

***Digital Marketing Case Study Digital Inclined***

**Major project report submitted in partial fulfilment of the requirement for the degree of  
Bachelor of Technology**

**in**

**Computer Science and Engineering**

**By**

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**UNDER THE SUPERVISION OF**



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## **DECLARATION**

I hereby declare that, this “ *Digital Marketing Case Study Digital Inclined*” project has been done by me under the supervision of (Dr Ruchi Verma, Associate Professor (CSE/IT)), Jaypee University of Information Technology.

**I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.**

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## Abstract

Digital marketing is rising in India at a fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups that use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales. Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline.” According to the institute of direct marketing "the use of the internet and related digital information and communication technologies to achieve marketing objectives."

Digital marketing and its tools (online advertising, online video and interactive television advertising, mobile marketing, buzz marketing, websites and social media) are perfect for communication with all stakeholders, and at first place with customers. This days the main The challenge of companies and digital marketing communication is being noticed. Digital technologies match traditional communication and media channels, besides that they span the marketing mix.

Accordingly, digital communication has become a significant element of marketing

communication.

Companies can hardly gain profit without getting noticed, especially if the target audience is young people that are digital natives. The originality of this paper is its focus on new trends in digital communication and their impact on companies' processes to explore how a strategic adoption of digital communication tools can influence creating strategies and action plans.

### **Introduction**

Digital Inclined is a modern digital advertising firm. Helping businesses and brands to scale up using our strategy based design & marketing. They provide services in paid ads, brand reputation management, marketing, designing and branding. Over past 5 years they have worked with the top market leaders including OnePlus, Dharma Productions & many more.

## What is digital marketing ?



Computerized showcasing is the promotion of items or administrations utilizing advanced innovations on the Internet, through cell phone Apps, show promoting, and some other computerized mediums.

Advanced advertising channels are frameworks in view of the Internet that can make, speed up, and send item esteem from the maker to a customer terminal, through computerized networks. The advancement of computerized showcasing, during the 1990s and 2000s, meaningfully impacted the way brands and organizations use innovation for promoting. As computerized stages turned out to be progressively integrated into promoting plans and daily existence, and as individuals progressively utilize computerized gadgets as opposed to visiting actual shops, computerized promoting efforts have become predominant,utilizing mixes of site design improvement (SEO), web index promoting (SEM),content advertising, powerhouse showcasing, content robotization, crusade promoting, information driven advertising, online business promoting, virtual entertainment showcasing, web-based entertainment enhancement, email direct showcasing, show publicizing, digital books, and optical circles and games have become typical. Advanced showcasing stretches out to non-Internet channels that give computerized media,like TV, cell phones (SMS and MMS), callback, and on-hold portable ringtones. The expansion to non-Internet channels separates computerized advertising from web-based advertising.

Things being what they are, how is advanced promoting not quite the same as customary advertising?

The conventional way of promoting involved organizations publicizing their items or administrations on print media, radio and TV advertisements, business cards, boards, and in numerous other comparable ways where Internet or virtual entertainment sites were not utilized for promoting. Customary showcasing strategies had restricted client reachability and extent of driving clients' purchasing conduct.

Advanced advertising is a method for advancing brands and items on the web and through other computerized channels. ....In expansion to their site, an organization could likewise utilize PPC



and show Ads, email promoting, portable innovation like cell phones, virtual entertainment, and different mediums to draw in and connect with their objective shoppers.

### **How does a computerized advertiser respond?**

Computerized advertisers are accountable for driving brand mindfulness and lead age through all the advanced channels - - both free and paid - - that are available to an organization. These channels incorporate web-based entertainment, the organization's own site, web search tool rankings, email, show promoting, and the organization's blog.

The advanced advertiser typically centers around an alternate key execution pointer (KPI) for each channel so they can appropriately quantify the organization's exhibition across every one. A computerized advertiser who's responsible for SEO, for instance, gauges their site's "natural traffic" - - of that traffic coming from site guests who found a page of the business' site through a Google search.

Computerized showcasing is completed across many promoting jobs today. In little organizations, one generalist could claim large numbers of the computerized promoting strategies portrayed above simultaneously. In bigger organizations, these strategies have different experts that each pay attention to only a couple of the brand's computerized channels.

### **Why To Use Digital Marketing?**

While customary showcasing could exist on paper advertisements, telephone correspondence, or physical showcasing, advanced promoting can happen electronically and on the web. This truly intends that there are a number of vast opportunities for brands including email, video, virtual entertainment, or site based showcasing amazing open doors.

### **How does a business characterize computerized promoting?**

Computerized showcasing is characterized by the utilization of various advanced strategies and channels to associate with clients where they invest quite a bit of their energy: on the web. From the actual site to a business' internet marketing resources advanced publicizing, email promoting, online handouts, and then some - there's a range of strategies that fall under the umbrella of "advanced advertising."

The best advanced advertisers have an unmistakable image of how each computerized promoting effort upholds their all-encompassing objectives. Furthermore, contingent upon the objectives of their advertising system, advertisers can support a bigger mission through the free and paid channels available to them.

A substance advertiser, for instance, can make a progression of blog entries that effectively produce leads from another eBook the business as of late made. The organization's online entertainment advertiser may then, at that point, assist with advancing these blog entries through paid and natural posts on the business' online entertainment accounts. Maybe the email advertiser makes an email mission to send the individuals who download the eBook more data on the organization.

## DIGITAL MARKETING CHANNELS



Here are the main types of digital marketing you should consider for your business.

## **1. Content Marketing**

Content marketing is a type of digital marketing that focuses on creating and distributing content for a target audience. The content aims at being valuable, relevant, and (ideally) consistent. Its ultimate goal is to drive a profitable customer action.

The crucial part here is “*valuable*” and “*relevant*”. This is what tells content marketing apart from traditional spammy advertising. The target audience should want to seek the content out and consume it.

## **2. Search Engine Optimization(SEO)**

SEO, or Search Engine Optimization, is the process of getting quality traffic from free, or organic, search results on the search engines (like Google and Bing).

It's important that the traffic you drive to your website is relevant to your industry. If you manage to attract a high volume of visitors searching for Macintosh computers while what you actually do is selling raincoats, the traffic will do you no-good.

## **What is SEO and how it works?**

In other words, **SEO** involves making certain changes to your website design and content that make your site more attractive to a search engine. ... **SEO** is the process that organizations go through to help make sure that their site ranks high in the search engines for relevant keywords and phrases.

### **Best Search Engine Optimization (SEO) Tools:**

#### **1. A hrefs: SEO Keyword Tool**

A hrefs is one of the most recommended SEO tools online. It's only second to Google when it comes to being the largest website crawlers. SEO experts can't get enough of Ahref's Site Audit feature as it's the best SEO analysis tool around. The tool highlights what parts of your website require improvements to help ensure your best ranking. From a competitor-analysis perspective, you'll likely use Ahrefs to determine your competitor's backlinks to use them as a starting point for your own brand. You can also use this SEO tool to find the most linked to content within your niche

#### **2. Google Search Console: Top SEO Tool**

Offered for free to everyone with a website, Search counsel by Google lets you monitor and report on your website's presence in Google SERP. All you need to do is verify your website by adding some code to your website or going through Google Analytics and you can submit your sitemap for indexing. Although you don't need a Search Console account to appear in Google's search results you can control what gets indexed and how your website is represented with this account.

#### **3. SEMRush: Marketing SEO Tools**

Marketing SEO tools like SEMRush tend to be fan favorites in the SEO community. Experts love that you can easily assess your rankings and changes to them as well as new ranking opportunities. One of the most popular features of this SEO tool is the Domain Vs Domain analysis allowing you to easily compare your website to your competitors. If you're looking for analytics reports that help you better understand your website's search data, traffic, or even your competitors, you'll be able to compare keywords and domains. The On-Page SEO Checker tool allows you to easily monitor your rankings as well as find some recommendations on how to

## **7. Answer The Public: Free SEO Tools**

Free SEO tools like Answer The Public allow you to easily find topics to write about for your ecommerce blog. I've used this tool in the past to create content around specific keywords to better rank online. Say you're in the 'fitness' niche. You can use this free SEO tool to create content around for keywords like fitness, yoga, running, cross fit, exercise and cover the entire spectrum. It's great for finding featured snippet opportunities. Say you hire a freelancer to create content for you, all you need to do is download this list and send it over to them. And it would've only taken you five minutes of effort making it one of the most efficient ways to come up with SEO topics for new websites.

## **8. SpyFu: Free SEO Tools**

While SpyFu does have an amazing premium version, many of our experts raved about their free features. If you're just starting out, you can easily grow into the paid features as you start succeeding. You can easily view the number of times a keyword gets searched each month while easily determining the difficulty to rank for that keyword. You can also do some research on your competitors to determine which keywords they use. You can search your competitor's, or your own, website to easily see how many organic keywords they have, how many monthly clicks they get, who their paid and organic competitors are, the ads they created on GoogleAdwords and more. It's one of the most detailed SEO analysis tools on the market

## **Woorank: SEO Ranking Tool**

As a top SEO analysis tool, Woorank offers free and paid options to track and report on your marketing data. You can plug in your competitors to discover which keywords they are targeting so you can to overlap with theirs. Try reporting on how keywords perform over time to really understand your industry and optimize for users in the best way possible. And most importantly understand the things your website is lacking from both a technical and content perspective as this tools can identify duplicate content, downtime, and security issues and provide guidelines on how to fix them.

## **9. Majestic: Marketing SEO Tools**

Majestic is one of the best marketing SEO tools according to experts. It has countless useful features like The.Majestic.Million which lets you see the ranking of the top million websites. Did your website make the cut? The Site-Explorer feature allows you to easily see a general overview of your online store and the number of backlinks you have. It also works as an SEO keyword

inbound links. Based on these links search engines rank the website. Search engines look for the relevance of the link and the quality of the link from where it is originated. Having high quality, links give your website a thumbs up in ranking. The link should be from good quality websites and should not be from a spam website. Some of the off page optimization techniques are;

- **Social Media Marketing:** Create profile page on various social channels like facebook, Instagram, Google+, Twitter, Pinterest, LinkedIn etc. Check the appropriate channel for your business and create account accordingly. This will help you to create brand awareness, lead generation, and converting social media traffic to web traffic. Do some meaningful posts in your account so that you can engage your audience and generate some lead out of it.
- **Video Marketing:** Create & Upload your corporate videos, service or product offering videos on YouTube, Vimeo, and Daily motion so as to increase chances of web traffic and brand awareness.
- **Content Marketing:** Write and Post some useful articles in your blog. Submit articles on various article submission sites like Ezine articles, Hub pages etc.
- **PR Submission:** Make some press releases about your new services, websites, awards and accolades, certifications and so many things. This helps you to develop an important inbound link to your website as well as building brand through onlinemedia.
- **Directory Submission:** Submit website URL to local directories and all the leading directories which help you to build backlinks also. Some of the general directories give delayed results but you get results for sure.
- **Social Bookmarking:** Bookmark your articles, blog posts, important page URL's on social bookmarking sites such as Reddit, Digg, Stumble upon, Delicious etc. The results depend upon your submission and effective of using tags in the social book marking websites.

## The retargeting king : Email Marketing

Email marketing is one of the most popular types of digital marketing. To put it shortly, it's the use of email for promoting one's products or services.

If you go a little deeper, email marketing might also refer to building relationships with your customers. Ideally, emails you send out to your clients should not only speak at them but also encourage meaningful interaction with your brand.

There are many things that contribute to the success of your email marketing strategy, from the content you create to the time you send your emails. One thing is certain, though: email marketing is far from being dead and should definitely be part of your overall digital marketing as to promote the product/services/offers of the company.

### Why E-Mail Marketing?

There are various other methods to reach your target audience, but why e-mail marketing is popular and most of the marketers choose e-mail marketing.

With E-mail marketing usage you have number of benefits, some of them are:

1. Can be tracked.
2. Unlimited reach.
3. Cost effective.
4. Allows targeting.
5. Data driven.
6. Builds loyalty: Promotional e-mails special offer e-mails, newsletters.

So, e-mail marketing helps marketers to track, monitor and analyze their online pitching strategies. Whether the strategies are working perfectly or not.

### Types Of E-Mail Marketing:

1. Newsletters.



2. Event E-mails.”
3. Retention E-mails.
4. Direct E-mails.
5. Lead Nurturing E-mails.
6. Milestone E-mails.
7. Promotional E-mails.

#### IMPORTANT PARTS OF E-MAIL MARKETING

For any e-mail to be effective, we have to take care of few aspects. Before discussing about the aspects of the e-mail, let us go through the important parameters of E-mail.

Sender: From which e-mail id are you sending the e-mails. Please check your name and details

in that e-mail. Because you are the sender of thee-mail.

**Subject-** Check the subject of the e-mail. The most vital part of the e-mail. Do not mention unnecessary things in the Subject line.

**Context and Design:** If you are sending an HTML template e-mail or even text e-mail make sure that your context and design of the e-mail are perfect.

**Content:** The major element of any e-mail is the e-mail body content.

**Links:** Check out the links associated with the e-mail. It may be to your landing page or signup page.

**Images:** If you have added any images in the e-mail, then check out the responsiveness of the image. The resolution, look & feel should be good.

Before sending the e-mails always TEST-TEST-TEST the e-mail with complete specifications, whether you have everything correct or not.

#### E-MAIL Campaign Strategies

For any e-mail to be effective you have to follow few steps.

- Planning.
- Design & Develop.
- Text or the body of thee-mail.
- Delivery of thee-mail.
- Tracking and monitoring of the data.

These 5 are most important parameters for any e-mail campaign to be effective. But As per DMI, for e-mail campaigns you need to follow 4 steps such as:

**Data:** You need to have Data ( Validated) to send successful e-mails.

**Design:** Design of the e-mail should be professional.

**Delivery:** Scheduling of e-mails and delivery details. and

**Discovery:** Track and monitor data of open rate etc.

#### Layout Specifications For Effective E-Mail:

- Use soothing colors for images.
  - Use perfect CTA's.
- 
- Should be less than 700 pixels wide, All important content must appear in top 300pixels of an E-mail.
  - Use basic HTML5.0, avoid using JS, image maps, attachments, and embedded media.
  - Avoid using flash/other plug-ins.

- Should be visually appealing.
- Standard HTML font formatting procedures.
- Do not keep important content matter only in images
- Must have an unsubscribe link.

#### E-MAIL Marketing Tools

Some of the important marketing tools which are available both for free as well as for paid versions. Some of them are:

1. Mail chimp.
2. Zoho E-mail Campaign.
3. Active Campaign.
4. Sendy.

These tools have all the required fields that a marketer need to send e-mails for a successful e-mail marketing campaign.

That's all for training session conducted at digitalinclinid, Now let's dive into the practical work that is being done post training period.

### **Task Allocated : Run Facebook Ads For Conversion Campaign.**

**Before proceeding further to the technical part we must be aware of the analytics parameters like CPC, CPM, CTR etc**

#### **CPM: Cost Per Mille**

CPM stands for cost per mille. It stands for "cost per 1000 impressions". In simple words, CPM refers to how much it costs to have an ad published a thousand times on a website and is seen by users. The "mille, in CPM" is the Latin word for "thousands."

The total cost paid in a cpm deal is calculated by multiplying the Total Impressions by the CPM rate & then dividing it by 1000.

#### **CPM Formula**

$CPM = (\text{Total Campaign Spend} / \text{Number of Impressions}) * 1,000$

For example, If a website publisher charges \$4.00 CPM, that means an advertiser must pay \$4.00 for every 1,000 impressions of its CPM ads.

To learn more about this ad network, check out our ultimate guide to CPM.

#### **CPC: Cost Per Click**

CPC stands for Cost Per Click. It's a method that websites use to determine the average times an advertiser has clicked on the relevant ad. CPC is also a widely used google adwords metric that advertisers incorporate to manage their campaign budgets & performance.

#### **CPC Formula**

$CPC = \text{Total Cost} / \text{Number of Clicks}$

So let's say your cpc ads get 2 clicks, one costing \$0.40 and the other is \$0.20, this totals \$0.60. You'd divide your \$0.60 by 2 (your total number of clicks) to get an average CPC of \$0.30.

**CTR** is calculated by dividing the number of users who clicked on the ad by the number of times the ad was delivered.

**CTR Formula**

$$\text{CTR} = \text{Total Measured Clicks} / \text{Total Measured Ad Impressions} \times 100$$

For example, if an ad has been clicked 200 times after serving 50,000 times, by multiplying that result by 100 you get a click-through rate of 0.4%

**CPI: Cost Per Install**

CPI stands for Cost Per Install. CPI campaigns are specific to mobile applications. In this campaign, ad exchange publishers place digital ads across a range of media to get the maximum number of the advertised applications installed. The advertiser is charged the bid or fixed rate only when the application is installed.

**CPI Formula**

$$\text{CPI} = \text{Total Ad Spend} / \text{Number of Installs}$$

For Example, a \$10,000 ad produces 6,500 installs for a \$1.54 CPI

**CPL: Cost Per Lead**

**CPL refers to Cost Per Lead. These costs are associated with any advertising campaigns that are being run to obtain leads and get the users converted.**

To calculate CPL, advertisers can simply divide their total advertising cost for a given campaign or ad group by the number of leads generated by that campaign or ad group.

### **CPL Formula**

$$\text{CPL} = \text{Total Ad Spend} / \text{Total New Leads}$$

For example, let's say you spent \$500 on an advertising campaign and obtained 20 leads. With these numbers, your CPL is \$25. You spend \$25 for each lead you converted.

### **CPV: Cost Per View**

CPV stands for Cost per view. It is a pricing model where video advertisements are charged based on the number of views or interactions an ad receives. A view here is counted when a viewer watches 30 seconds of the advertised video ad or engages with the ad, whichever comes first.

Video interactions involve clicks on the call-to-action overlays (CTAs), banners or cards. Advertisers can even set CPV bids to tell Google the maximum amount they're willing to pay for each view.

### **CPV Formula**

$$\text{CPV} = \text{Total Ad Spend} / \text{Total Number of Views}$$

**For example, if total cost of advertisement is \$3,000 and their total number of views is 10,000, then the CPV is  $3,000/10,000=.03$ .**

**With CPV advertising, eCommerce merchants can connect with their relevant audience, making this advertising method worthwhile for brands looking to expand their brand awareness via videos.**

### **CTR vs CPA**

CTR is the number of clicks divided by the number of impressions, and is expressed as a percentage whereas CPA is the amount that an advertiser has paid to reach its objective such as brand awareness, leads, sales, downloads, etc.

Amongst the advertising metrics, it's worth considering an alternative for CTR as CPA. Instead of focusing on clicks to measure success, the focus shifts to the number of new leads or customers (i.e. actual conversions).

To analyze how ad spend affects your bottom line, CPA may be a more useful metric to monitor campaign performance compared to CTR.

When advertisers compare CPA for campaigns, they are looking to drive brand awareness, leads, sales.

### **CPC vs CTR**

CTR is the number of times an ad is clicked compared to the total numbers of visitors viewing the ad, whereas CPC only refers to the actual price paid for each click.

CPC helps advertisers in analyzing the ROI (Return on Investment), understand if they are paying under or over for the intended action and assist them in knowing how much they should pay for the clicks on a particular campaign. It is vital to also consider CPC by taking into account both the cost and value of the advertisement

**CTR gives a detailed look and deeper knowledge about the effectiveness of the ad campaign. It helps in**

Evaluating the call to action ad copy

Analyzing the potential conversion

Determining the success in comparison with competitors as well as between the campaigns

Enhancing Quality Score which eventually enhances CPC and boosts ROI

You can think about the inverse relationship between CPC and CTR like this: a successful ad campaign aims for a high CTR and low CPC. Why? To help gain more conversions while saving money.

### **CPM vs CPC**

The CPM model is totally different from CPC. Bidding in CPC is focused and charged on the number of impressions your ad receives rather than the number of clicks. On the other side, CPM bidding is charged per thousand impressions your ad receives.

**CPC is basically used to drive conversions, whether these are lead generation or websites whereas CPM is used for driving brand engagement and awareness.**

**CPC bidding is primarily used for Search Network campaigns whereas CPM bidding is majorly used for Display Network campaigns.**

Hence, both bidding strategies are entirely different but both have their own benefits and drawbacks. Advertisers can use them for different campaign goals such as brand awareness, or driving traffic.



## **CPC vs CPA**

CPA is directly related to your campaign success. Once your campaign has started performing and you have sufficient campaign data to calculate your CPA, the best practice is to compare that to your customer's lifelong value estimates and make sure your ad campaigns are driving business profits effectively. If your CPA is too high, your campaign will lose money even if you generate a lot of conversions.

On the other side, clicks are user interactions that can turn into conversions. Therefore, tracking your CPC can assist you in evaluating whether you're generating enough ad traffic at a low enough cost to ensure a profitable PPC advertising campaign.

All in all, the CPA quantifies the cost of goal conversions in a PPC campaign, while the CPC metric quantifies the average cost of ad clicks.

## **Conclusion**

So to recap...

CPM or Cost Per Mille measures is the cost incurred by the advertiser for every 1,000 ad impressions

CPC or Cost Per Click measures the average cost incurred by the advertiser every time a user clicks on an advertisement.

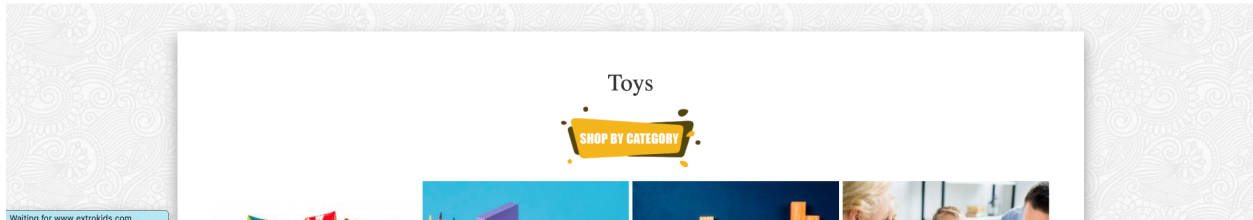
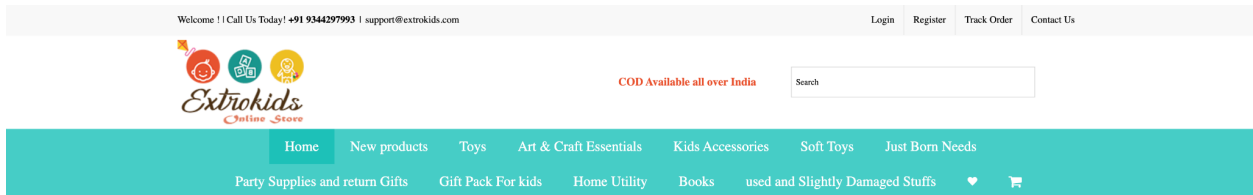
CPA or Cost Per Acquisition is the cost every time a conversion happens for the advertiser

CPI or Cost Per Install is the cost incurred by the advertiser every time an advertised application is installed

CPL or Cost Per Lead measures the cost incurred by the advertiser to earn a lead

CPV or Cost Per View measures the cost incurred by the advertiser every time a video is viewed for at least 30 secs or when the user engages with it.

# Case-study For Extrokids.com



Extrokids Online Store for Kids Toys, Books And Craft Supplies, home Utility and return Gifts: An Initiative to Explore and Enhance the outstanding Knowledge of Young Minds.

In this Interactive World of Digital Environment, We strive to make a kid Independent through a healthy way, We choose Each and Every product keeping your kid Safety and Development in mind, We have huge variety of kids toys to expand their language and vocabulary Skills, improve problem-solving Skills, Encourage socialization and co-operation, Develop Fine and Gross Motor Skills. It's a great platform to buy kids toys online India.

We are Specialized in pre-Owned Kids imported books, We have very huge Collections of books categorized into age-wise for easy selection. Books are a big Treasure for kids , It makes kids a better person, Today a Reader, Tomorrow a Leader . Inculcate reading habits in young kids are like making future planet green.

We are also Specialized in art and Craft Supplies for your kid, We have unique Collections of Diy, Craft Sheets, Craft Punches, Miniatures, Stickers, Clay, Stamps, tapes, painting needs, Styationaries, Ink pads in a craft kit and Much more. When kids do craft it develop creativity and imagination and build their confidence.

We also deal with birthday return gifts and Useful Things for all super mommies to make their life Easier

Our ‘all-embracing’, meticulous range is sure to overwhelm and motivate you!

# Ads Mannager

The screenshot displays the Facebook Ads Manager interface. The main content area shows a list of campaigns and ad sets. The columns include Name, Delivery, Cost and ROAS Controls, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Amount Spent, and Ends. The table shows 9 campaigns and 5 ad sets, all with an 'Active' status. A total row at the bottom indicates a total spend of \$39,649.72 and 1,431,398 people reached.

Name	Delivery	Cost and ROAS Controls	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
Campaign_01	Active		Using ad s...		105 Completed R...	12,356	24,712	\$6.21 Per Complete...	\$342.26	Ongoing	
Campaign_02	Active		Using ad s...		1,236 Completed R...	102,566	205,132	\$4.22 Per Complete...	\$2,841.08	Ongoing	
Campaign_03	Active		Using ad s...		582 Completed R...	45,268	90,536	\$398 Per Complete...	\$1,253.92	Ongoing	
Campaign_04	Active		Using ad s...		1,429 Completed R...	22,356	44,712	\$6.51 Per Complete...	\$619.26	Ongoing	
Campaign_05	Active		Using ad s...		985 Completed R...	89,635	179,270	\$4.78 Per Complete...	\$2,482.89	Ongoing	
Campaign_06	Active		Using ad s...		2,412 Completed R...	109,325	218,650	\$5.01 Per Complete...	\$3,028.30	Ongoing	
Campaign_07	Active		Using ad s...		251 Completed R...	322,698	645,396	\$5.74 Per Complete...	\$8,938.73	Ongoing	
Campaign_08	Active		Using ad s...		2,147 Completed R...	14,035	28,070	\$4.56 Per Complete...	\$388.77	Ongoing	
Campaign_09	Active		Using ad s...		844 Completed R...	2,548	5,096	\$379 Per Complete...	\$70.58	Ongoing	
Ad_Set_01	Active	\$2.79 bid cap	\$1,021.00 daily		211 Completed R...	47,855	95,710	\$5.83 Per Complete...	\$1,325.58	Ongoing	Mar 2, 2019
Ad_01	Active	Initial learning complete	Conversions		76 Completed R...	22,356	44,712	\$6.51 Per Complete...	\$619.26	Ongoing	
Ad_02	Active	Initial learning complete	Conversions		24 Completed R...	89,635	179,270	\$4.78 Per Complete...	\$2,482.89	Ongoing	
Ad_03	Active	Initial learning complete	Conversions		18 Completed R...	109,325	218,650	\$5.01 Per Complete...	\$3,028.30	Ongoing	
Ad_04	Active	Initial learning complete	Conversions		96 Completed R...	322,698	645,396	\$5.75 Per Complete...	\$8,938.73	Ongoing	
Ad_Set_02	Active	\$1.89 bid cap	\$962.32		784 Completed R...	18,120	47,798	\$6.13 Per Complete...	\$662.00	Ongoing	
Results from 245 campaigns						1,431,398 People	2,862,796 Total		\$39,649.72 Total Spent		

Spent \$39,649 (31,000,00) and generated almost 1.39 Cr With ROAS Of 4.46.

## **Conclusion**

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.