



# DELIVERING DIGITAL ROI

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Nov 2022



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

BAUSCH+LOMB



BARNES&NOBLE



ebay



Panasonic



Walmart



TITAN



bills.com

BlueJeans



yahoo!



yatra



oppo



NICOBAR



Partnerships  
250+ Global Clients in 11 Years

# Case Study: Razorpay

INDIA

## Razorpay Increases Non-brand keywords Ranking by **+190%** in Top 3 Y/Y

### Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

### Approach

- Technical SEO to consolidate multiple domains competing for the same keywords
- Leverage enterprise content marketing to drive SEO rankings
- On-Page content creation including product, FAQs and Blogs

### Tools Used



## Power your finance, grow your business

**+190%**

Y/Y Increase in Non-branded keywords ranking in Top 3

**+37%**

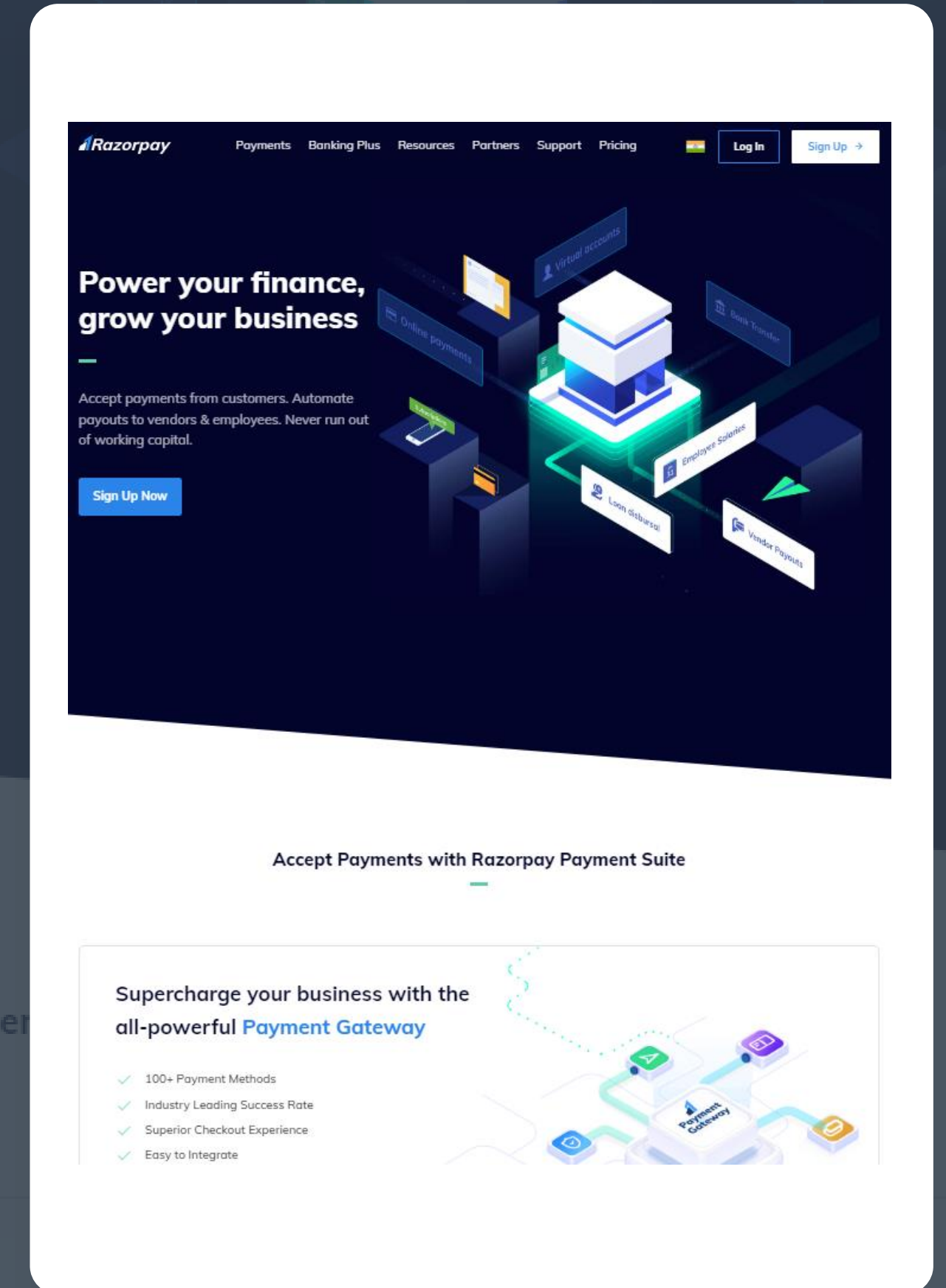
Increase in Organic session (Oct'22 vs May'22)

**+30%**

Increase in Y/Y Non-Brand Clicks (Oct'22 vs Oct'21)

**+65%**

Increase in Y/Y Organic Traffic (Nov'22 vs Nov'21)

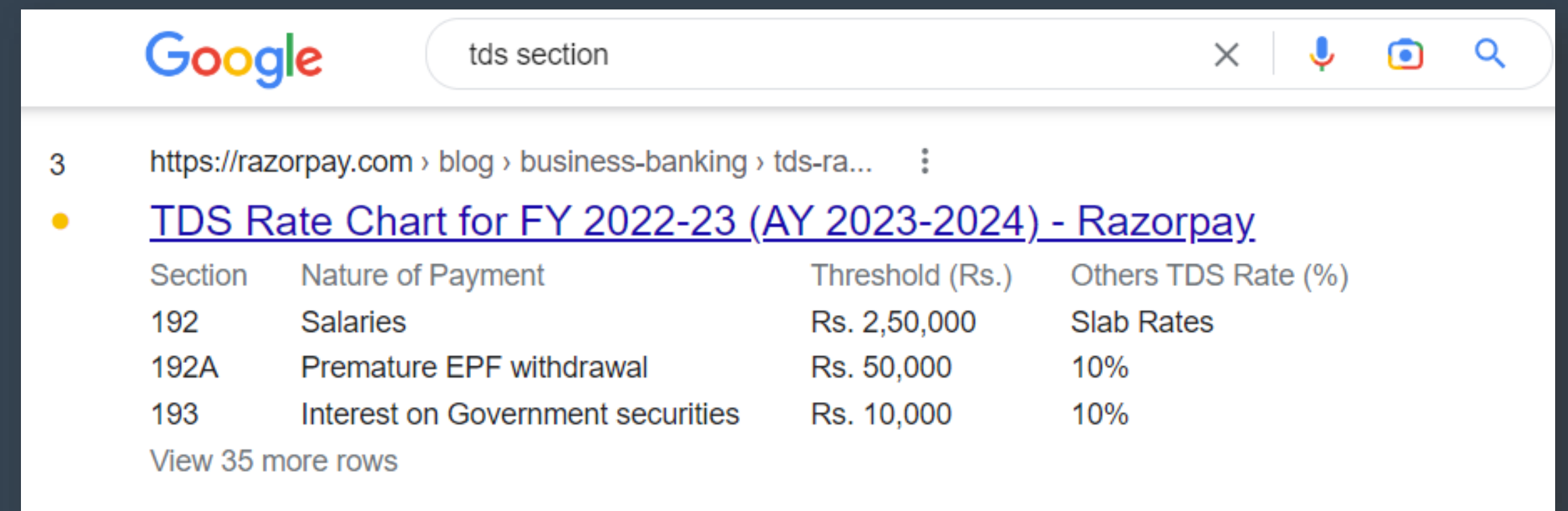
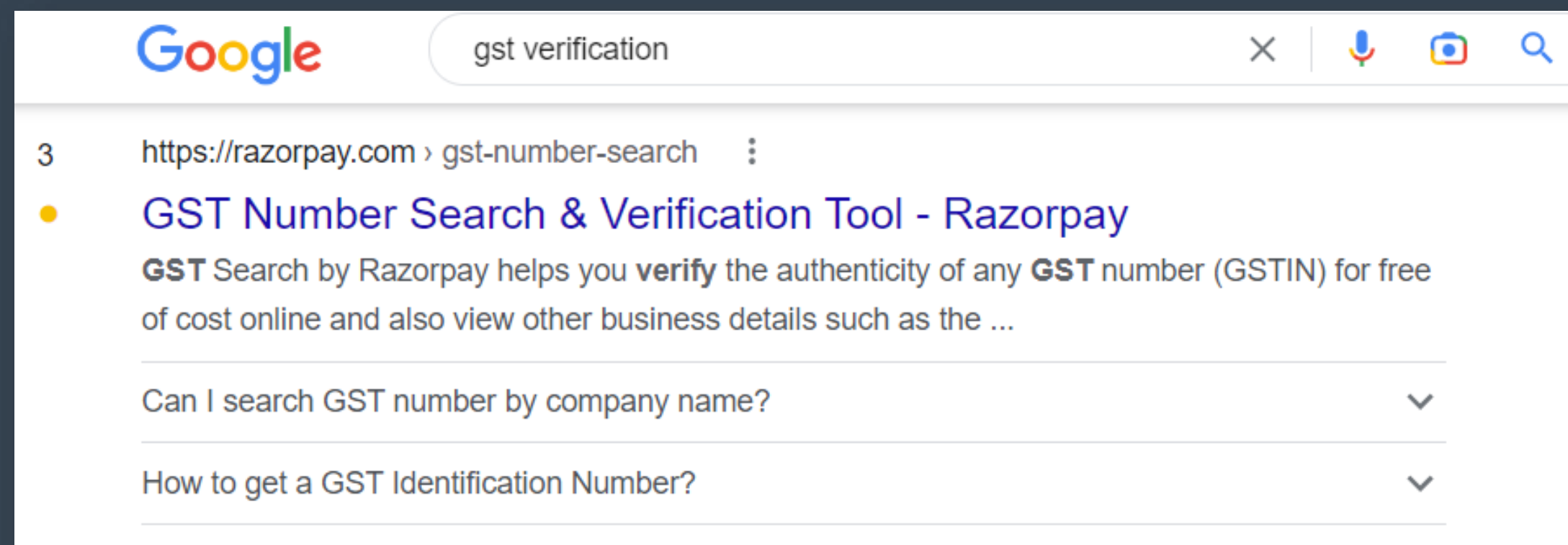
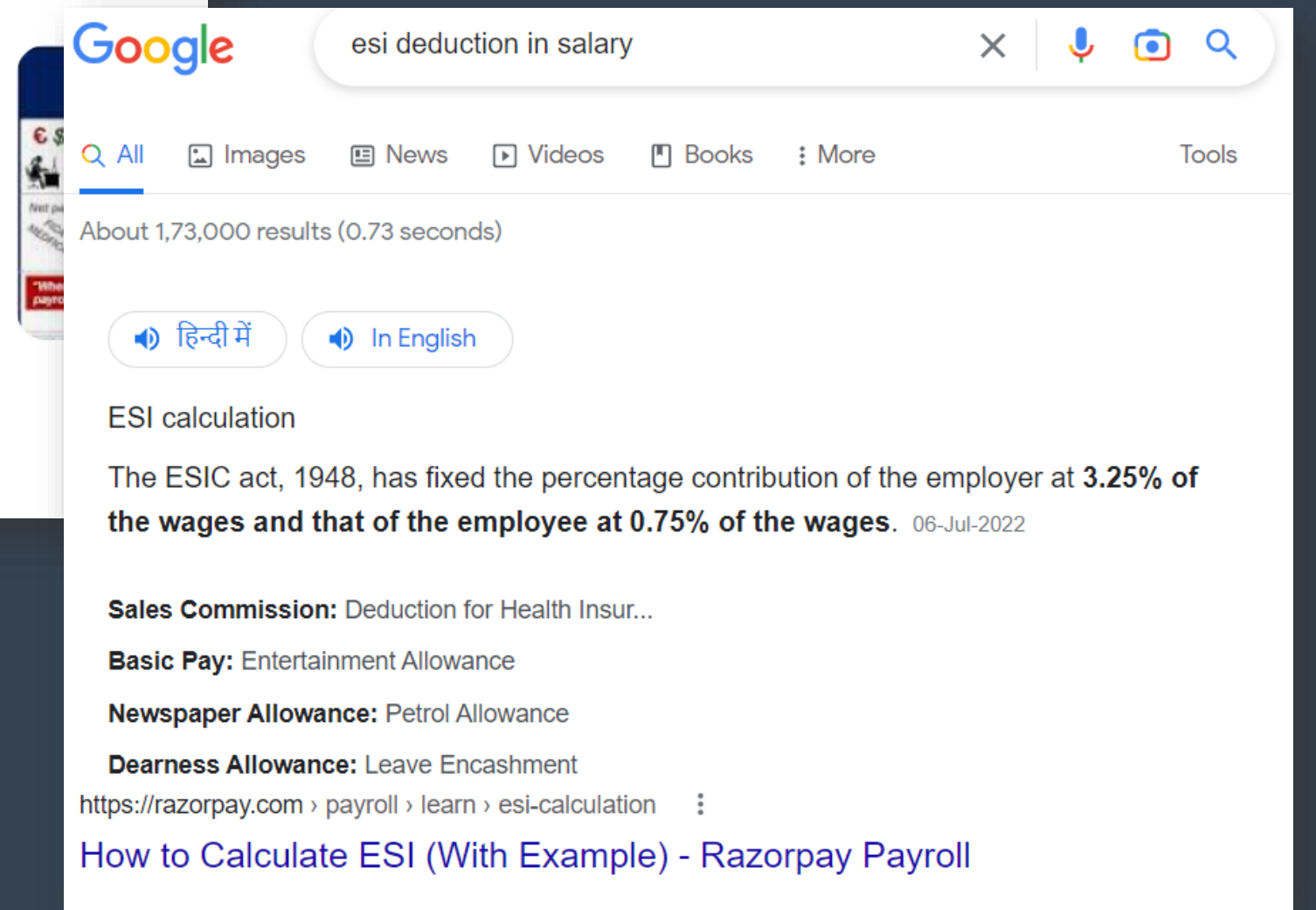
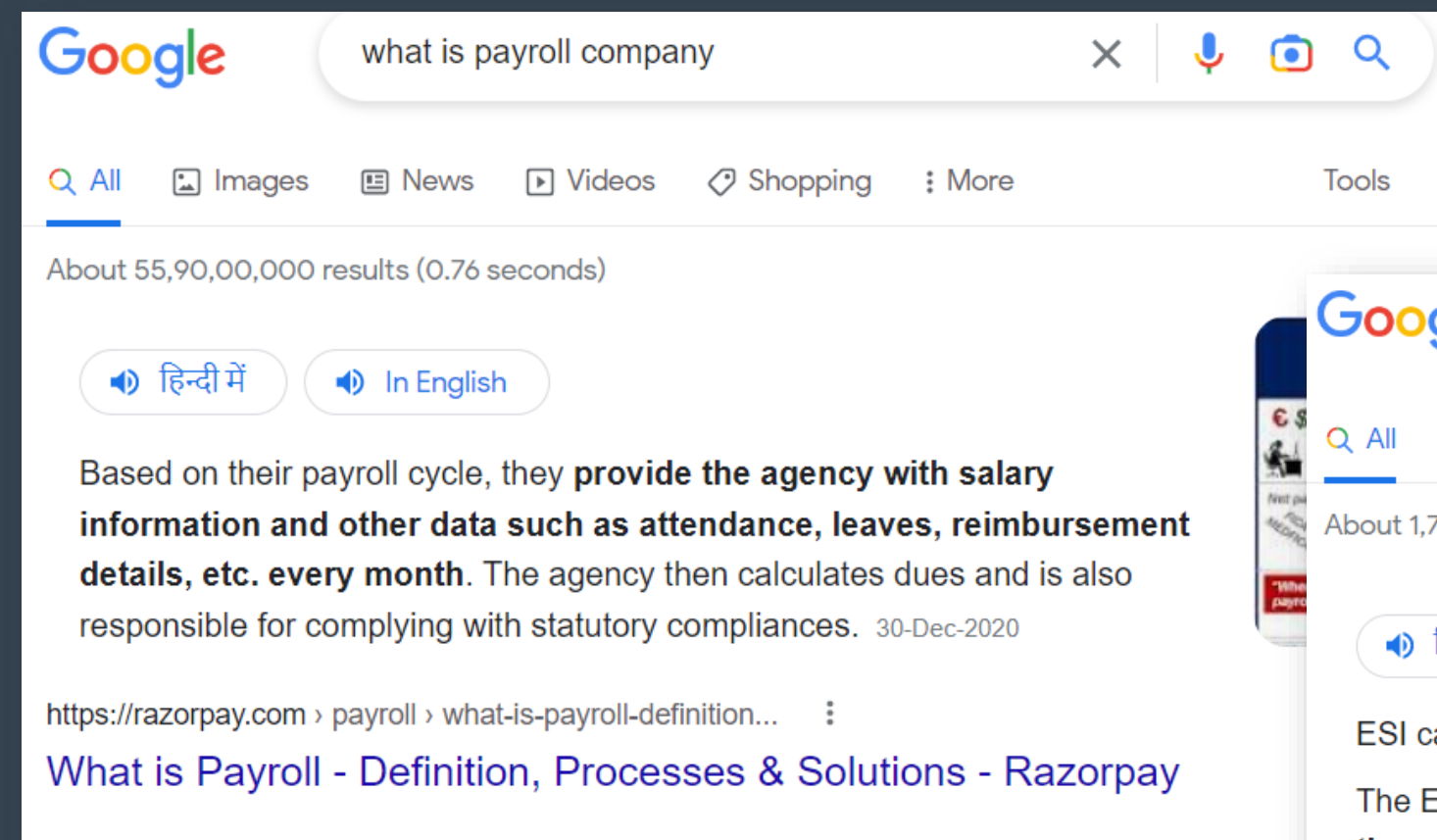


- ✓ 100+ Payment Methods
- ✓ Industry Leading Success Rate
- ✓ Superior Checkout Experience
- ✓ Easy to Integrate



# Google Dominance for High Search Volume Keywords

Keywords	BM	Current
what is payroll company	9	1
gst code	12	1
esi employer contribution	12	1
tds section	20	3
salary breakup structure	48	1
esic rate	89	1
esi deduction in salary	101	1
gst verification	84	3
gst number check	89	4

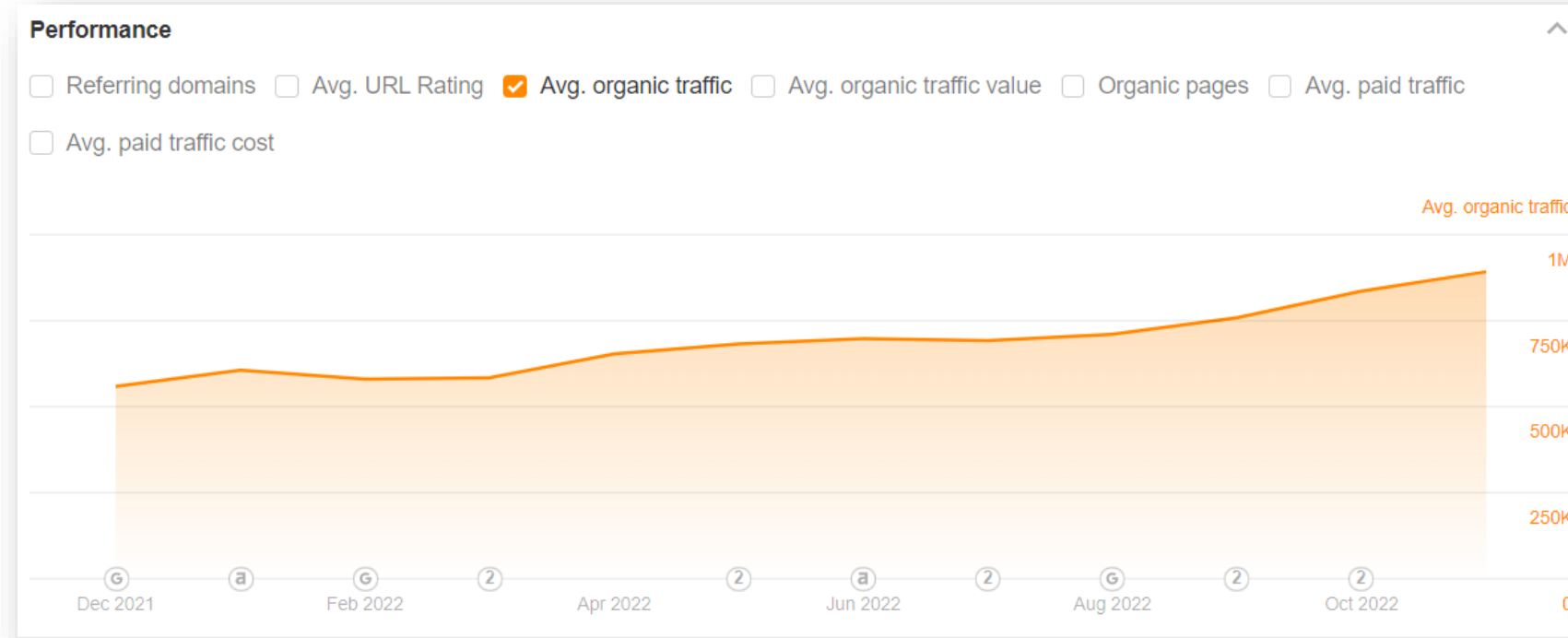


# Massive Growth in Rankings & Traffic

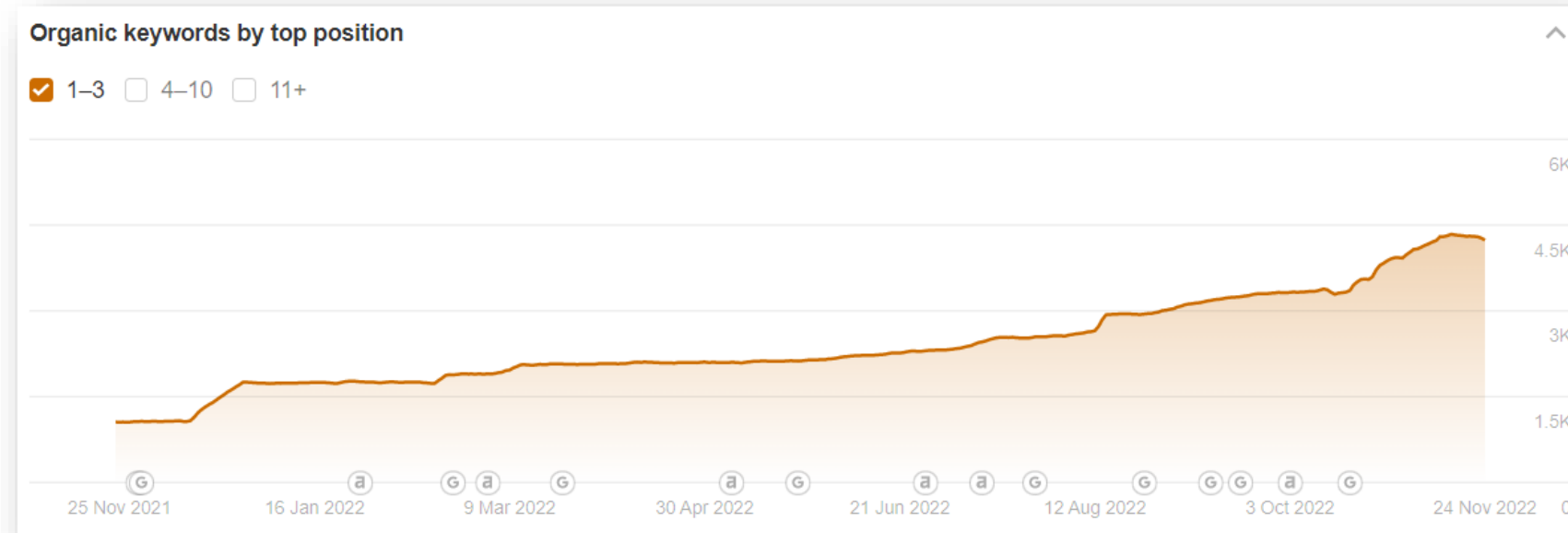
Google search results for "payment gateway". The search bar shows "payment gateway" and the results show approximately 33,800,000 results. The top result is "Best Payment Gateway in India - Razorpay" with a snippet: "Best Payment Gateway for India - Go Live Instantly. Razorpay Payment Gateway supports 100+ payment modes. Accept payments from all domestic and ...". Below the main result are "People also ask" questions.

Google search results for "payment link generator". The search bar shows "payment link generator" and the results show approximately 6,910,000 results. The top result is "Get paid instantly with Payment Links - Razorpay" with a snippet: "STEP 1. Generate Your Payment Link. via API or Dashboard with free Reminders ; STEP 2. Enter Customer Contact Details. Share link via SMS, Whatsapp, Email and ...". Below the main result are "People also ask" questions.

## Organic Traffic (YoY)



## Organic Keywords (YoY)

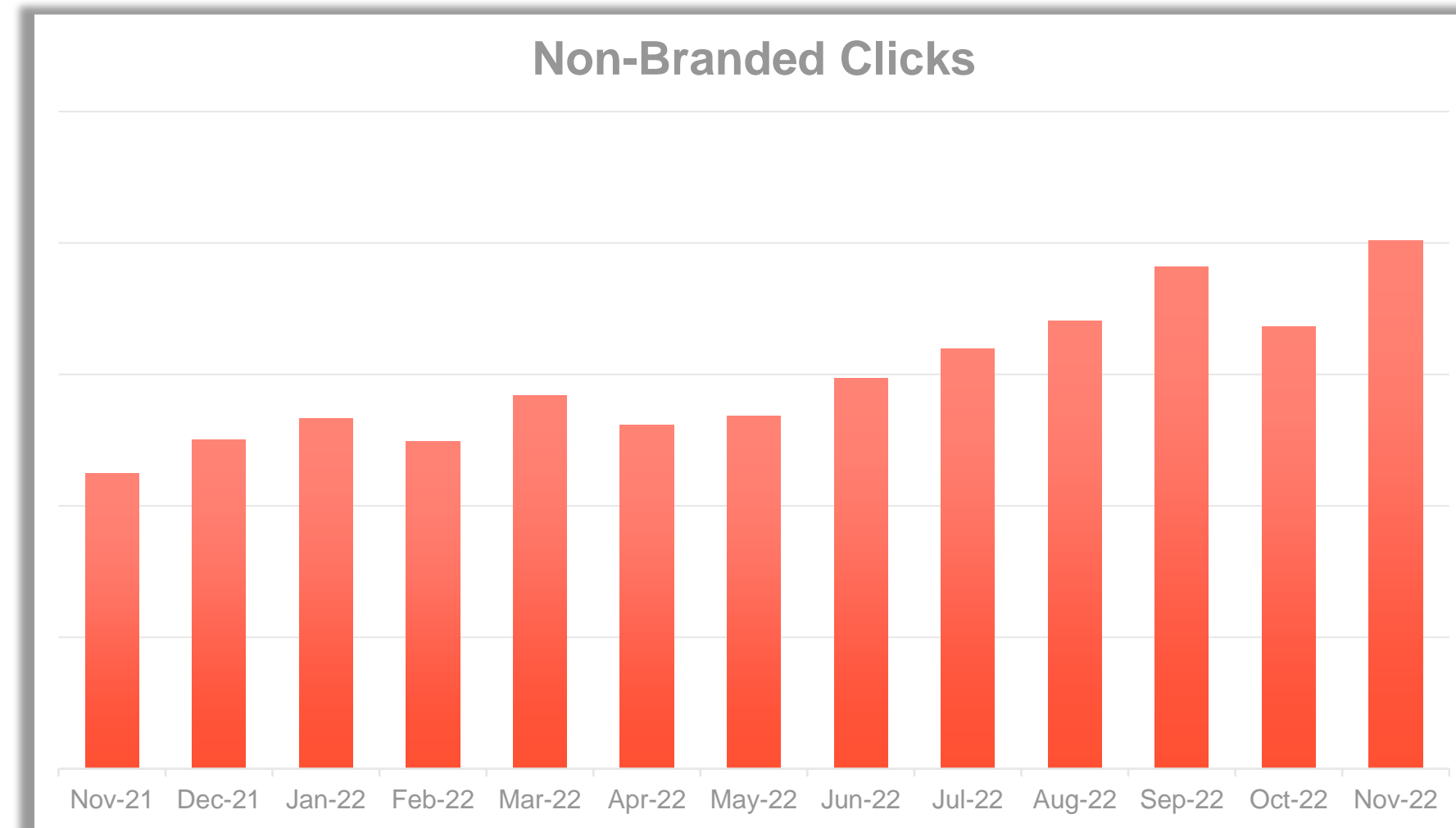
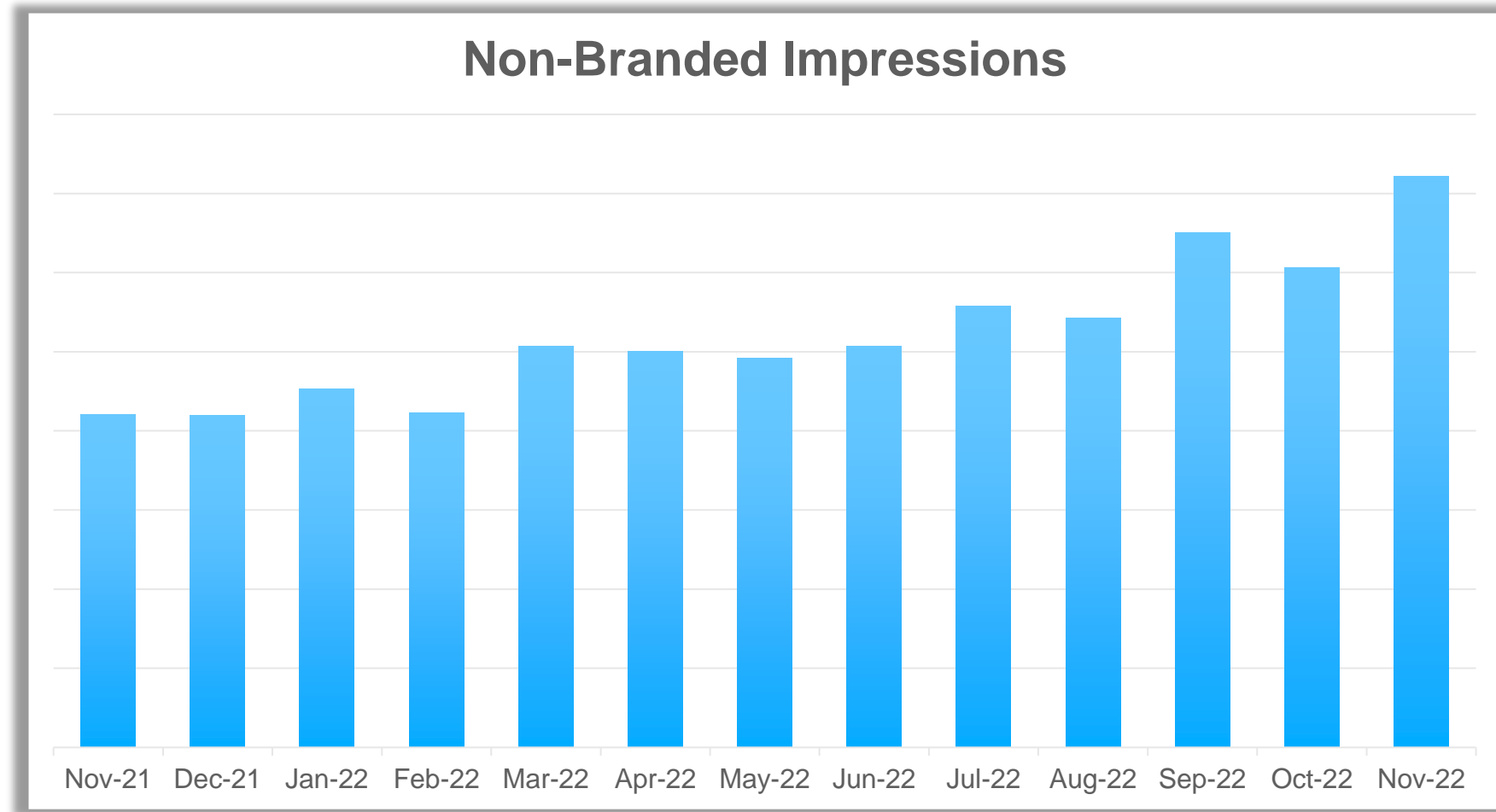


Source: ahrefs

Google search results for "generate payment link". The search bar shows "generate payment link" and the results show approximately 26,900,000 results. The top result is "Get paid instantly with Payment Links - Razorpay" with a snippet: "3 Simple Steps To Accept Payment Via Payment Links ; STEP 1. Generate Your Payment Link. via API or Dashboard with free Reminders ; STEP 2. Enter Customer Contact ...". Below the main result are "People also ask" questions.

Google search results for "payment integration". The search bar shows "payment integration" and the results show approximately 28,200,000 results. The top result is "Best Payment Gateway in India - Razorpay" with a snippet: "Best Payment Gateway for India - Go Live Instantly. Razorpay Payment Gateway supports 100+ payment modes. Accept payments from all domestic and ...". Below the main result are "People also ask" questions.

# Non-Branded Traffic Growth – Impressions & Clicks



Non-Branded clicks increase +  
**30%** Y/Y

Non-Branded impressions  
increase +**29%** Y/Y





THANK YOU!

