



DELIVERING DIGITAL ROI





Running campaigns across
100+ sites



300K Optimizing
keywords



Managing **\$25M**
in digital marketing spend

Delivered results & gained
trust



Founded in 2009, AdLift provides customized digital media strategy and search marketing solutions for online businesses in the North American and Asian markets



AdLift has assembled a world-class technical team of **search marketing experts** from firms such as Yahoo, eBay & Adobe Digital



AdLift's unique value proposition has been recognized by **fortune 500 companies** including PayPal, Walmart, Overstock, AirBnB



150+ person team - located in San Francisco, CA ,Gurgaon, Mumbai & Bangalore

Trusted By

ADLIFT



BARNES&NOBLE



Panasonic



TITAN



BlueJeans

BAUSCH+LOMB



oppo



NICOBAR



Partnerships
250+ Global Clients in 11 Years

Case Study

BMW Bird Automotive leads Increase by 19% with 2% decrease in cost per lead From quarter 1 (Jan'22 – Mar'22) to quarter 2 (Apr'22 to June'22)

Challenge

Increase quality leads & traffic. Increase brand followership & engagement on social media platforms.

Approach

- Be present on Google, to those people who are searching for brand services.
- Leverage the social advertising (Facebook, LinkedIn, & Instagram) and increase the brand followership + bring potential user to the website.
- Retarget the users via google display who hasn't converted on their first interaction on the website.

Tools Used



facebook



19% (From 2305 to 2835)

Q1 to Q2 Increase in Leads

47%

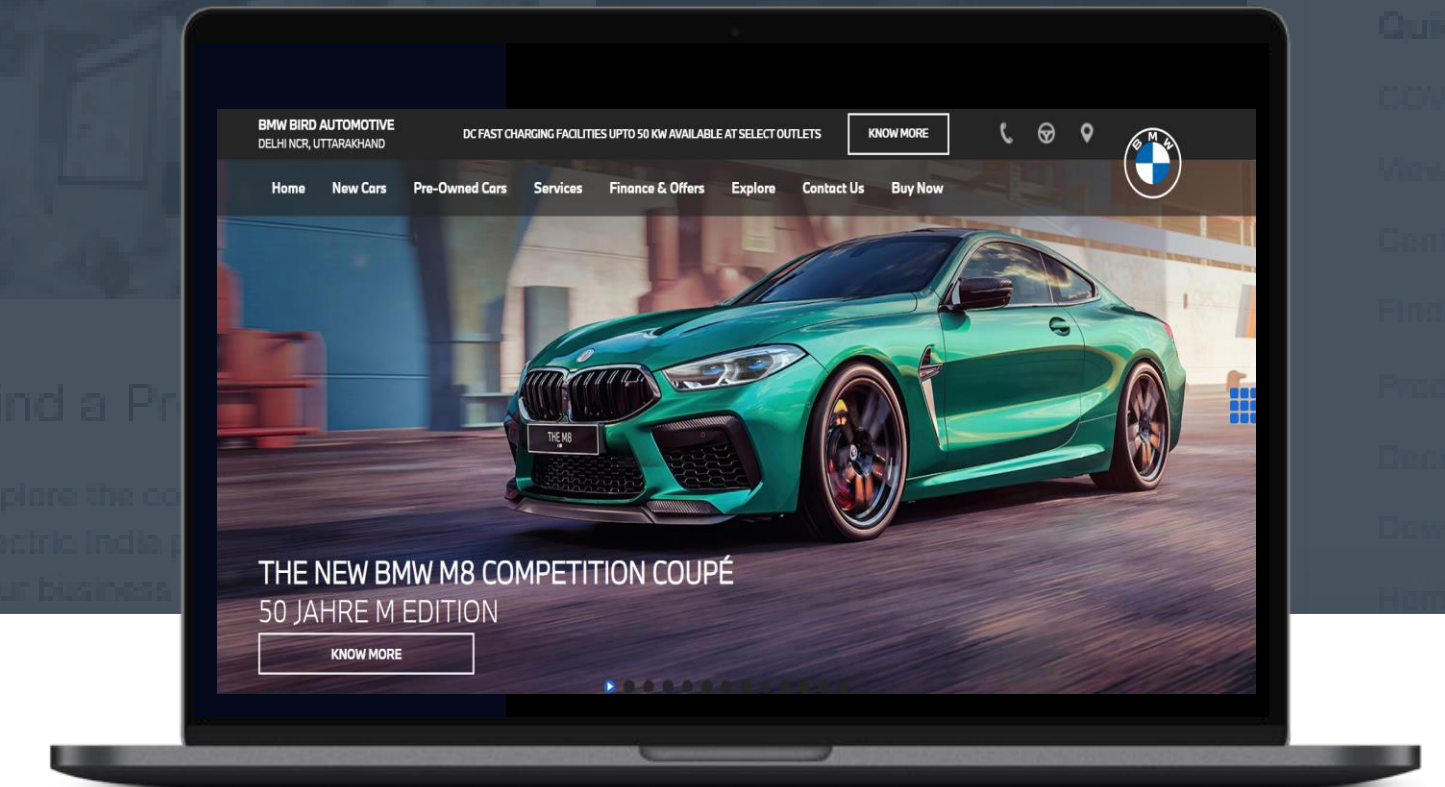
Increase impressions in Apr'22 to June'22

17%

Increase Car booking in Apr'22 to June'22

19%

Increase Test Drive in Apr'22 to June'22



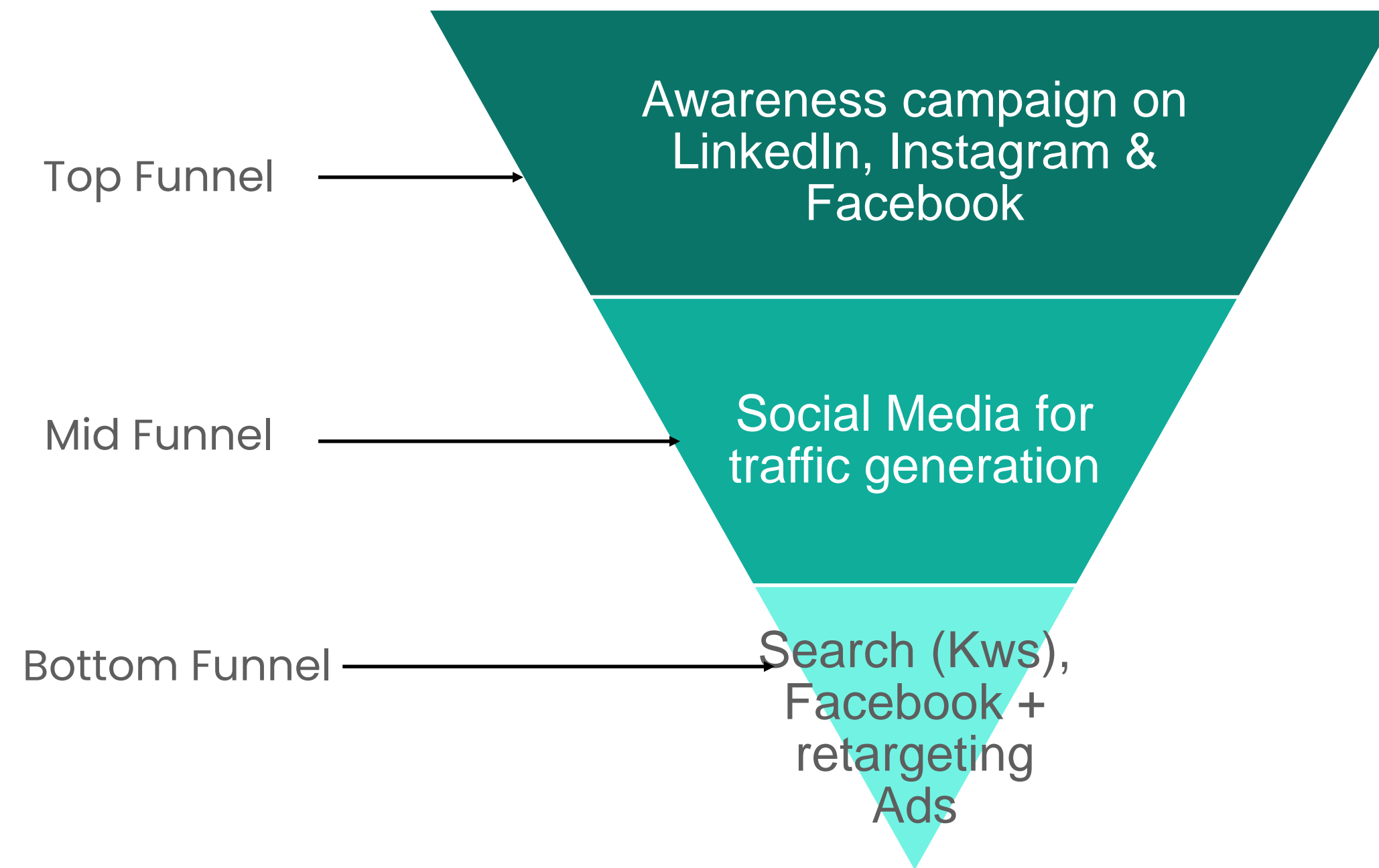
Insights

Quality Leads help in increase test drive & car bookings.

Negative Keywords help in effective spends and optimizing the CPL.

19% Leads Increase in Google & Facebook Ads in Q2 '22 comparing Q1'22

To generate the maximum revenue from Google, by targeting relevant and high-intent keywords with Search, retarget users via display. Increase followership on social media that aids in increase in brand searches.



Ads Sample



Leads vs CPL – Q1'22 to Q2'22



Leads & CPL optimized in Google & Facebook ads.



THANK YOU!

