MARKETING
SCALER

Your Digital Growth Partner

FROM STARTUPS TO GIANTS – WE MAKE BRANDS WIN

www.Marketingscaler.com

Scroll down

About **Marketing Scaler**

At MarketingScaler, we specialize in performance-driven digital marketing to help businesses scale their online presence and maximize ROI. From paid advertising to brand strategy, we craft customized solutions that drive real results.

📊 Our Expertise

◆ **Paid Advertising** – Google Ads, Facebook Ads, Instagram Ads, and more

◆ **Lead Generation** – High-quality leads for sustainable business growth

◆ **Social Media Marketing** – Engaging strategies to grow your audience

◆ **Website Development** – High-converting, user-friendly websites that drive sales

◆ **Conversion Optimization** – Turning visitors into paying customers

◆ **SEO & Content Marketing** – Higher rankings, better visibility

So, please check the next slide...

HERE, WE SHOWCASE SOME OF OUR CLIENTS' RESULTS ACROSS VARIOUS NICHES

GENERATED LEADS FOR NUMEROLOGY WORKSHOP AT A COST PER LEAD OF ₹7.96

GENERATED LEADS FOR DIFFERENT NICHES AT COST PER LEAD OF ₹7 to ₹8

GENERATED SALES FOR E-COMMERCE COSMETIC BRAND

More views

This month: 1 Jan 2025 – 28 Jan 2025 ▼

Ads

More ▼ | Columns: Performance ▼ | Breakdown ▼ | Reports ▼ | Export ▼ | Charts

...get	Attribut setting	Results ▼	Reach ▼	Impressions ▼	Cost per result ▼	Amount spent ▼	Ends ▼
₹1,800.00 Daily	7-day ...	172 Cosmetic purchase ty	33,196	45,808	₹31.74 Per Cosmetic purcha...	₹5,460.08	Ongoing
₹1,800.00 Daily	7-day ...	502 Cosmetic purchase ty	152,374	210,874	₹28.52 Per Cosmetic purcha...	₹14,316.30	Ongoing
₹1,800.00 Daily	7-day ...	385 Cosmetic purchase ty	129,278	169,539	₹28.97 Per Cosmetic purcha...	₹11,151.57	Ongoing
₹800.00 Daily	7-day ...	106 Cosmetic purchase ty	38,570	46,589	₹29.37 Per Cosmetic purcha...	₹3,113.10	Ongoing
₹1,800.00 Daily	7-day ...	704 Cosmetic purchase ty	176,428	253,503	₹23.56 Per Cosmetic purch...	₹16,587.01	Ongoing
₹500.00 Daily	7-day ...	377 Facebook leads	20,315	43,278	₹9.07 Per on Facebook lea...	₹3,419.21	Ongoing
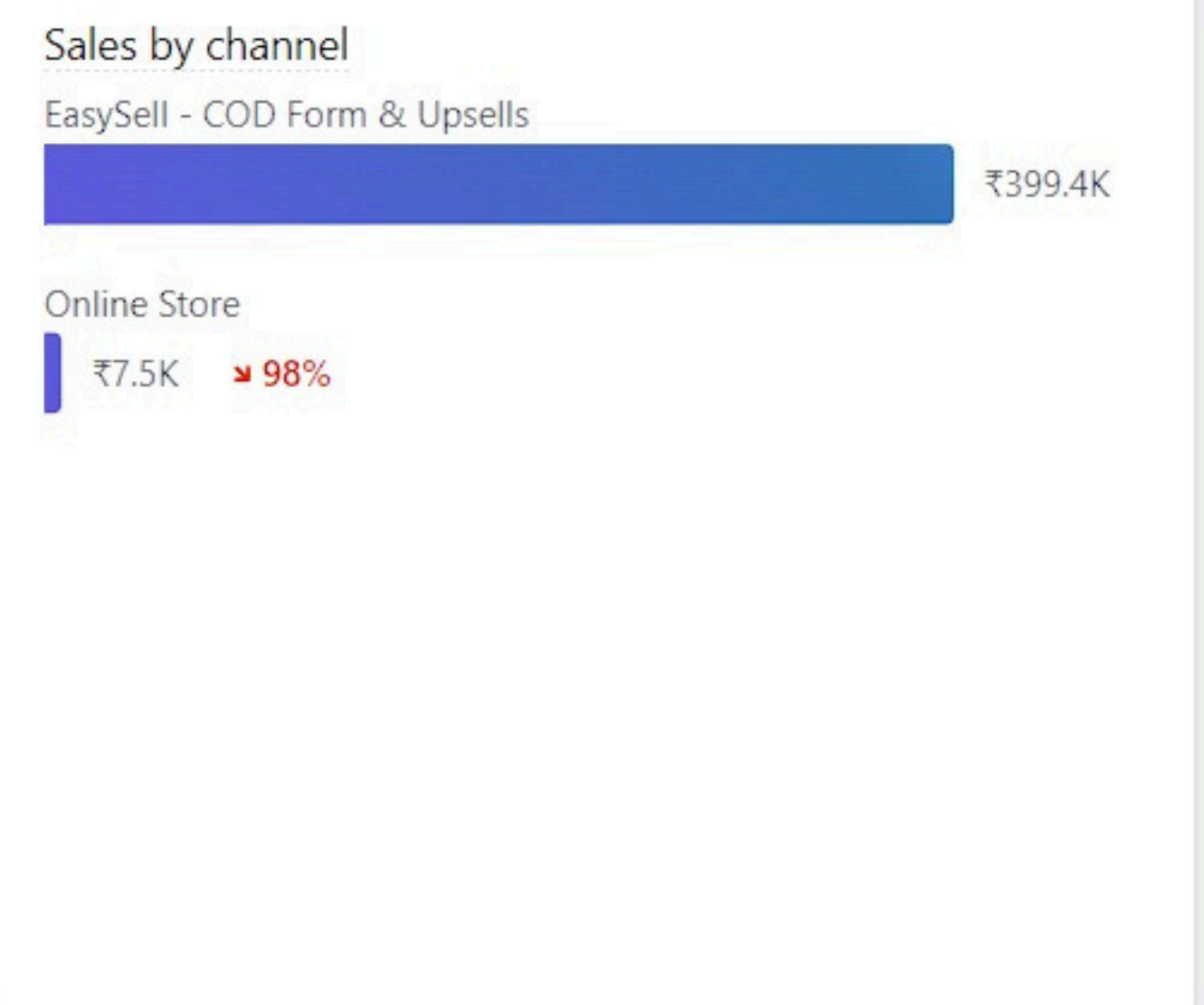
GENERATED 1860+ Orders FOR A BRAND WITH A ROAS OF 5.5X

Off / On	Ad Set	Bid strategy	Budget	Results	Website purchase ROAS (return on ad...	Purchases conversion value
⬤	General-RT-All visitors-50% Off - Image - Hom...	Lowest cost Conversions	$600.00 Daily	167 [2] Website Purchas...	4.80 [2]	$9,113.70 [2]
⬤	General-CT-50% Off - Video	Lowest cost Conversions	$150.00 Daily	30 [2] Website Purchas...	2.95 [2]	$1,952.76 [2]
⬤	General-RT-50% Off - Video	Lowest cost Conversions	$160.00 Daily	78 [2] Website Purchas...	5.90 [2]	$3,795.70 [2]
⬤	General-LAA-50% Off - Video	Lowest cost Conversions	$150.00 Daily	57 [2] Website Purchas...	4.13 [2]	$2,638.85 [2]
⬤	57AA-RT-50% Off - New	Lowest cost Conversions	$110.00 Daily	57 [2] Website Purchas...	7.25 [2]	$3,088.22 [2]
⬤	General-RT-Email-Database & Unopened-50% ...	Lowest cost Conversions	$600.00 Daily	233 [2] Website Purchas...	6.56 [2]	$12,330.76 [2]
⬤	EYL-LAA-50% Off	Lowest cost	$100.00	40 [2]	4.57 [2]	$2,002.53 [2]
	Results from 44 ad sets ⓘ			1,867 [2] Website Purchases	5.47 [2] Average	$101,687.60 [2] Total

Campaigns — 1 selected ✕ — Ad sets for 1 Campaign — Ads for 1 Campaign

Create — Edit — More — View Setup — Columns: Custom — Breakdown

14% IMPROVEMENT IN REVENUE THROUGH OUR PERFORMANCE MARKETING STRATEGIES IN JUST 13 DAYS

Total sales
₹407,076.00 ↗ 14%

- ₹60K
- ₹40K
- ₹20K
- ₹0

Jul 4 | Jul 6 | Jul 8 | Jul 10 | Jul 12

— Jul 4–Jul 13, 2023   ⋯ Jul 4–Jul 13, 2022

Sales by channel
EasySell - COD Form & Upsells
₹399.4K

Online Store
₹7.5K ↘ 98%

Online store sessions
6,516 ↘ 24%

- 1K
- 500
- 0

Jul 4 | Jul 6 | Jul 8 | Jul 10 | Jul 12

— Jul 4–Jul 13, 2023   ⋯ Jul 4–Jul 13, 2022

Online store conversion rate
0.15% ↘ 96%

Added to cart 906 sessions	13.90%	↗ 98%
Reached checkout 27 sessions	0.41%	↘ 95%
Sessions converted	0.15%	↘ 96%

Total orders
514 ↗ 48%

- 60
- 40
- 20

Average order value
₹791.98 ↘ 23%

- 1K
- 500

14% IMPROVEMENT IN REVENUE THROUGH OUR PERFORMANCE MARKETING STRATEGIES IN JUST 13 DAYS

GENERATED 260+ Prepaid Order of Value ₹3000 in 13 DAYS FOR A BRAND

Off/On	Campaign	:tribution :ting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
🔵	13072023 | ME	ay click	— Website purchase	—	—	— Per Purchase	₹0.00	Ongoing	
🔵	16042023 | ME	ay click	118 [2] Website purchases	169,998	198,378	₹219.54 [2] Per Purchase	₹25,905.48	Ongoing	
🔵	16042023 | ME	ay click	148 [2] Website purchases	284,809	398,310	₹174.23 [2] Per Purchase	₹25,785.48	Ongoing	
⚫	17052023 | ME	ay click	— Website purchase	—	—	— Per Purchase	₹0.00	Ongoing	
⚫	17052023 | ME	ay click	— Website purchase	—	—	— Per Purchase	₹0.00	Ongoing	
⚫	16052023 | ME	ay click	— Website purchase	—	—	— Per Purchase	₹0.00	Ongoing	
⚫	21042023 | ME	ay click	— Website purchase	—	—	— Per Purchase	₹0.00	Ongoing	
⚫	15042023 | ME	ay click	— Website purchase	—	—	— Per Purchase	₹0.00	Ongoing	
⚫	15042023 | ME	ay click	—	—	—	—	₹0.00	Ongoing	
	Results from 26 campaigns ℹ	ltiple attrib...	— Website purchase	434,637 Accounts Centre acco...	596,688 Total	— Per Purchase	₹51,690.96 Total Spent		

GENERATED ROAS OF 6.5X FOR AN INDIAN FASHION BRAND

	Off / On	Ad set			Purchases		Amount spent		Purchases conversion value		Purchase ROAS (return on ad spend) ↓		Cost per purchase		
	⬤	eh_001_adset – Copy		5 [2]	710 [2]		₹1,02,848.82		₹6,70,690.00 [2]		6.52 [2]		₹144.86 [2]		
	⬤	adset1_open		—	3 [2]		₹242.09		₹1,497.00 [2]		6.18 [2]		₹80.70 [2]		
	⬤	adset1_stacked		0 [2]	21 [2]		₹2,334.33		₹12,079.00 [2]		5.17 [2]		₹111.16 [2]		
	⬤	18 - 24	CSE Students		1 [2]	12 [2]		₹2,076.08		₹10,034.00 [2]		4.83 [2]		₹173.01 [2]		
	⬤	New Sales ad set 1 – Copy		2 [2]	47 [2]		₹3,018.80		₹14,053.00 [2]		4.66 [2]		₹64.23 [2]		
	⬤	adset_IN_cold – Copy		3 [2]	23 [2]		₹2,623.65		₹11,927.00 [2]		4.55 [2]		₹114.07 [2]		
		Results from 33 ad sets ⓘ Excludes deleted items		— ction	— Total		₹5,18,844.29 Total Spent		₹0.00 Total				—		

Campaigns — 21 selected ✕ — **Ad sets for 21 Campaigns** — **Ads for 21 Campaigns**

+ Create | Edit | More | View Setup | Columns: Siddhant - CS | Breakdown | Reports

currently working with 15 + indian and international Fashion brands
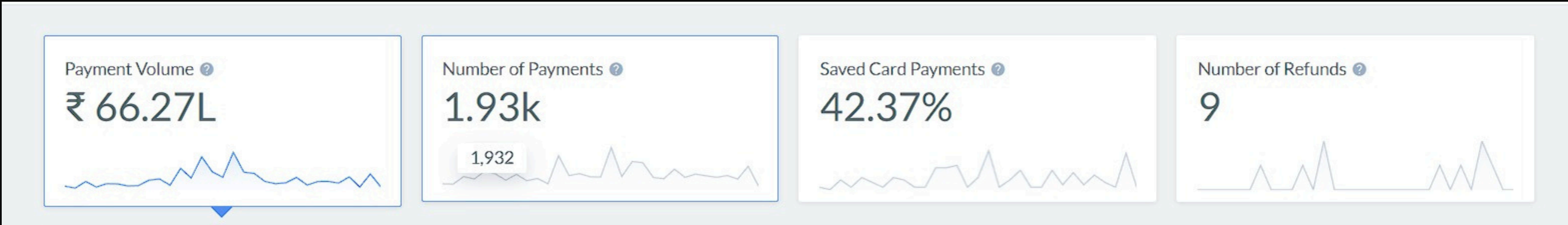
Generated Sales for E-commerce Clothing Brand
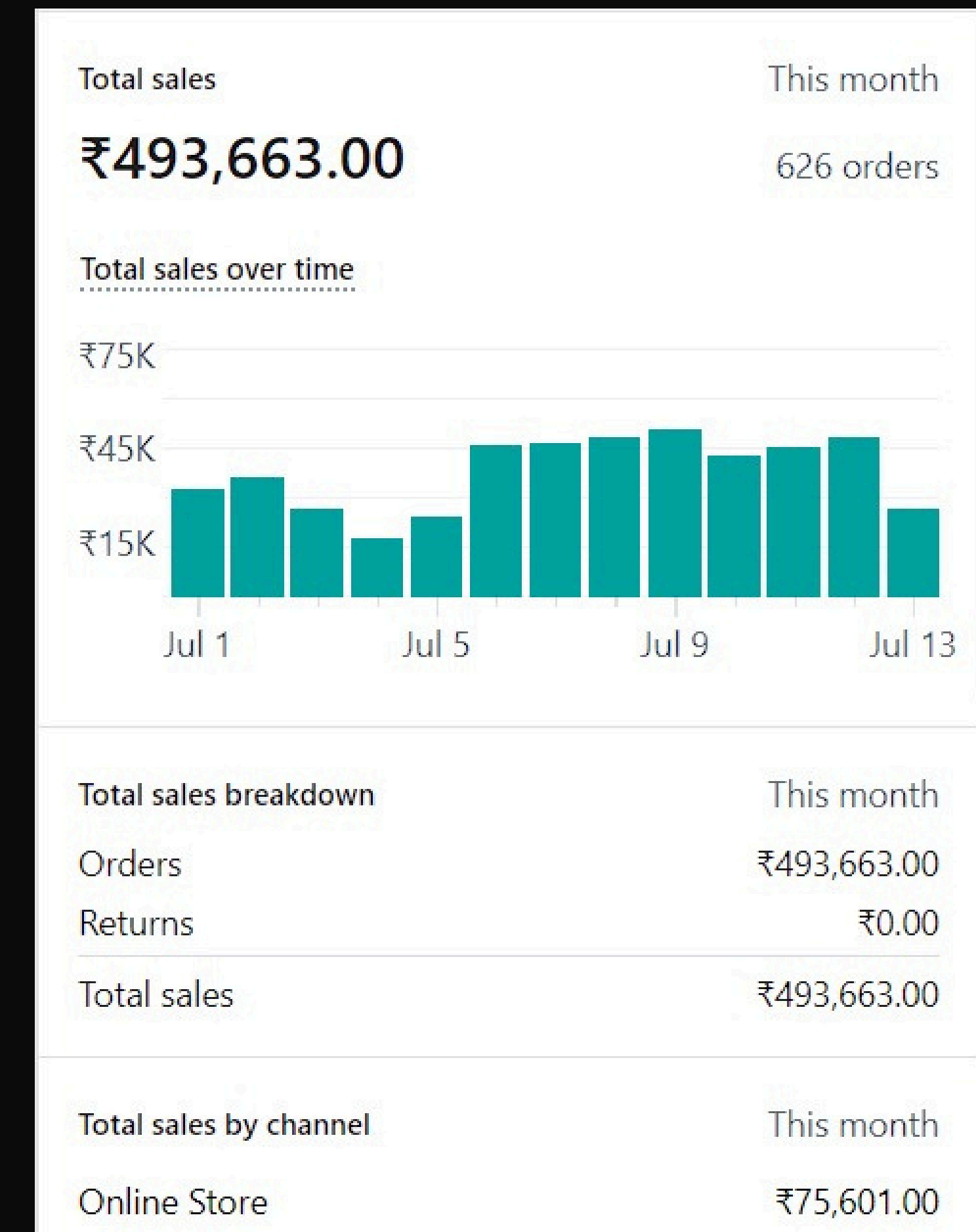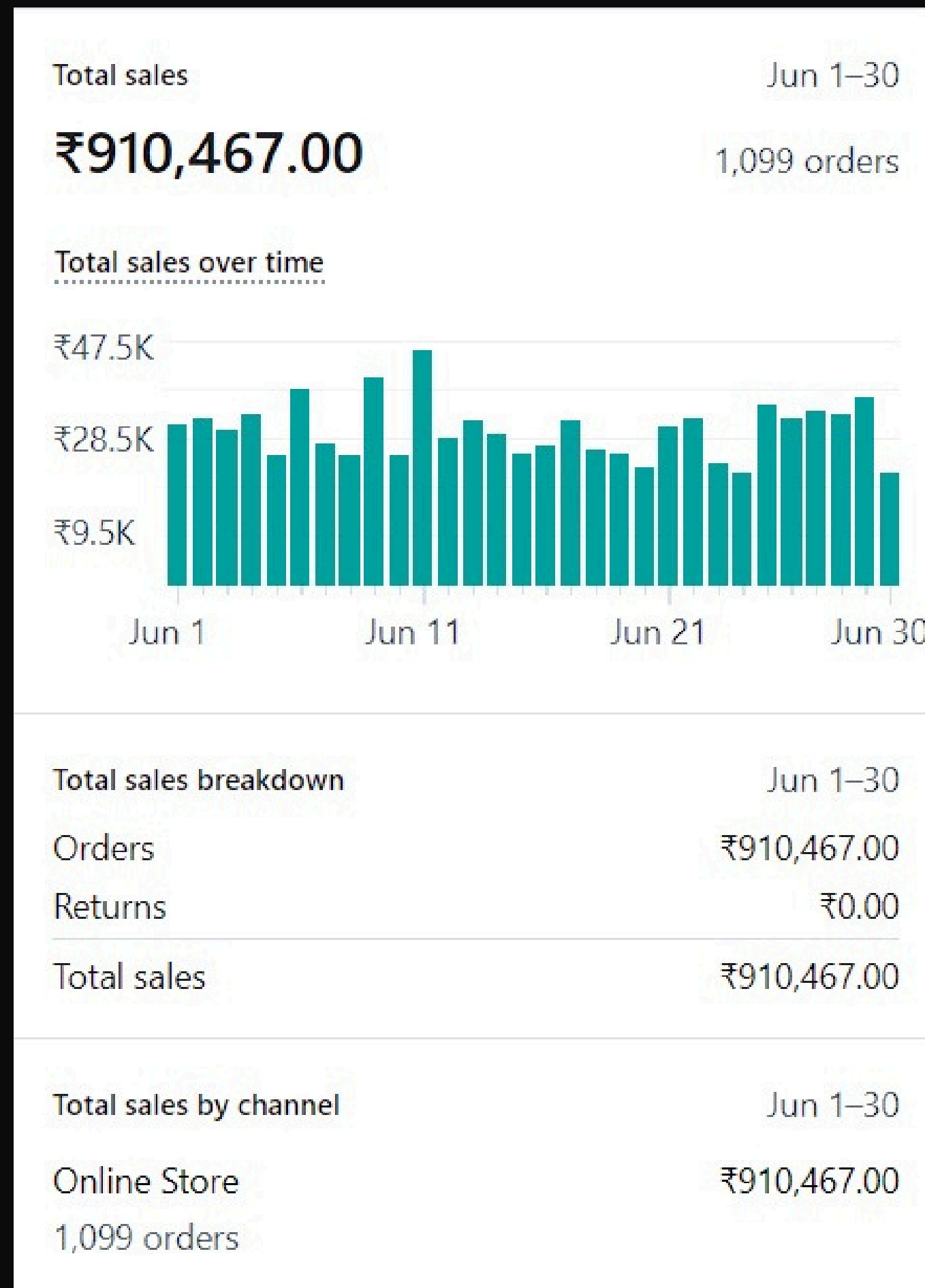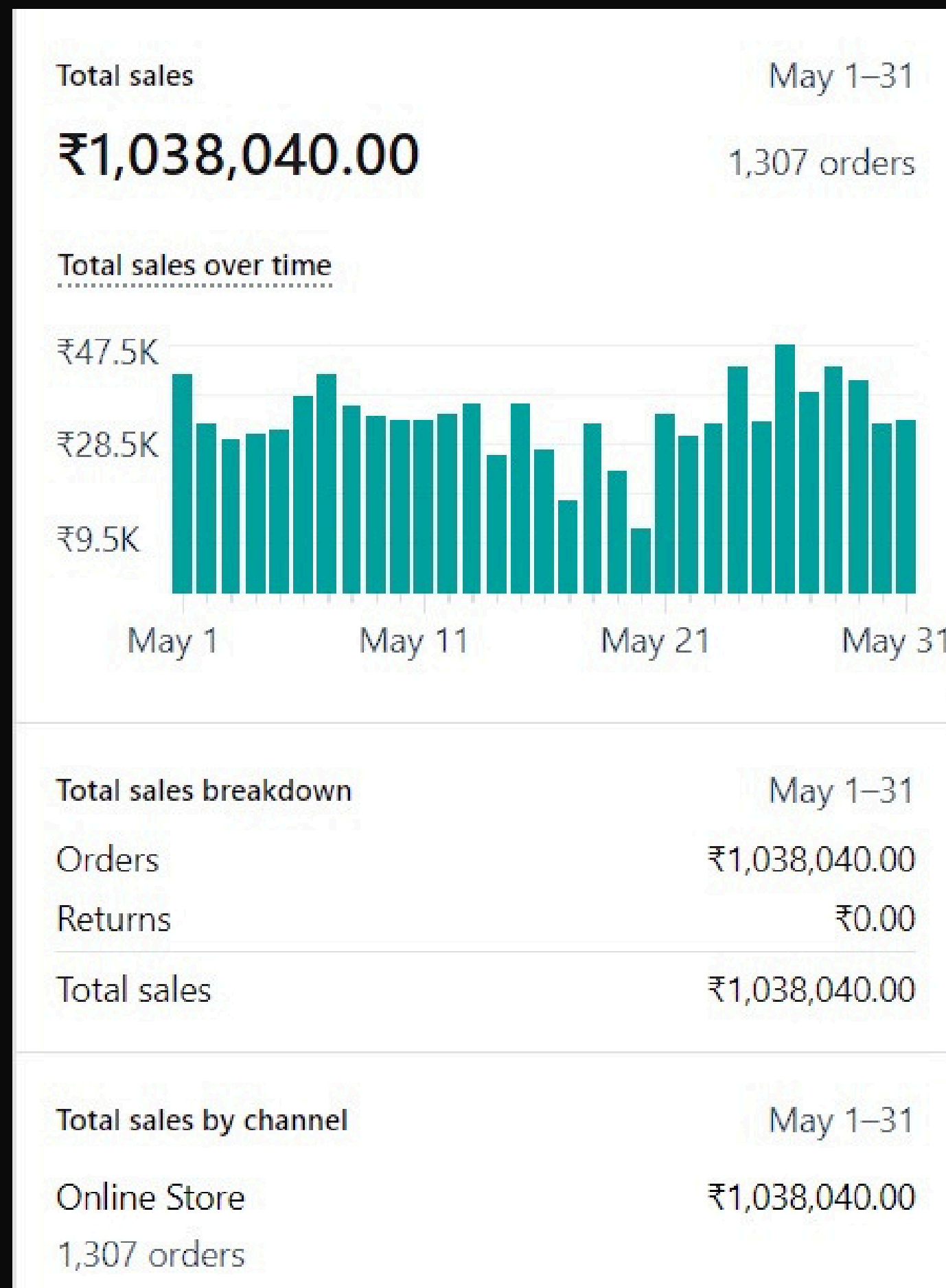
Three of My Existing Clients Results in RazorPay show's there income

Last 7 days Revenue one of My Existing Clients

Payment Volume	Number of Payments	Saved Card Payments	Number of Refunds
₹ 12.66L	435	50%	5

Last 30 days Revenue one of My Existing Clients

Payment Volume	Number of Payments	Saved Card Payments	Number of Refunds
₹ 66.27L	1.93k (1,932)	42.37%	9

Last 90 days Revenue one of My Existing Clients

Payment Volume	Number of Payments	Saved Card Payments	Number of Refunds
₹ 2.19Cr	5.67k	46.47%	28

GOT AN AVERAGE ROAS OF 5.21X FOR A PROTEIN SUPPLEMENT BRAND IN 17 DAYS

		Ad Set Name ↑	Amount Spent	E ▾	⟨ ▾	Link Clicks	Website Purchases	On-Facebook Purchases	Website Purchases Conversion...	Website Purchase ROAS...
☐	●—○	MOF 13th July	₹1,203.74	O..	J..	171	3 [2]	—	₹8,496.00 [2]	7.06 [2]
☐	●—○	TOF 6th JULY (Promotional Video)	₹5,219.89	O..	J..	338	6 [2]	—	₹15,095.00 [2]	2.89 [2]
☐	●—○	TOF 6th JULY (Promotional Video) - 11CR+ A..	₹6,826.92	O..	J..	363	13 [2]	—	₹28,783.60 [2]	4.22 [2]
☐	●—○	TOF 6th JULY (Promotional Video) - IG AUD	₹6,335.72	O..	J..	302	12 [2]	—	₹30,281.00 [2]	4.78 [2]
☐	○—●	TOF 6th JULY (Promotional Video) - PUR LLAs	₹489.91	O..	J..	28	—	—	₹0.00	—
☐	●—○	protein pro	₹16,120.36	O..	J..	2,278	48 [2]	—	₹105,757.71 [2]	6.56 [2]
		> Results from 6 ad sets ⓘ	₹36,196.54 Total Spent			3,480 Total	82 [2] Total	— Total	₹188,413.31 [2] Total	5.21 [2] Average

GOT A ROAS OF 10.57X FOR AN CUSTOMIZE JWELLERY BRAND

223 [2] Website purcha...	390,082	433,181	₹73.28 [2] Per Purchase	₹16,340.54
285 [2] Website purcha...	525,831	628,927	₹72.82 [2] Per Purchase	₹20,754.31
277 [2] Website purcha...	570,519	686,417	₹80.39 [2] Per Purchase	₹22,268.67
302 [2] Website purcha...	499,543	613,802	₹67.26 [2] Per Purchase	₹20,313.67
232 [2] Website purcha...	449,226	592,596	₹76.94 [2] Per Purchase	₹17,849.95
196 [2] Website purcha...	435,978	505,071	₹80.43 [2] Per Purchase	₹15,763.61
159 [2] Website purcha...	364,526	423,502	₹84.10 [2] Per Purchase	₹13,371.63
1,674 [2] Website purchases	2,537,459 Accounts Centre ac...	3,883,496 Total	₹75.66 [2] Per Purchase	₹126,662.38 Total Spent

GENERATED LEADS FOR A CAR DEALERSHIP AT A COST PER LEAD OF ₹3.00

MS MARKETING SCALER

What's Next?

➤ **We'll show you the real, live results we're currently delivering for our clients**

➤ **Discuss how we can achieve similar success for you**

➤ **We'll create a customized plan tailored for your brand**

Let's take your business to the next level
start working together today!

Contact Us

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