

coddo/in

CASE STUDIES



vedaearthLounge

Spa/Salon/Wellness

A Journey to Generating Leads for a Vegan Spa And Salon

Vedaearth Lounge, a pioneering vegan spa in the heart of Bangalore, India. Our distinguished establishment specializes in a wide array of services, encompassing rejuvenating massages, invigorating facials, and revitalizing hair treatments. It is more than just a spa; it is a premium, aromatherapy-based sanctuary. Their commitment is being 100% vegan and cruelty-free, along with our dedication to creating skin-friendly luxury experiences rooted in Ayurveda and Aromatherapy, sets them apart in the world of wellness.



Challenges faced

While the Veganism concept was trending abroad, Vedaearth Lounge started its journey at a time when India was not much aware of the same concept and its benefits. Making people aware of this concept was tough. Hence, obtaining leads became difficult.

Solution

- ◆ Promote Veganism and Raise Awareness Among Our Target Audience.
- ◆ Developing trust through services.
- ◆ Planning a customized social media approach.
- ◆ Designing Vegan-tailored creatives and ad.

Result

- ◆ Before due diligence: **20 to 27 leads.**
- ◆ After applied solutions: **500+ leads every month.**
- ◆ More appointments booked.
- ◆ Engagement with the audience became strong.



A Journey to Generating Leads for a Real Estate Business

Madgul Antaraa: Where luxury meets sophistication on the serene outskirts of Kolkata. Developed by the prestigious Rungta Group, this distinguished real estate project offers 2, 3, and 4 BHK flats complemented by a host of upscale amenities, including a swimming pool, gym, rooftop garden, and clubhouse. Experience refined living at its best.

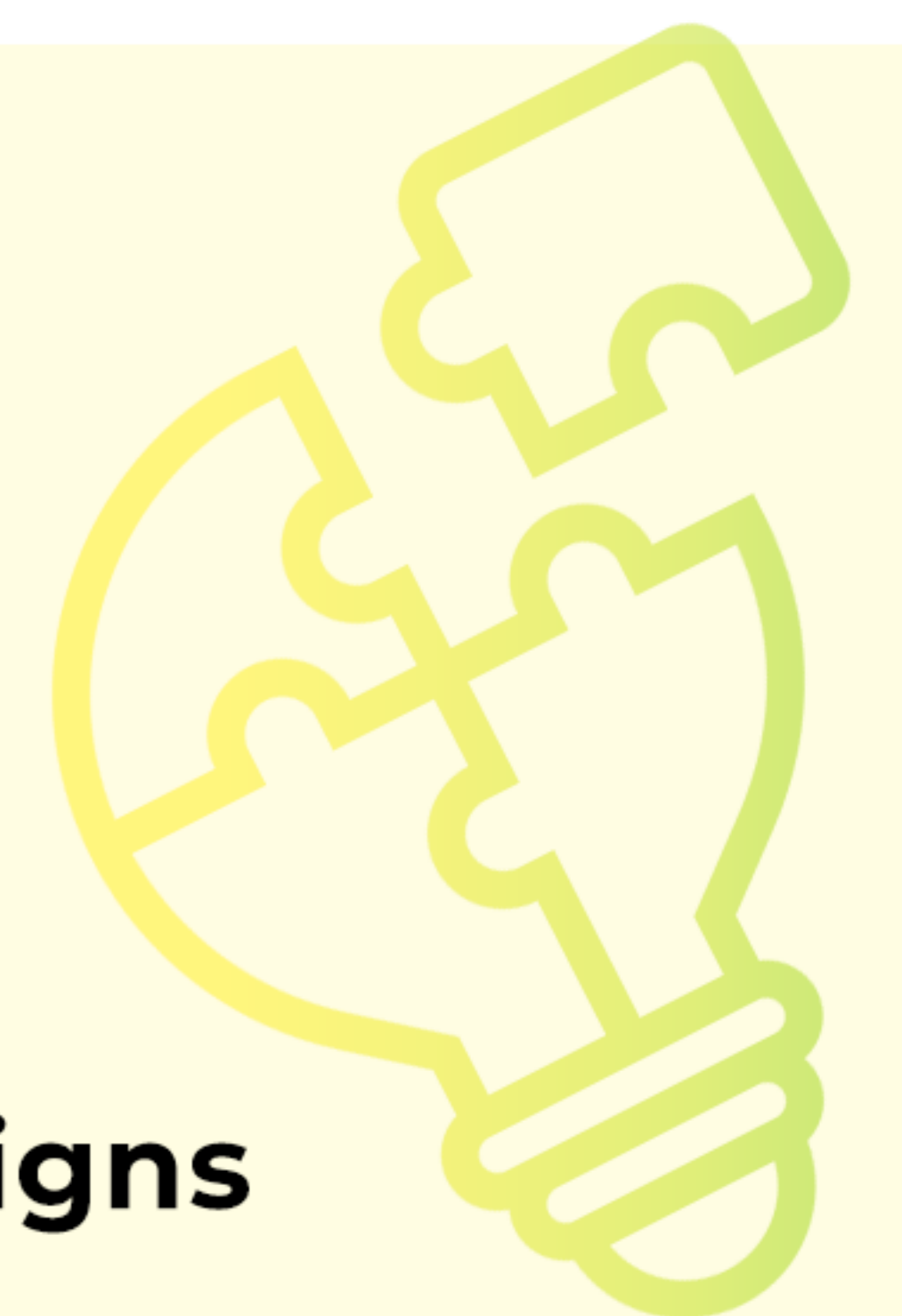


Challenges faced

The primary challenge we confronted during the marketing of the real estate project was the presence of strong competitors in close proximity. These competing projects, situated right alongside ours, demanded a strategic approach to distinguish our offering and make it stand out in the crowded marketplace. Along with it the location was also a factor bringing down the number of interested people.

Solution

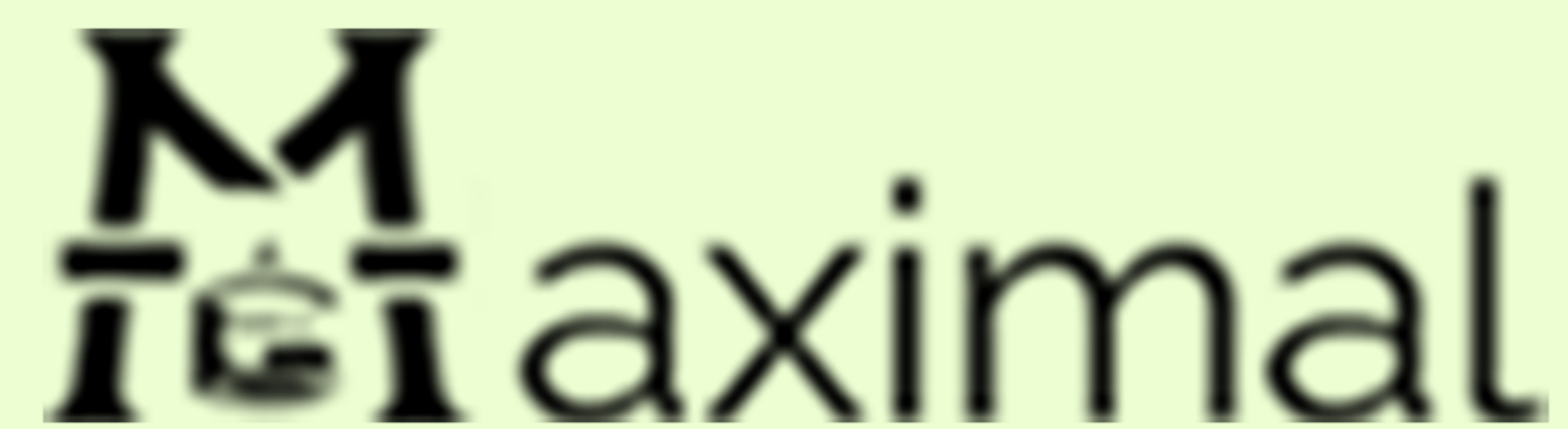
- ◆ Extensive Market Research and Competitor Analysis.
- ◆ Initiated Lead Generation Campaigns on Facebook.
- ◆ Test different ad formats and targeting options.
- ◆ Established Google Ads Campaigns to Target Specific Keywords, Locations, and Property Types.



Result

- ◆ Generated **350+ leads** every month.
- ◆ All flats were **sold out within 1 year.**





A Journey to Generating Leads for a interior design firm

Maximal Interiors is a contemporary interior design firm in Bangalore and are committed to deliver interior design solutions that make every room speak a language of its own and mesmerizes you with its warmth, comfort and elegance.

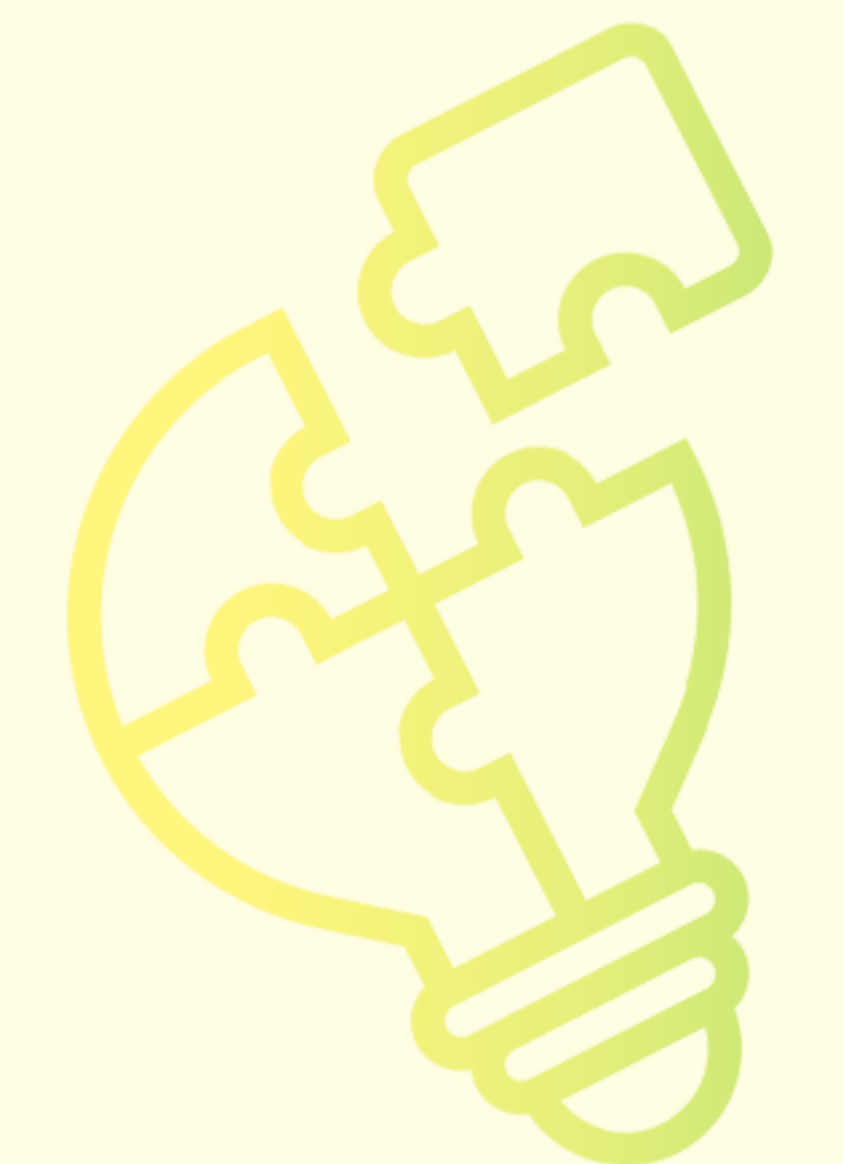


Challenges faced

Generating online leads for an interiors firm can be challenging due to the competitive nature of the industry and also stand out in a crowded digital landscape. Building trust with potential clients is crucial in the interiors industry.

Solution

- ◆ Identified target audience.
- ◆ Optimized Landing Page.
- ◆ Implemented Strategies for Lead Generation.
- ◆ Optimized Google Ads Campaigns.



Result

- ◆ Achieved a **100% Increase** in Lead Volume within Three Months.
- ◆ Generated **200% more leads** from Google Ads (PPC Marketing) while Reducing Costs by 60%.



The logo for Boujeelife features the brand name in a white, lowercase, sans-serif font. The letters 'j' and 'e' have small red triangles above them. The text is set against a black rectangular background with a thin red horizontal line at the bottom.

A Journey to Generating Sales for a Stationery Company (E-commerce)

Boujeelife, is an Indian e-commerce brand that sells a variety of stationery products, including notebooks, planners, journals, and bookmarks. The website's products are designed to be both stylish and functional, and they are made with high-quality materials.



Challenges faced

This was a completely new brand with a just freshly launched website. They have many different categories of products and each products has different audience. Its was challenging task for us to generate the sales for all individual products by targeting different audience with low ad budget. As this brand was just launched, we were yet to know the response of the audience for this brand to pump in sales strategies.

Solution

- ◆ Competitor Analysis and Market Research.
- ◆ Identify Target Audience for Each Product.
- ◆ Ad Budget Planning for Social Media (FB & Insta) & Google Ads.
- ◆ Compelling Sales Ad Copy Creation.

Result

- ◆ Start receiving orders within a month of launching advertising campaigns.
- ◆ For each product we received orders.
- ◆ Conversion rate increase 20-30% in every month.
- ◆ Reach a 9% Click-Through Rate (CTR) on Google search and display campaigns.

Advait

A Journey to Generating Sales for a Fashion Brand (E-commerce)

Advait, conceived just before the pandemic in March 2020 by Advaita Ravishankar and Ashwath Ravishankar, is where art and fashion converge. It pushes boundaries, introducing unique prints, vivid colors, and rich textures.

They are driven by an insatiable curiosity, experimenting with textiles through hand painting, surface manipulation, weaving, and digital transformations. Their inspiration flows from an archive of over a thousand in-house paintings, fueling our commitment to artistic evolution.



Challenges faced

We have faced a number of challenges while generating sales for these fashion brands which have unique fabric designs and higher price tag. Identifying and reaching the specific target audience and converting them into customers who appreciate the uniqueness of the fabrics is a difficult task.

Solution

- ◆ Analysis competitors offering similar products in-depth.
- ◆ Tailor ads to reach out to individuals who have previously purchased or express an interest in unique fabric items.
- ◆ Establishing a strong foundation of trust in the brand.
- ◆ Highlighting the distinctive qualities of products.

Result

- ◆ Achieve an 80% Return on Investment (ROI) through advertising.
- ◆ Establish and enhance brand reputation.
- ◆ Boost monthly order volume by up to 30%.

