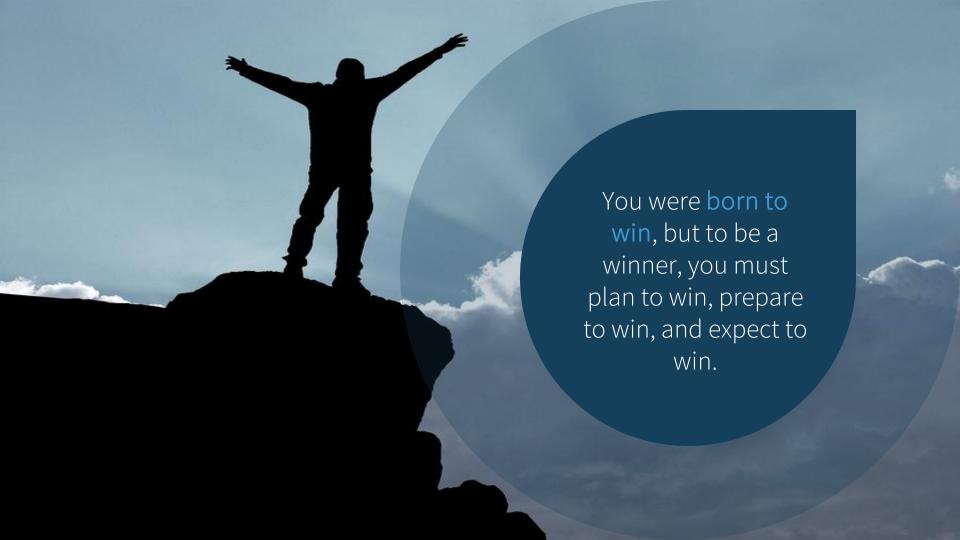


### Profile



- Who We Are?
- Our Services
- Clients Hall
- Case Studies
- Client's Working
- Paid Ads Examples
- Details of Services
- Contact Us



# Who we are?

www.boostadagency.com



Boost Agency is a next generation Social Media Ads & Google Media Buying, Ecommerce & Advertising outfit focused on delivering measurable and differentiating value to customers.

Having experience of handling more than \$1+ Million Monthly Ad Budget for Paid Ads on multiple platforms. Scaling Orders & Improving Sales with higher ROAS are our key expertise.

Welcome to **Boost Agency**: Incredible Media Buying, Digital Marketing, Website Development, PPC, Video Content, Banner Designing, Cloaking Ads for Restricted Businesses, Ecommerce & Mobile Apps Services. One stop for all Digital Marketing & Web Solutions. Our mission is to encourage the usage of disruptive technologies by making significant impact in customers revenue sharing by decreasing operational cost, increasing standard of quality and increasing time to reach customers.

Our values are based on Business Transparency, Results Oriented & ROI Improvement for our clients.

### **Our Services**

It takes outside the box thinking to create something new and exciting in this heavily crowded digital world. We invest a great deal of time and energy into every single project, so that we can develop different and innovative Marketing & IT solutions for businesses around the world. Clean coding, creatives, digital marketing and usability represent our focus, so that your business is truly cutting edge.



#### **Business Launch**

We provide Full Consultancy to Tech. Start-ups.



#### **Web Applications**

Website & Applications, Ecommerce, Software, Support, Consultancy.



#### **Paid Ads**

Facebook & Instagram Ads, Google & Youtube Ads, Linkedin & TikTok Ads.



#### **Ecommerce**

Converting online store development, Ads Management, ROAS Increase



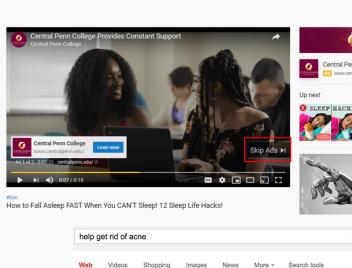
#### **Content Marketing**

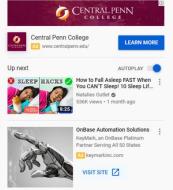
We market content that is relevant to target audience

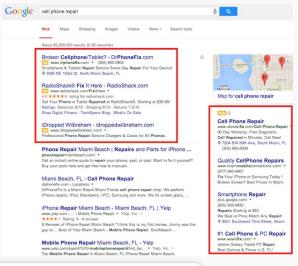
Have you ever had a wish if your business was accessed by millions of users and you start getting leads and conversions digitally?

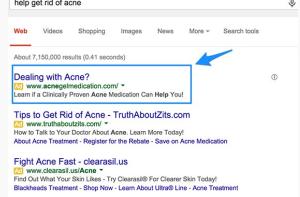
Have you ever wondered about the dynamics of a well performing brands? Have you ever worked your thoughts on what it takes to strategically to do Digital Marketing or a Successful Business Scaling? That's where our expertise can get you through...

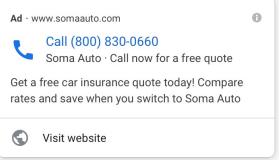
## Paid/Sponsored Google & Youtube Ads



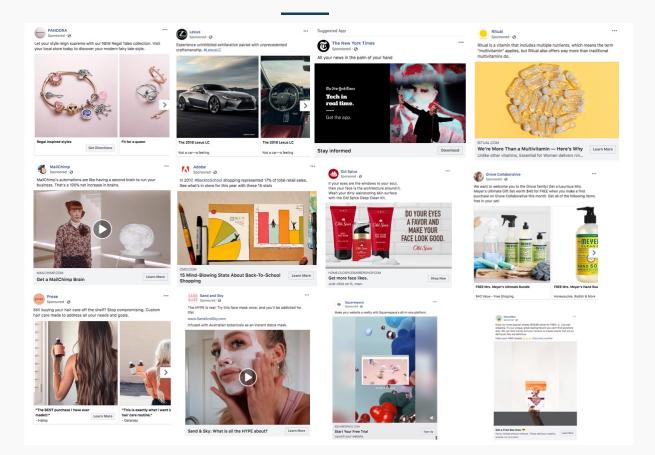








# Paid/Sponsored Facebook & Instagram Ads Work:





# Some of Clients from Huge List:

Web Development | Paid Ads | Digital Marketing | SEO



incehesap.com

























### Client: Shop Reck - USA

**USA Ecommerce Drop-shipping Case Study** 



#### Objectives

- Finding Winner Products
- Finding Winner Ads
- Scaling Orders
- Maximize ROAS

#### Strategies

- Product Research using best tools and techniques
- Finding winner products based on competition, popularity, benefits and stats of tools
- Creating Best Creatives to find out winner products quicker
- Testing different audiences
- Analyzing ads CTR, CPC, CPM, Engagement Ranking, Percentage Videos Watched, Demographic of Audiences etc.

#### Strategies – Cont.

- Scaling number of orders
- Testing next products in parallel to save time
- Optimizing testing costs
- Optimizing winner ads costs
- Scaling number of orders & improve ROAS

#### Results

- First 2 weeks of start went negative in terms of ROI but Found 1<sup>st</sup> Winner Product costing \$300 only
- Scales the number of orders in next 2 weeks and producing 4+ ROAS
- Click-through rate (CTR) & CPM improvement over days
- Finding new winner product every week to take it further for scaling

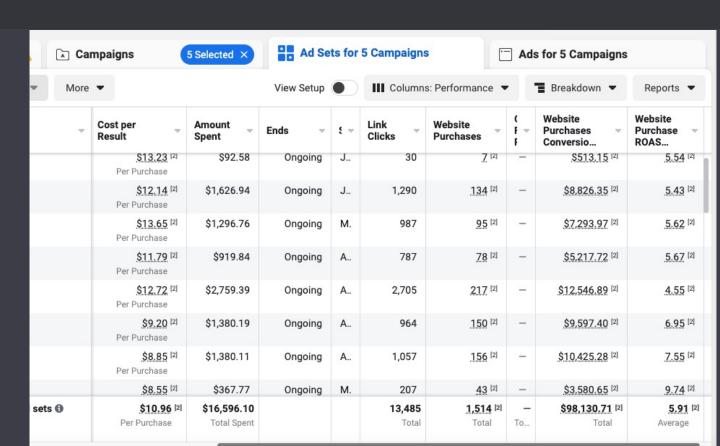
### **Facebook Ads Performance**

Social Media Marketing

Household Products Ecommerce - with around 6 ROAS

#### Strategy

- Testing dozens of creatives in first week
- Found winner creatives and testing audiences in second week
- Keep closing loser adsets & finding more winners
- Scaling number of orders in controlled CPA
- Different strategies to scale like CBO, Increasing Budgets, More Creatives etc.



### **Google Ads – High Ticket Product Conversions**



				Searcn	Segment	Columns	Reports D	ownload Exp	and more	
•	Ad	Ad strength	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversion:
•	Custom Neon Signs   Made in Canada   Affordable & Durable Neon Sign +6 more  Lostom/Neon Create awesome Neon LED Signs and Wall Art on our Website & get it Delivered. Custom View assets details	Good	Responsive search ad	16,063	261,620	6.14%	CA\$2.23	CA\$35,837.28	2.64%	423.50
•	Custom Neon Signs   Made in Canada   Affordable & Durable Neon Sign +6 more Western Agent Custom/Neon Create awesome Neon LED Signs and Wall Art on our Website & get it Delivered. Custom View assets details	Good	Responsive search ad	6,586	90,882	7.25%	CA\$0.96	CA\$6,351.89	0.58%	38.00
•	Custom Neon Signs   Made in Canada   Affordable & Durable Neon Sign +6 more Custom/Neon Create awesome Neon LED Signs and Wall Art on our Website & get it Delivered. Custom View assets details	Good	Responsive search ad	4,408	52,070	8.47%	CA\$2.54	CA\$11,175.43	1.85%	81.50
	Total: Ads in your current view ①			27,057	404,572	6.69%	CA\$1.97	CA\$53,364.60	2.01%	543.00

						Search	Segment	Coluillis	Reports Do	Willoau Ex	pariu wore	, '
•	Campaign	Impr.	CTR	Cost	Bid strategy type	↓ <u>Clicks</u>	Conv. rate	Conv. value	Conv. value / cost	Conversions	Avg. CPC	Cost / conv.
•	Ca Search Max Conv Val with Partners	261,619	6.14%	CA\$35,837.28	Maximize conversion value	16,063	2.64%	81,175.03	2.27	423.50	CA\$2.23	CA\$84.62
•	Q Ca Search Max Click	90,882	7.25%	CA\$6,351.89	Maximize clicks	6,586	0.58%	2,147.32	0.34	38.00	CA\$0.96	CA\$167.16
•	Ca Search Max Conv without Partners	52,070	8.47%	CA\$11,175.43	Maximize conversion value	4,408	1.85%	18,870.64	1.69	81.50	CA\$2.54	CA\$137.12
	Total: All enabled ca	404,572	6.69%	CA\$53,364.60		27,057	2.01%	102,192.99	1.91	543.00	CA\$1.97	CA\$98.28
~	Total: Account ③	542,700	6.46%	CA\$63,577.00		35,037	1.78%	122,858.46	1.93	625.00	CA\$1.81	CA\$101.72

Search

Columns

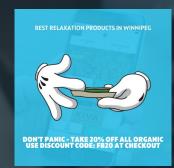
Reports

Download

# Client: CBD Products – Canada (ROAS 5+)

PuffWow & OrderMushroom Portals Canada







Campaigns 1 selected x					OO Ad se	0 Ad sets 2 selected ×							
+ 0	Create [	ii v	Edit	•	M	lore 🔻	Preview		View Se	etup 🕙 III Co	olumns: Custom 🔻	■ Breakdown ▼	Reports ▼
	Off / On	Ad			set	Budget	Ad set	Last significant edit	At sett	Results	Reach ~	Impressions	Cost per result 🔻
		3	New Traffic Ad		ne ks		\$40.00 Daily	Aug 29, 2022, 1: 3 days ago	7	2,321 Link clicks	97,622	293,192	\$0.69 Per Link Click
		<b>10</b>	New Traffic Ad		ne ks		\$30.00 Daily	Aug 29, 2022, 1: 3 days ago	7	1,588 Link clicks	78,682	347,106	\$0.82 Per Link Click
		Result	s from 2 ads 🚯					-	7	3,909 Link clicks		<b>640,298</b> Total	\$0.74 Per Link Click
		-											

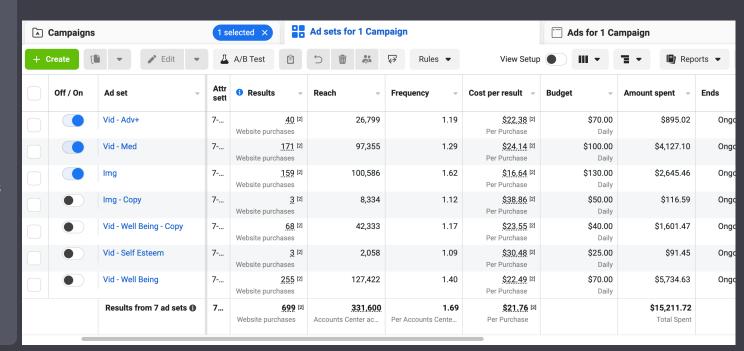
### CBD & Mushroom Ads (Monthly \$100k Sales)



Facebook Ads - with around 7 ROAS

#### Strategy

- Scaling Sales from 0 to \$100k monthly
- Testing dozens of creatives in first month
- Found winner creatives and testing audiences
- Keep closing loser adsets
   & finding more winners
- Scaling number of orders in controlled CPA
- Scaling Orders from 0 to 700 per month



### **Client: Aleez Shop**

Ecommerce Case Study (ROAS 4+)



#### Objectives

- Hunting Unique Products with High volume Search.
- Analyze & Develop new campaigns for Product Launch.
- Increase monthly sales by at-least 10% increase) while keeping the same marketing budget
- Scaling Number of Orders
- Optimize campaigns and ad spend (Under 20% of Sale)
- Increase Conversion Rate

#### Strategies

- Researching Competitors & creating best possible Ad Creatives & Audiences to Test.
- Analyzed target audience across related markets and developed new targeting strategies employing techniques including remarketing, lookalike audience and prospecting tactics
- Performed continuous A/B testing for optimized campaign performance on Social Media and Google
- Created original content on relevant trending topics and promoted across all channels

#### Strategies - Cont.

- Retargeting the potential customers based on consumer behavior analytics.
- Sending out Newsletters every week to maximize Conversions.
- Finding Winners Creative for Each Campaign, then finding more audiences to scale orders
- Integrated AI email followup for cart bounced users with attractive offers.
- Revised Prices to achieve Maximum Profit in Min CPA

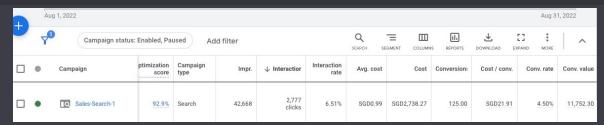
#### Results

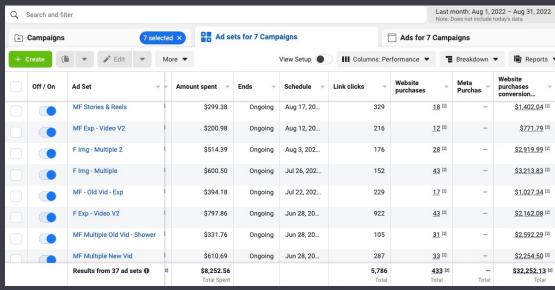
- Decreased Cost per Acquisition (CPA) by 21% (Rs.475/PA), thereby increasing the ROI.
- Total Generated Sales were Rs. 403,000. Product cost was 98,000 and Digital Marketing Cost was 94,050.Profit Recorded was 200,000 Approx. (1st Month)
- Click-through rate (CTR) exceeded set target and subsequently increasing conversions.
- Growth Rate 30% Monthly.

### **Ads Performance** (Monthly Sales \$40k+, ROAS 4+)



Scented Candles Store (www.lynkartisan.com)





### **Ads Performance (Improved CPA)**



Ad Name	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Lingerie	Feb 15, 2020, 1:4 13 days ago	22 Purchased	9,564	12,267	Rs97.89 Per Purcha
Bodyshapers	Feb 26, 2020, 5:4 2 days ago	Purchased	_	_	Per Purcha
Cosmetics ads	Feb 17, 2020, 12: 11 days ago	32 Purchased	50,400	77,951	Rs466.39 Per Purcha
bags	Jan 31, 2020, 1:0 28 days ago	25 Purchased	25,264	66,077	Rs595.48 Per Purcha
Pouches	Feb 13, 2020, 5:3 15 days ago	22 Purchased	64,208	89,223	Rs677.55 Per Purcha
Default name - Conversions	Feb 17, 2020, 1:1 11 days ago	27 Purchased	69,664	101,827	Rs549.38 Per Purcha
> Results from 11 ads 🚯		198 Purchased T	<b>264,383</b> People	<b>594,545</b> Total	Rs475.23 Per Purchas

# Client: Cryptocurrency Projects (Cloaking Ads)

Leads Generation of Crypto Investors





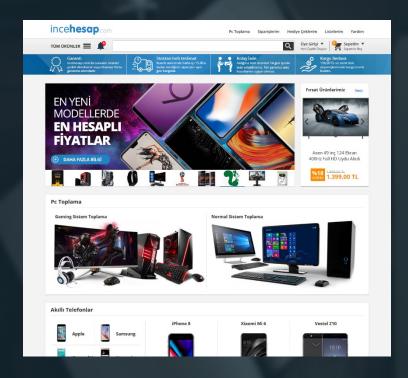
### **Google Ads – Training/Mentor Course Leads**

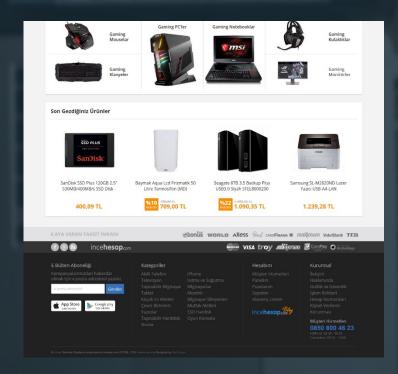


Campaign	Avg. cost	↓ Cost	Call Booking EE	Cost per Call EE	Clicks	Avg. CPC	Bid strategy type	Conv. rate	Conversions	Cost / conv.
Iron 13min - USA Vid4	£0.04	£2,629.48	200.00	13.15	3,975	£0.66	Target CPA	3.05%	1,876.00	£1.40
Iron 13min - Canada Vid4	£0.03	£2,323.79	132.00	17.60	3,393	£0.68	Target CPA	2.08%	1,457.00	£1.59
<b>I</b> ron - 45min Vid2 #1	£0.03	£1,831.03	46.00	39.81	3,431	£0.53	Target CPA	2.25%	1,402.25	£1.31
■ Iron - 45min Vid2 #7	£0.04	£1,564.14	25.00	62.57	2,121	£0.74	Target CPA	2.45%	957.00	£1.63
Iron - 45min Islam2 Old Vid	£0.03	£1,461.20	30.00	48.71	1,967	£0.74	Target CPA	1.46%	620.00	£2.36
Iron - 18min Old Vid2 - UK	£0.04	£1,355.19	37.00	36.63	1,572	£0.86	Maximize conversions	1.34%	501.50	£2.70
Iron - 45min Vid2 France/Germany	£0.03	£1,258.37	37.00	34.01	2,495	£0.50	Target CPA	2.02%	867.00	£1.45
Iron - 45min Vid2 Belg/Sweden/Dutch	£0.04	£1,249.30	45.00	27.76	2,622	£0.48	Target CPA	2.83%	983.00	£1.27
Iron - 18min Old Vid2 - UK #3	£0.04	£892.15	36.00	24.78	1,120	£0.80	Target CPA	2.19%	464.00	£1.92
Iron Test 2	£0.03	£869.16	132.00	6.58	1,908	£0.46	Target CPA	2.69%	777.00	£1.12
Total: All enabled campaigns	£0.03	£37,181.54	1,461.00	25.45	56,751	£0.66		1.82%	20,895.49	£1.78
Total: Account ③	£0.03	£37,181.88	1,461.00	25.45	56,751	£0.66		1.82%	20,895.49	

# Client: incehesap.com

Turkey, Digital Marketing Client





### **Client:** InceHesap.com

**Ecommerce Case Study** 



#### Objectives

- Analyze & Develop new campaigns for Product Launches
- Increase monthly sales by at-least 10% (US\$ 100,000 increase) while keeping the same marketing budget
- Generate engagement through tailored creative content
- Optimize campaigns and ad spend
- Increase conversion rate

#### Strategies

- Analyzed target audience across related markets and developed new targeting strategies employing techniques including remarketing, lookalike audience and prospecting tactics
- Performed continuous A/B testing for optimized campaign performance on social media and search engines

#### Strategies - Cont.

- Created original content on relevant trending topics and promoted across relevant channels
- Integrated AI to show relevant products in recommendations slider & checkout page based on customer's buying habits
- Integrated AI email followup for cart bounced users

#### Results

- Exceeded sales revenue target by achieving 18% growth (US\$ 540,000) in a 3 month period
- Decreased cost per click (CPC) by 12%, thereby increasing the ROI
- Impression rate exceeded set target
- Click-through rate (CTR) exceeded set target
- New content increased organic traffic

### **Ads Performance (Mega Store)**

**Electronics Store** 



Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent
Mi Power Bank	14 Purchases	42,569	55,081	Rs322.42 Per Purchase	Rs4,513.90
Mi Wifi Amplifier	126 Purchases	78,993	155,098	Rs189.09 Per Purchase	Rs23,824.83
Haylou Smart Watch	71 Purchases	124,480	218,450	Rs391.42 Per Purchase	Rs27,791.13
TV Box	17 Purchases	93,168	135,215	Rs742.01 Per Purchase	Rs12,614.19
Quran Pen	218 Purchases	787,847	1,917,176	Rs303.99 Per Purchase	Rs66,270.81
Huawei Honor Band 5	Purchase	11,028	12,625	Per Purchase	Rs1,434.93
Mi Camera 360	138 Purchases	251,042	623,086	Rs659.72 Per Purchase	Rs91,040.69
> Results from 11 campaigns (1) Excludes deleted items	_	<b>1,162,278</b> People	<b>3,202,157</b> Total	_	<b>Rs239,742.88</b> Total Spent

### Ads Performance (laaliandlaali.com)

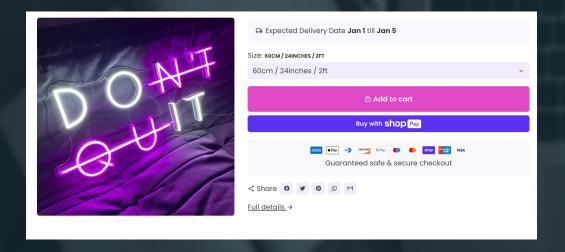


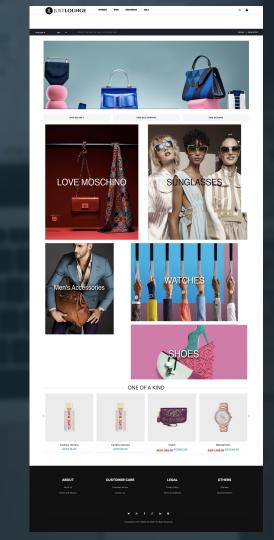
**Clothing Store** 

Off / On	Ad Set	Results	Reach =	Frequency	Cost per result 🔻	Budget =	Amount spent =
		Website Purcha			Per Purchase	Daily	
	Roman Black - Linen	41 [2] Website Purcha	251,661	1.38	Rs647.36 [2] Per Purchase	Rs1,800.00 Daily	Rs26,541.76
	Vid 1 OLX	55 [2] Website Purcha	295,361	1.44	Rs692.82 <sup>[2]</sup> Per Purchase	Rs1,000.00 Daily	Rs38,105.03
	2lmg - Black Boski - Exp 4x	493 [2] Website Purcha	2,278,923	2.05	Rs641.95 <sup>[2]</sup> Per Purchase	Rs3,200.00 Daily	Rs316,482.46
	Roman Black - Cotton - 3x	554 [2] Website Purcha	2,021,825	2.28	Rs707.85 <sup>[2]</sup> Per Purchase	Rs3,500.00 Daily	Rs392,146.74
	2lmg - Black Boski - Exp 3x	580 <sup>[2]</sup> Website Purcha	2,780,441	2.33	Rs601.76 <sup>[2]</sup> Per Purchase	Rs2,500.00 Daily	Rs349,022.93
	Exp	117 [2] Website Purcha	355,062	2.06	Rs1,241.62 <sup>[2]</sup> Per Purchase	Rs1,000.00 Daily	Rs145,270.11
	2lmg - Black Boski - Zameen - 2x	542 [2] Website Purcha	2,068,886	2.24	Rs560.64 <sup>[2]</sup> Per Purchase	Rs2,700.00 Daily	Rs303,864.62
	Results from 188 ad sets  Excludes deleted items		<b>8,952,752</b> People	<b>7.35</b> Per Person	Per Purchase		<b>Rs6,614,552.48</b> Total Spent

# justlounge.com

Web Development & Paid Ads Client, UAE



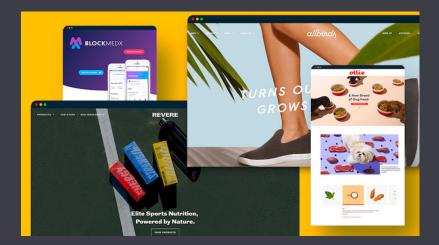


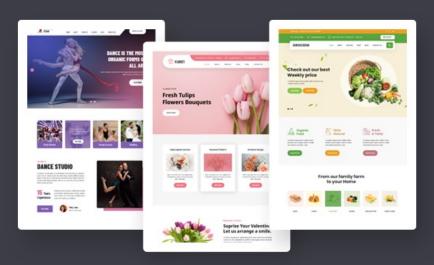
### **Different Ecommerce Clients**

**Industry: E-Commerce** 

Services: Web Development, Running Ads

**Location: Worldwide** 

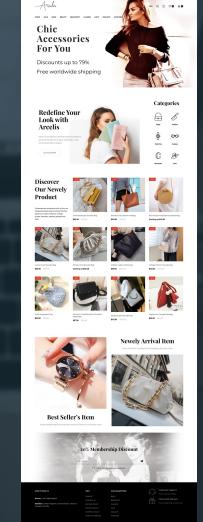






# **Ecommerce Drop-shipping Client**

- Drop-shipping Research for USA Market
- Facebook, Instagram & Google Paid Ads
- Website Designing in Shopify
- Conversions Optimization Structure
- Reviews Systems & Urgency Factors Inclusion
- Social Proof Pugin
- Finding Winner Products
- Finding Winner Ads
- Scaling Business



### **Gloria Jean's Coffee**

**Industry: Coffee** 

Services: Digital Marketing







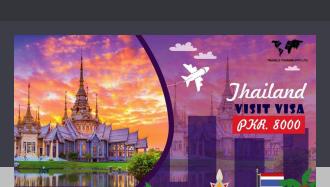
### Client: Travelo Tourism

**Industry: Tourism** 

Services: Social Media Marketing, Banners











# Call Center (BPO) Lead Generation WORK - USA

We are giving consultancy services to generate high quality hot leads for different USA Campaigns like Insurance Leads, Final Expense, Home Security etc. Moreover UK & Gulf Campaigns for Coaching Course Selling & Real Estate Businesses.



#### **Paid Ads Ecom. Conversion Ads** - Media Buying on Google, - Creatives Testing Facebook, Instagram, - Finding Winner Ad-sets Youtube, TikTok, Snapchat etc. - Scaling Orders - Increasing ROAS - Lead Generation, Sales, - High Level Scaling on Boosting & Brand Awareness **Multiple Platforms Cloaking Ads E-commerce Business Web Applications** - Ad Approval System For - Requirements Gathering - Shopify or Wordpress Portals **Restricted Businesses** - Business Proposal - Products Research - To bypass Reviewers & Bots - Web Design & Development - Theme Customization and get your Ads Approved! - Project Management - Conversion Optimization - For Businesses like CBD, Crypto, Health Products etc.

#### We tell stories. Your fortunes change

We tell stories, stories of you. Your online presence is the story you tell with our script. This is what we're good at. When designing and developing website, when marketing your website online, when mobilizing your website, the doors of opportunities will be open for you, as we create the channels for you.

# Why still waiting?... Lets start...



**Our Office Locations:** 

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Romania: Office F1, Nr. 88, Calea Moșilor, Sector 3, Bucharest.



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