813.11 (4.25%)
6. Display	499 (0.80%)	392 (0.64%)	650 (0.77%)	8.31%	2.91	00:00:29	0.15%	1 (0.03%)	£22.99 (0.03%)
7. (Other)	157 (0.25%)	133 (0.22%)	194 (0.23%)	3.61%	4.85	00:02:03	5.15%	10 (0.32%)	£262.62 (0.29%)
8. Email	68 (0.11%)	36 (0.06%)	154 (0.18%)	28.57%	6.40	00:02:37	8.44%	13 (0.42%)	£350.26 (0.39%)

The client is focused on maintaining steady revenue growth with PPC while keeping a ROAS of above 4.00 – something which has been achieved over the last 6 months. For the first 6 months, we were below 3.00 due to Google needing time to collect and utilise our data in order to increase our ad spend. This is something that was explained to the client at the beginning to maintain expectations and work for the long term.

Client: E-Commerce Brand 3

An e-commerce brand that took us on for Web Design and Social Media Advertising with Facebook Ads. We started with this client on November 14th, 2020. This was a brand-new business launching online.

Overall Revenue and Traffic: Since starting.

Default Channel Grouping	Acquisition			Behaviour			Conversions E-commerce		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	24,088 <small>% of Total: 100.00% (24,088)</small>	23,738 <small>% of Total: 100.03% (23,730)</small>	29,199 <small>% of Total: 100.00% (29,199)</small>	70.18% <small>Avg for View: 70.18% (0.00%)</small>	2.24 <small>Avg for View: 2.24 (0.00%)</small>	00:01:12 <small>Avg for View: 00:01:12 (0.00%)</small>	3.90% <small>Avg for View: 3.90% (0.00%)</small>	1,138 <small>% of Total: 100.00% (1,138)</small>	£23,229.91 <small>% of Total: 100.00% (£23,229.91)</small>
1. Social	11,992 (49.57%)	11,760 (49.54%)	13,085 (44.81%)	72.69%	2.05	00:00:48	3.29%	431 (37.87%)	£8,924.59 (38.42%)
2. Direct	9,437 (39.01%)	9,408 (39.63%)	12,161 (41.65%)	75.01%	1.98	00:01:09	3.45%	419 (36.82%)	£8,203.87 (35.32%)
3. Organic Search	1,449 (5.99%)	1,373 (5.78%)	2,042 (6.99%)	56.22%	3.19	00:02:19	6.71%	137 (12.04%)	£2,947.72 (12.69%)
4. Referral	795 (3.29%)	734 (3.09%)	1,144 (3.92%)	34.09%	3.97	00:02:59	4.90%	56 (4.92%)	£1,153.74 (4.97%)
5. Paid Search	337 (1.39%)	324 (1.36%)	505 (1.73%)	32.48%	4.85	00:03:24	12.87%	65 (5.71%)	£1,420.49 (6.11%)
6. (Other)	149 (0.62%)	115 (0.48%)	212 (0.73%)	58.96%	3.61	00:03:28	12.26%	26 (2.28%)	£488.89 (2.10%)
7. Email	32 (0.13%)	24 (0.10%)	50 (0.17%)	64.00%	2.46	00:01:31	8.00%	4 (0.35%)	£90.61 (0.39%)

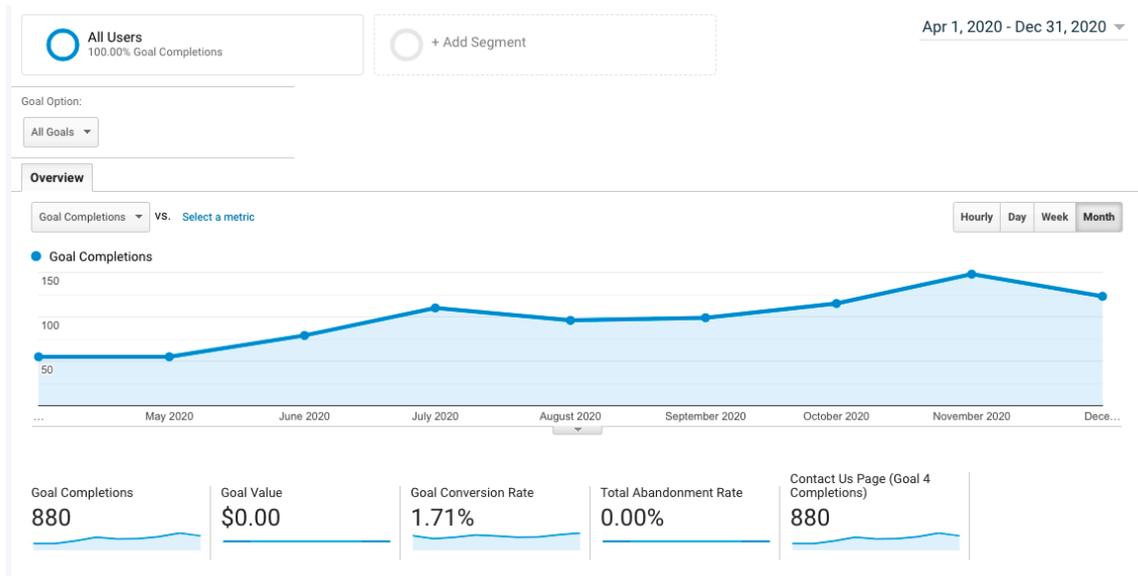
Social Traffic expectedly is our best form of traffic and revenue. We developed multiple Facebook Ads for this client, and as with all Social Media Advertising, revenue is immediate, similarly to PPC. Facebook, similarly to Google however, do take time to analyse the data, so our ads will only get better. Our ROAS for the client is 5.24. Direct traffic for this client is also similar in revenue to Social. However, looking at our data on Google Analytics, most of these users came from Social Media in the first place and later followed up with us directly.



Client: Lead Gen Client 1

A client wanting more leads from their agency approached us in April 2020, where we signed them for 12 months. Since April 2020, we have tripled their amount of leads acquired for the same cost they were paying their previous agency.

Goal Completions = Lead.



We went through the entire on-page SEO for this client and redid their URL structure, heading optimisation, new content, all matched up with a fresh new web design.

Our 2 marketing channels here were SEO and PPC. The web design for this company was all about leads. Conversion optimisation, funnels, remarketing, and redesign. We did this within 1 month, and then over time, our amount of leads grew. Recently we have renewed this contract for another 6 months.

Thank you for reading. Please let me know if there are any questions.

If you need me for anything, you can contact me on the following:

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Many thanks,
Jay. K. R

