



CONSULTANTBYTE PORTFOLIO

CASE STUDIES



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Google Ads

GOOGLE ADS CASE STUDIES

FASHION BRAND

www.stylehubuk.co.uk

Increase online sales of seasonal apparel while reducing cost per acquisition (CPA) ahead of the holiday shopping rush.

The Challenge:

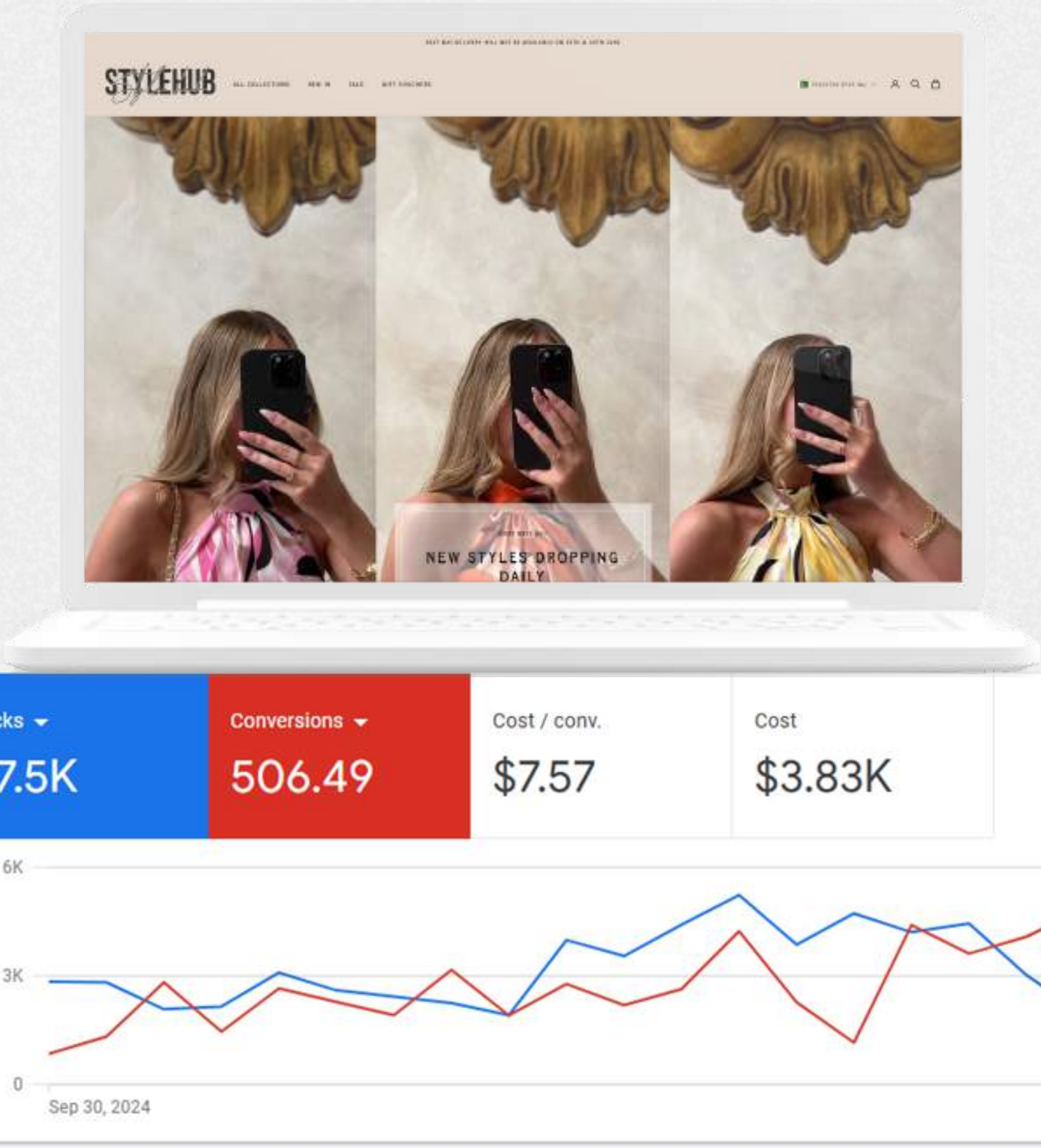
- High competition in the fashion e-commerce space.
- Rising ad costs during peak shopping seasons.
- Low conversion rates on generic product ads.

Our Strategy:

- **Keyword Optimization:** Focused on long-tail keywords like "women's winter coats under \$100" to attract high-intent shoppers.
- **Shopping Ads:** Prioritized Google Shopping campaigns with high-quality images, competitive pricing, and promotions (e.g., "Free Shipping Over \$50").
- **Audience Segmentation:** Retargeted cart abandoners with dynamic ads showcasing the exact products they viewed.
- **Ad Scheduling:** Increased bids during evenings and weekends when engagement was highest.

Results

- Clicks: **67,500** (up **35%** from previous quarter)
- Cost per Conversion: **\$7.57** (**22%** decrease YoY)
- Revenue Generated: **\$45,540** (ROAS of **5.2x**)



PLUMBING SERVICE

www.masterplumbersusa.com

Generate high-intent leads for emergency plumbing services in the Greater Chicago area.

The Challenge:

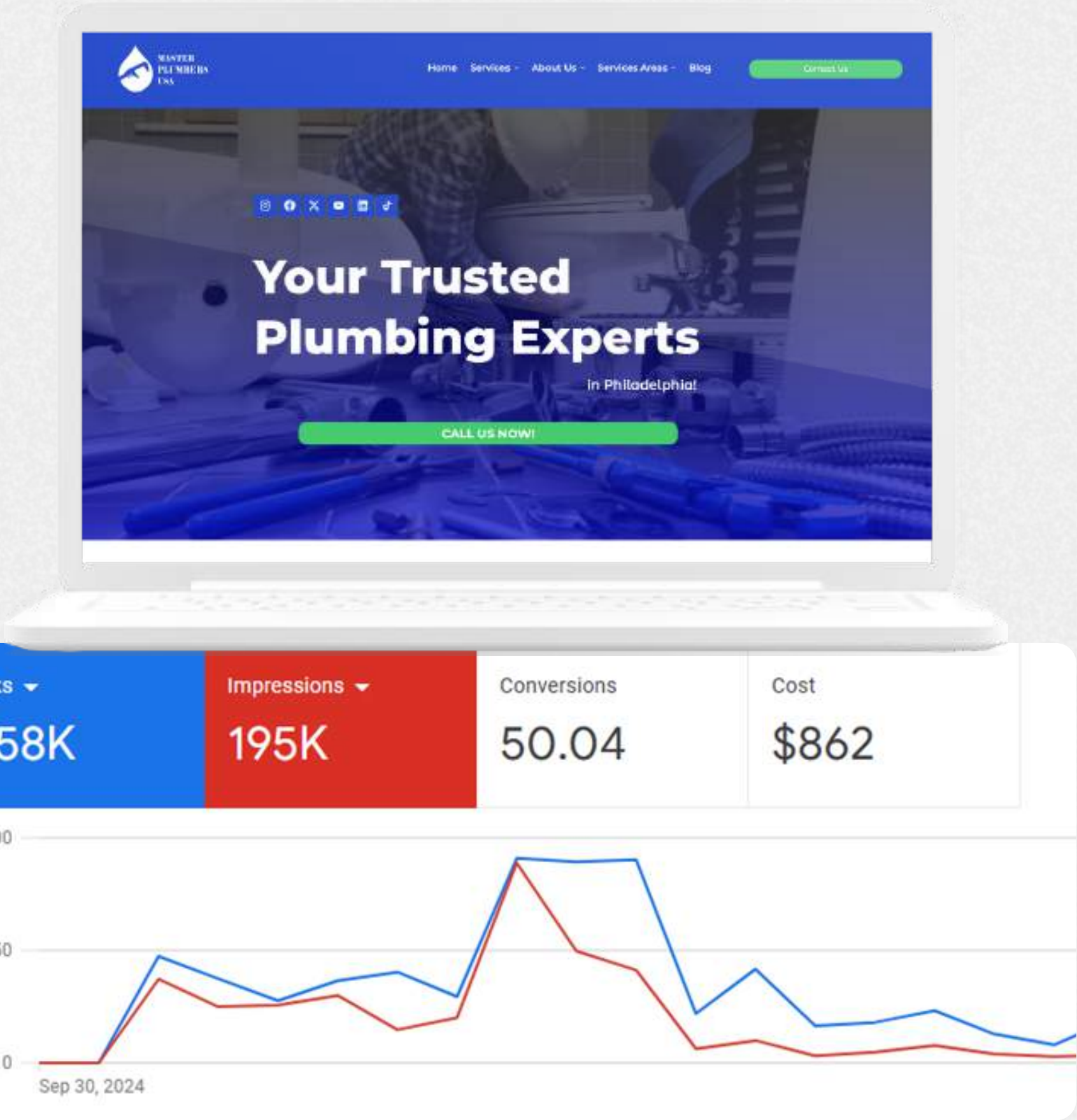
- Low online visibility compared to national competitors.
- High cost per lead due to competitive local service ads.
- Need for immediate conversions (calls or contact forms).

Our Strategy:

- **Geo-Targeting:** Restricted ads to a 20-mile radius around Chicago with bid adjustments for high-demand zip codes.
- **Ad Extensions:** Used call extensions ("Call Now for 24/7 Service") and location extensions to drive immediate actions.
- **Urgency-Driven Copy:** Ads highlighted same-day service with phrases like "Burst Pipe? We'll Fix It in 60 Minutes or Less!"

Results

- Clicks: **6,580** (up **50%** from prior campaigns)
- Impressions: **195,000** (improved ad rank due to optimized Quality Score)
- Conversions: **50** leads (mix of calls and contact forms)
- Cost per Lead: **\$17.23** (industry average: **\$25–\$35**)



SAAS STARTUP

www.taskflowpro.com

Drive free trial sign-ups for a project management tool among small businesses.

The Challenge:

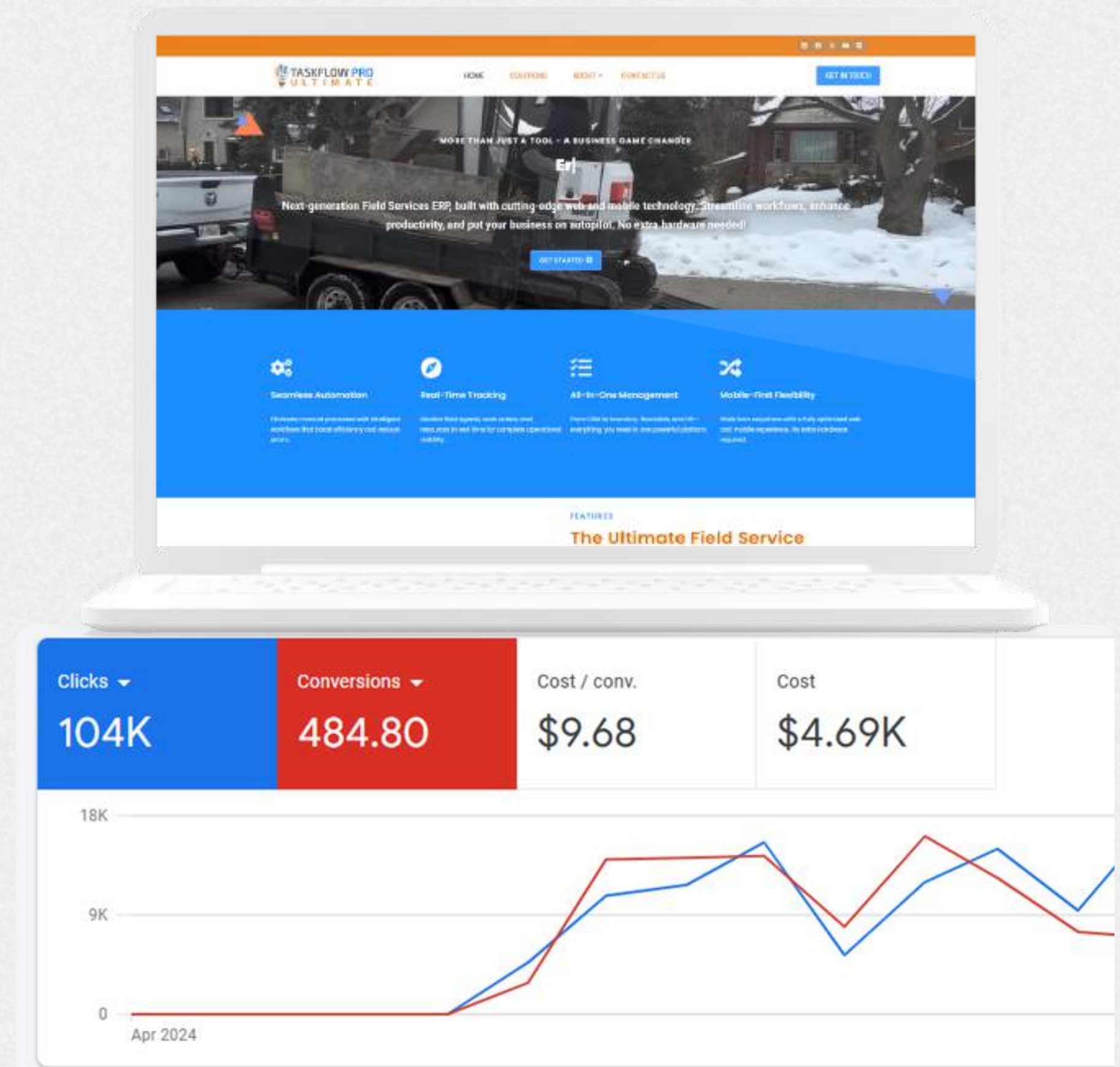
- Low brand awareness in a crowded SaaS market.
- High bounce rates on landing pages.
- Need to educate users on product differentiation.

Our Strategy:

- **Audience Targeting:** Used LinkedIn audience data to target SMB decision-makers (e.g., "Operations Managers") via Google Display Network.
- **A/B Testing:** Tested two landing pages—one focused on features, the other on pain points ("Tired of Missed Deadlines?").
- **Video Ads:** Launched YouTube bumper ads showcasing workflow automation benefits.
- **Remarketing:** Nurtured visitors who explored pricing pages but didn't convert.

Results

- Clicks: **104,000** (primarily from Display/Video)
- Conversions: **90** free trials
- Cost per Trial: **\$9.68** (vs. **\$15** industry benchmark)
- Paid-to-Free Conversion Rate: **25%** (exceeded goal by **10%**)



TRAVEL AGENCY

www.eliteescapes.travel

Boost bookings for premium all-inclusive Caribbean vacations.

The Challenge:

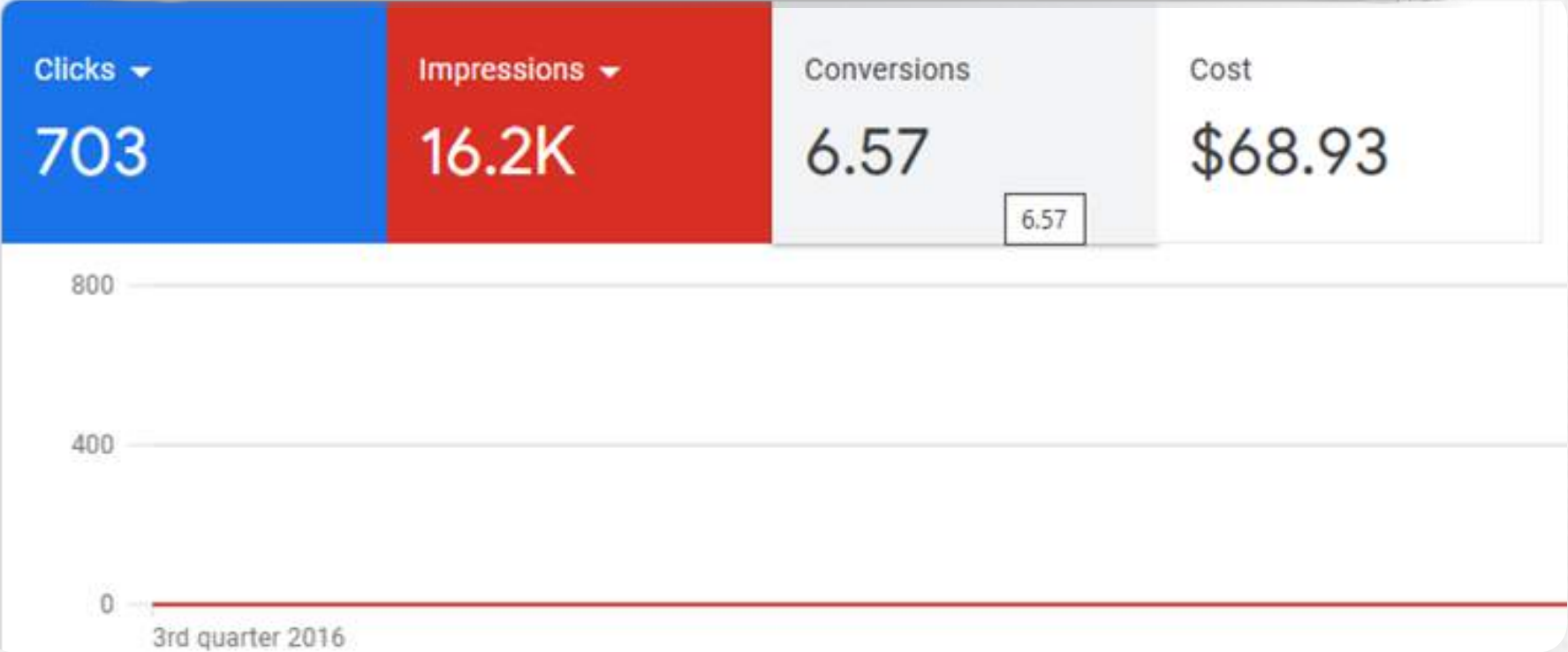
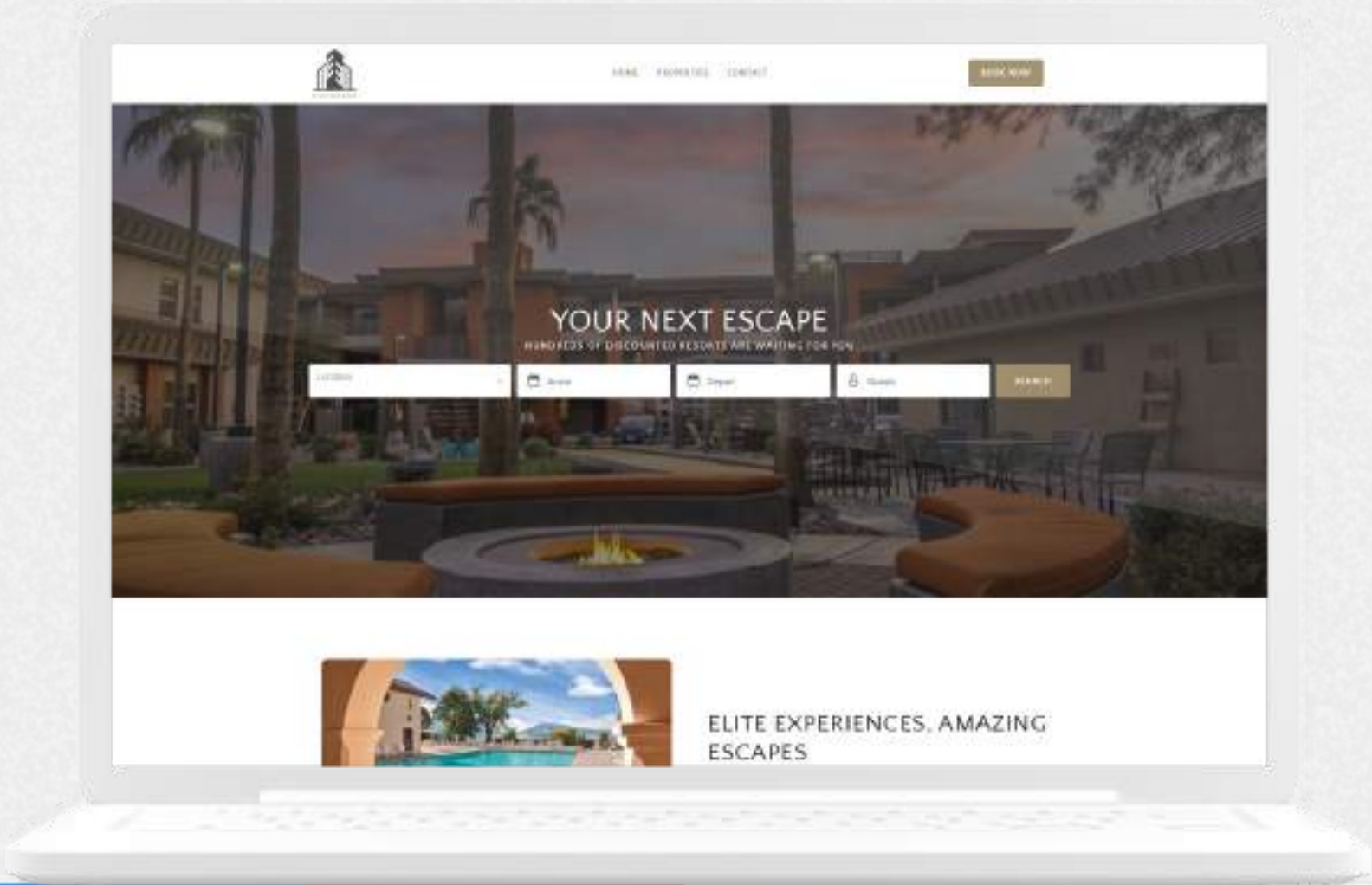
- High-cost niche with longer decision cycles.
- Low click-through rates (CTR) on generic travel ads.
- Need to stand out against OTAs (Expedia, Booking.com).

Our Strategy:

- Seasonal Campaigns: Launched "Winter Getaway" ads in Q4 with limited-time perks (e.g., "Free Spa Credit").
- Dynamic Remarketing: Showed personalized ads to users who viewed specific resort pages.
- Luxury-Focused Copy: Emphasized exclusivity ("Private Villas with Ocean Views").
- Google Hotel Ads: Partnered with Google to display real-time availability and prices.

Results

- Clicks: **703** (from high-intent search queries)
- Conversions: **6** confirmed bookings
- Average Booking Value: **\$2,500**
- ROAS: **8x** (Revenue: **\$18000** | Ad Spend: **\$100**)

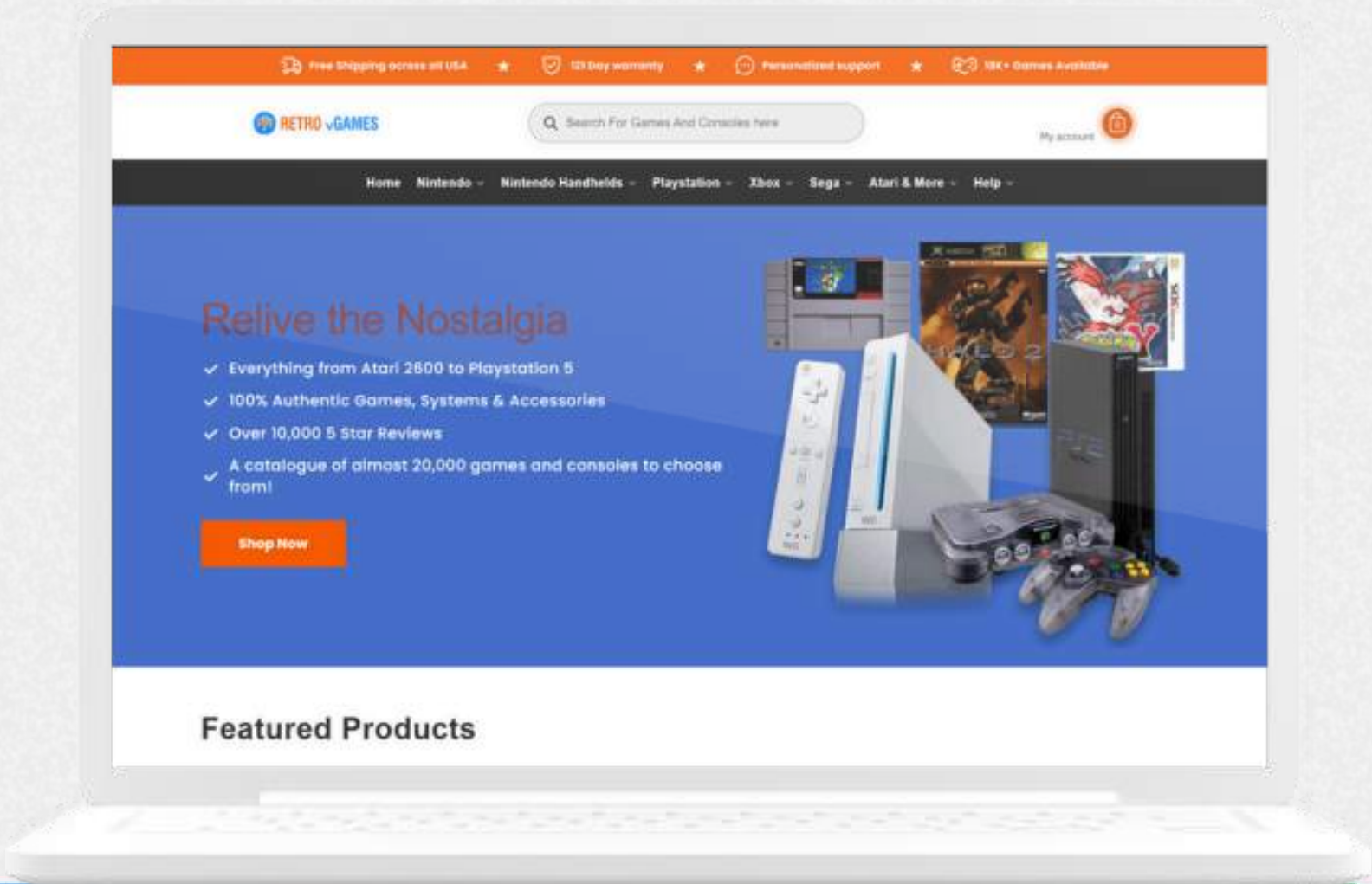


RETRO V GAMES ?

I have greatly enhanced the online visibility and user engagement for Retro V Games, a leading retro video game retailer, by launching a highly successful Google Ads PPC campaign. With a meticulously designed strategy that encompassed keyword targeting, ad creation, and budget management, I delivered remarkable results in attracting targeted traffic to their website.

KPIs

Campaigns Types	Daily Budget	Interactions
Shopping	\$6900	2,85,1512
Performance Max	\$342	46,196
Search Campaign	\$224	29,505
Video Ads	\$30	30,105

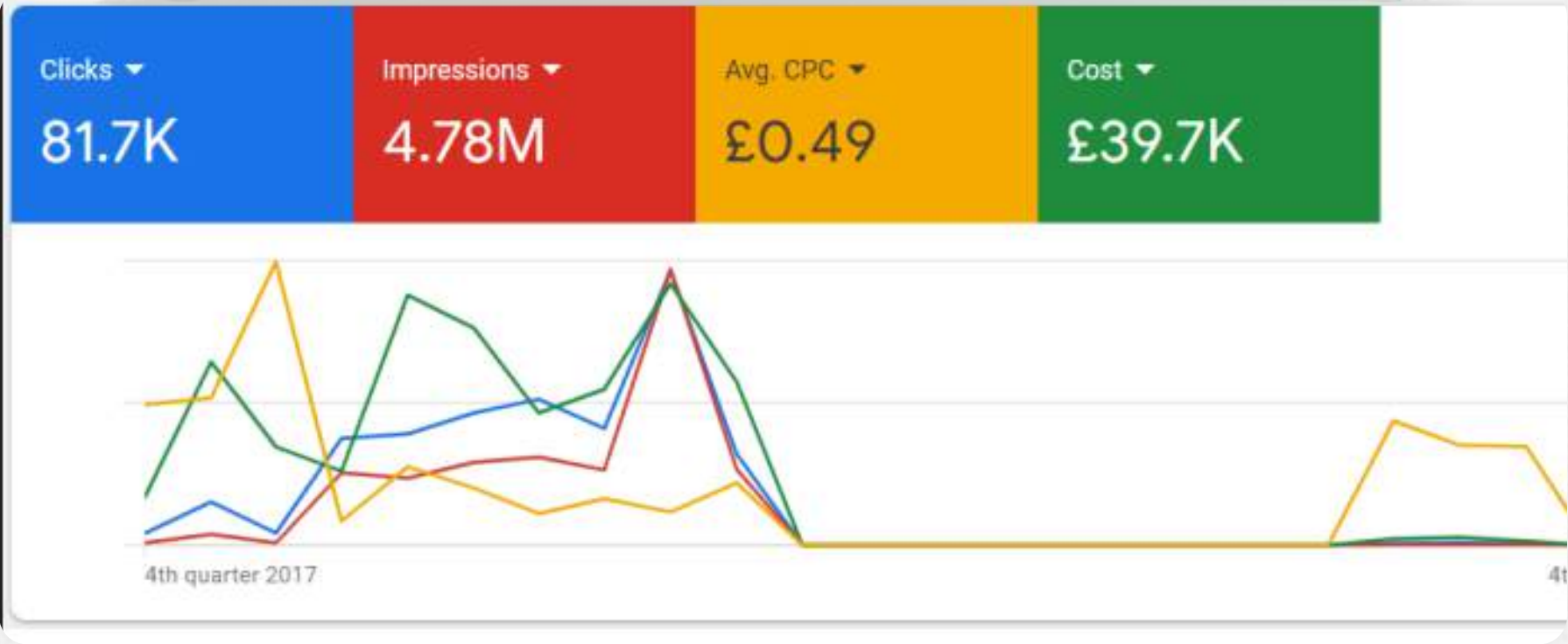


MINA TOURS

I committed myself to enhancing MINA TOURS' online visibility by implementing a well-planned PPC Google Ads strategy, highlighting their outstanding travel services to create an unparalleled user experience.

KPIs

Campaigns Types	Daily Budget	Interactions
Search Ad	£ 25	40,989
Display Ad	£ 15	40,305

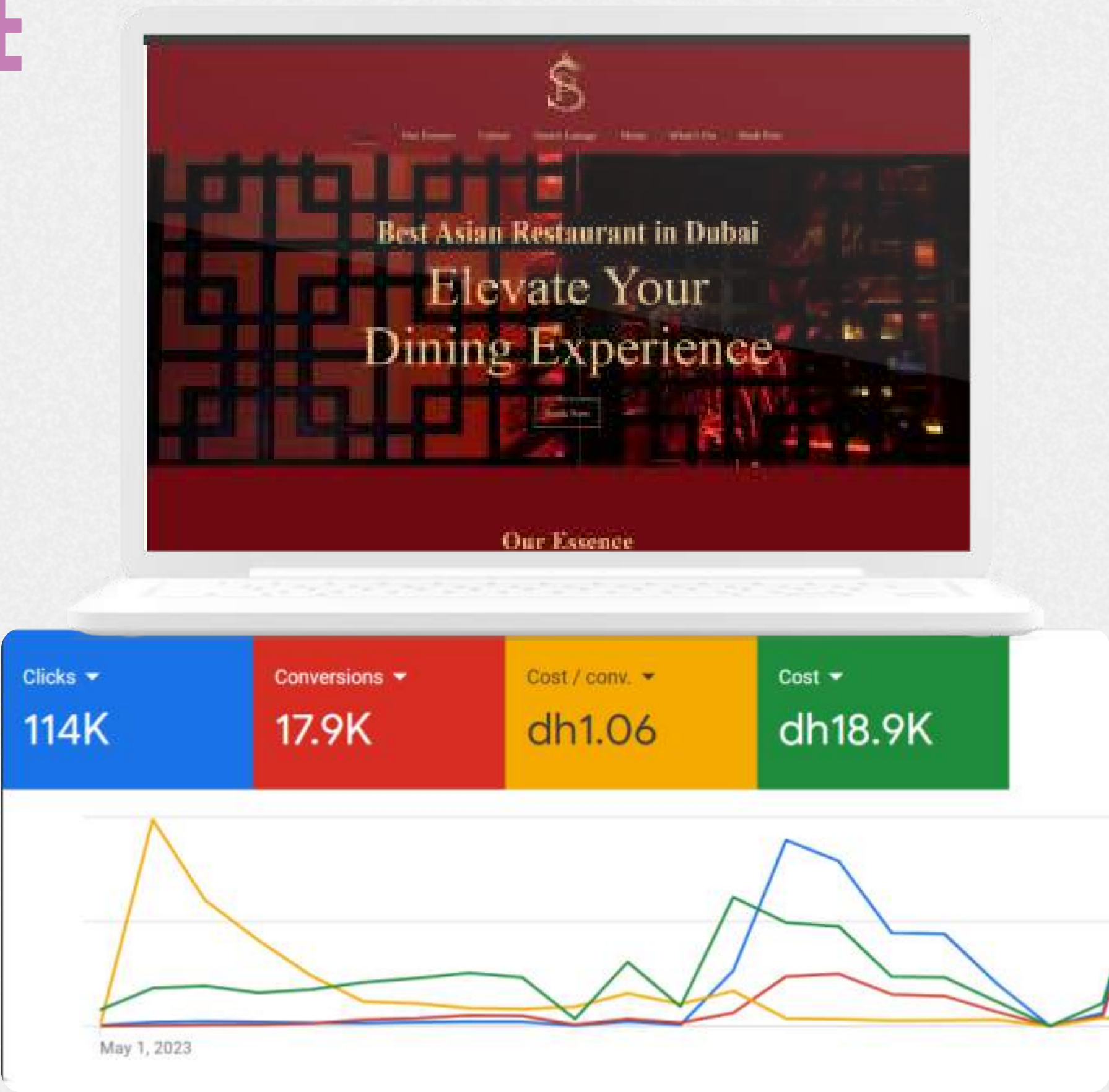


SUMMER PLACE BY LIFESTYLE

I significantly enhanced the online visibility and traffic for Summer Place by Lifestyle, a top vacation destination, through the implementation of a successful Google Ads PPC (Pay-Per-Click) strategy.

KPIs

Campaigns Types	Daily Budget	Interactions
Performance Max	200 AED	16,388
Search Ad	200 AED	1505

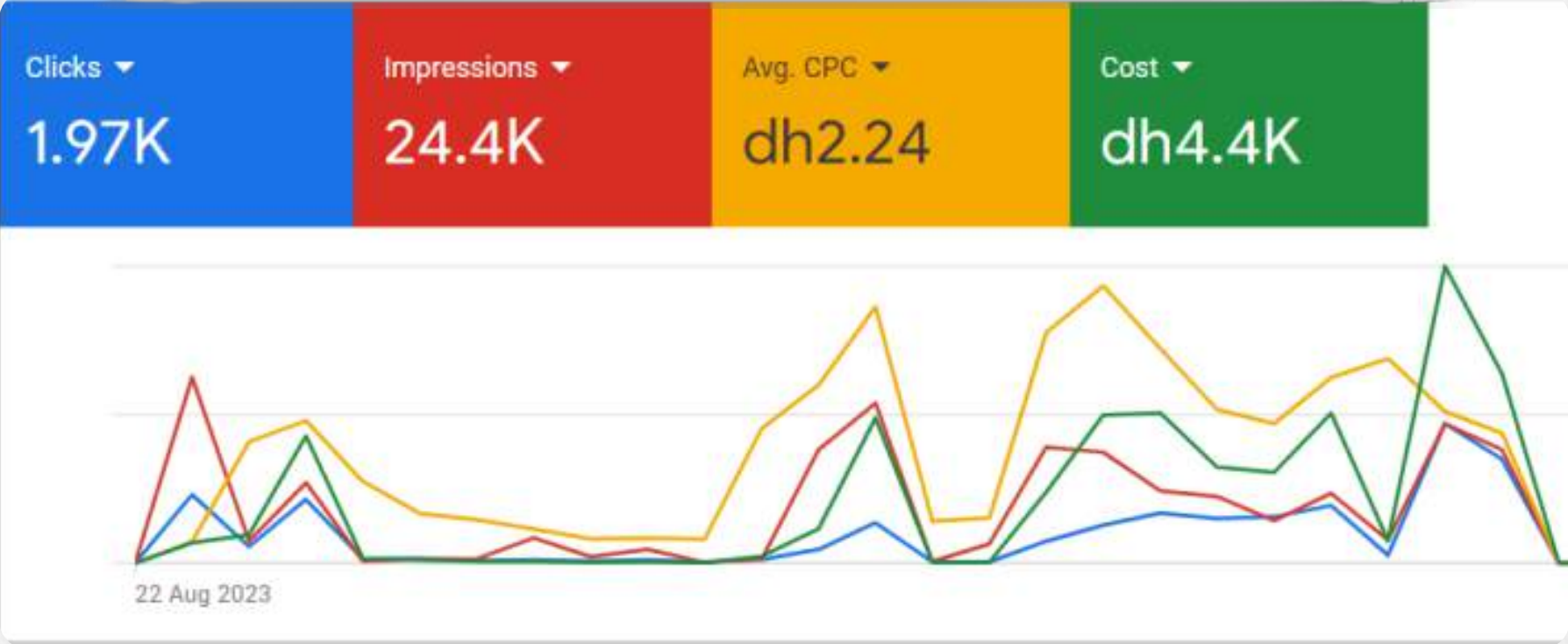


DXB RENTAL CARS

I have successfully improved the online presence and accessibility of DXB Rental Cars, a leading car rental service in Dubai, by implementing a strategic Google Ads PPC (Pay-Per-Click) campaign.

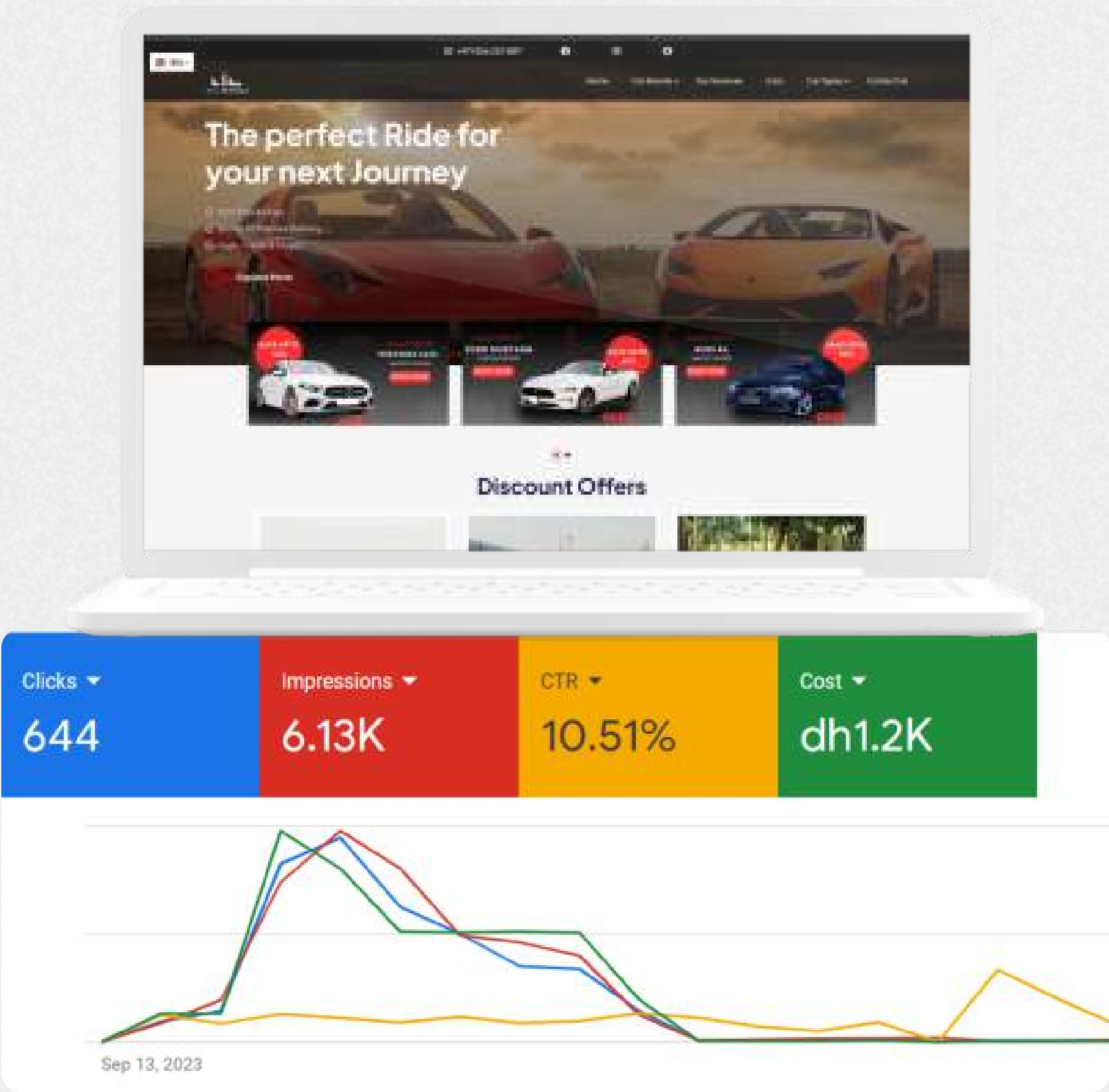
KPIs

Campaigns Types	Daily Budget	Interactions
Search Ad	300 AED	242



DXB RENTALS

I have focused my dedicated efforts solely on delivering exceptional results for DXB Rentals, a leading car rental service based in Dubai. My steadfast commitment has been to highlight their outstanding rental fleet, with the main goal of enhancing their online visibility.





META ADS CASE STUDIES

BSM DEVELOPERS

The Challenge:

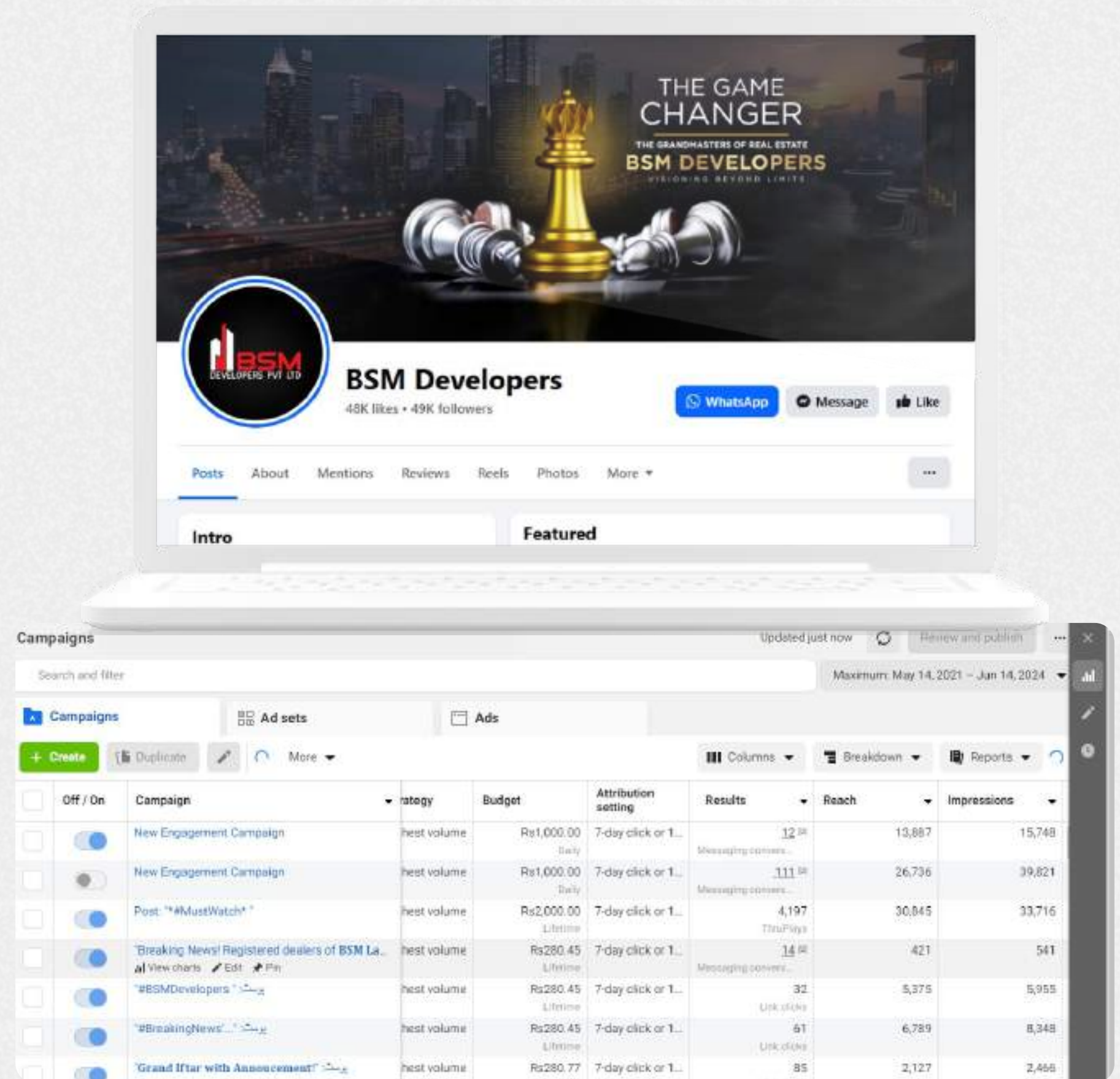
BSM Developers launched Marina Sports City, a premium housing project, and needed to generate high-quality real estate leads at a low cost per acquisition in a saturated market. Despite strong offline branding, their online funnel lacked strategic ad segmentation and targeted reach.

Our Strategy:

We designed a multi-phase Facebook Ads funnel focused on awareness, consideration, and conversion. The campaign utilized engaging video walkthroughs and 3D mockups, paired with precise location and interest targeting (property investors, expats, middle-class homeowners). We A/B tested ad creatives, employed retargeting for page visitors and engagement, and implemented instant lead forms to reduce friction.

Results

- **4,213** qualified leads generated in 60 days
- Cost per lead reduced to **PKR 67**
- **28%** conversion from lead to physical site visit
- **2.3 M+** impressions and **35,000+** clicks with a **CTR** of **1.5%**



AR TRAVEL

The Challenge:

AR Travel wanted to increase bookings for its international tour packages, especially Umrah, Dubai, and Turkey, during the off-season. Their prior campaigns lacked ad personalization and failed to convert lookers into bookers.

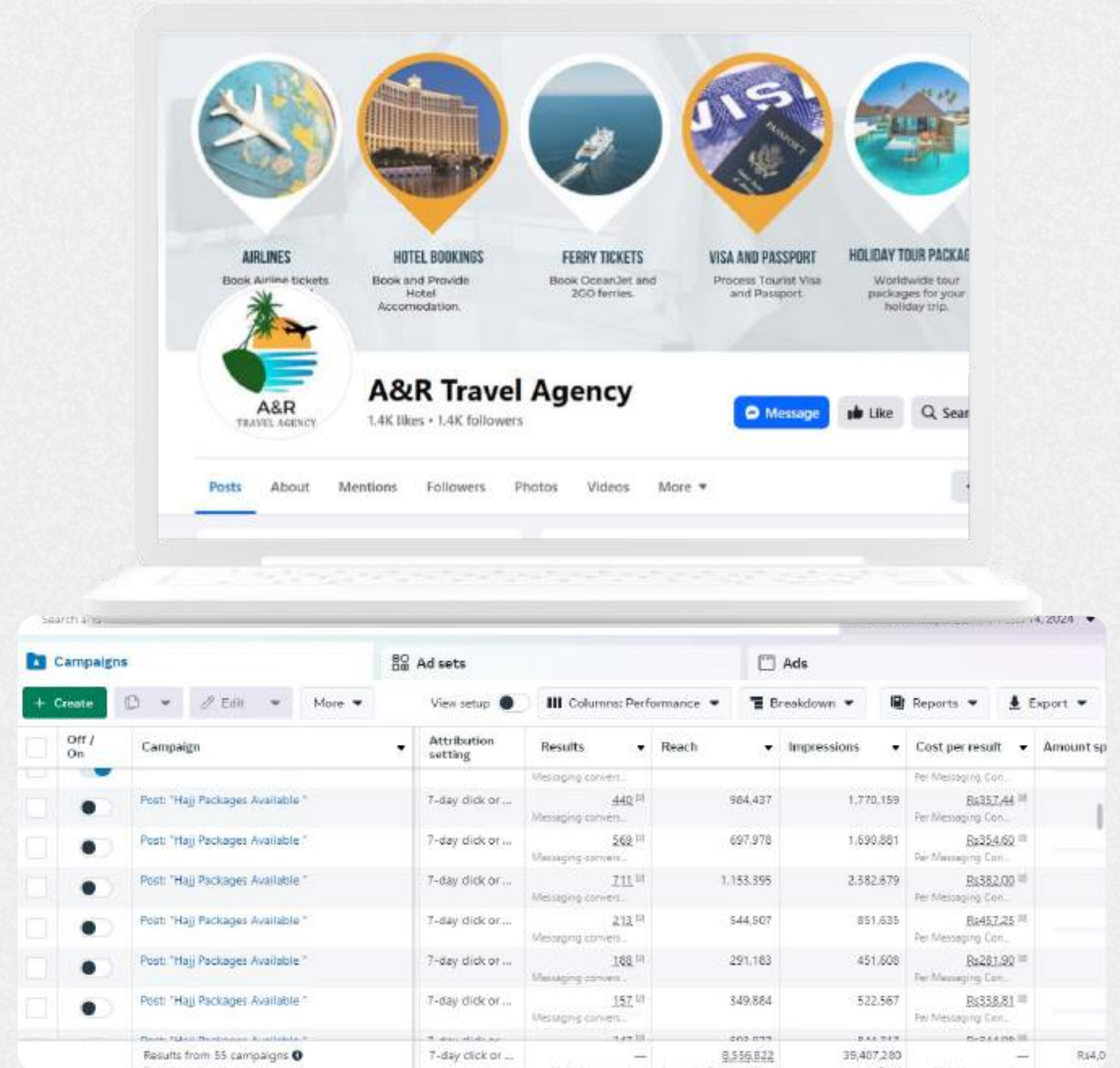
Our Strategy:

We developed dynamic Facebook ad creatives showcasing destination highlights with urgency-based CTAs (limited-time offers). Campaigns were split by destination and language (English/Urdu) to improve localization.

Retargeting sequences were set up for website visitors and leads who didn't convert, and we leveraged WhatsApp CTA buttons for instant conversations.

Results

- **1,380** inquiries within **30 days**
- Booking conversion rate improved by **43%**
- Reduced cost-per-message by **38%** compared to previous campaigns
- **500+** direct WhatsApp conversations initiated



U.N.S MARKETING

The Challenge:

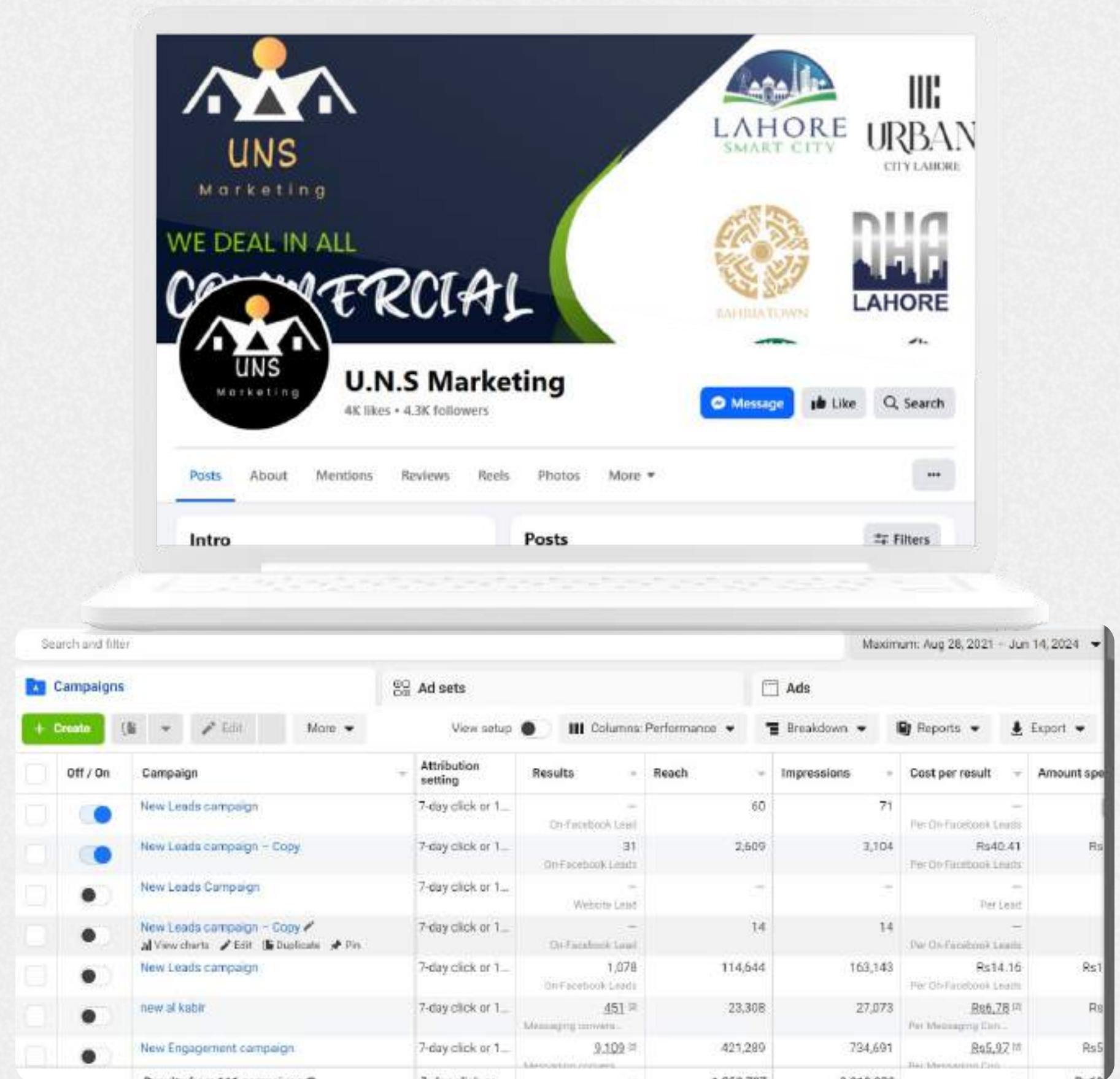
U.N.S Marketing aimed to build hype for a new residential block while managing limited ad spend. Their challenge was brand differentiation in a highly competitive real estate niche and achieving high intent lead quality.

Our Strategy:

We created emotion-driven ad copy around “affordable luxury” and “easy installment plans” targeting young families and first-time buyers. Ads were customized for mobile-first viewing with quick-load lead forms and interactive carousel creatives. Lookalike audiences based on prior lead behavior were used for prospecting

Results

- **3,930** high-intent leads generated
- **42%** engagement uplift compared to earlier campaigns
- **CPL** maintained under **PKR 55**
- Project received **120+** confirmed booking appointments within **6 weeks**



SIGNATURE FOOD

The Challenge:

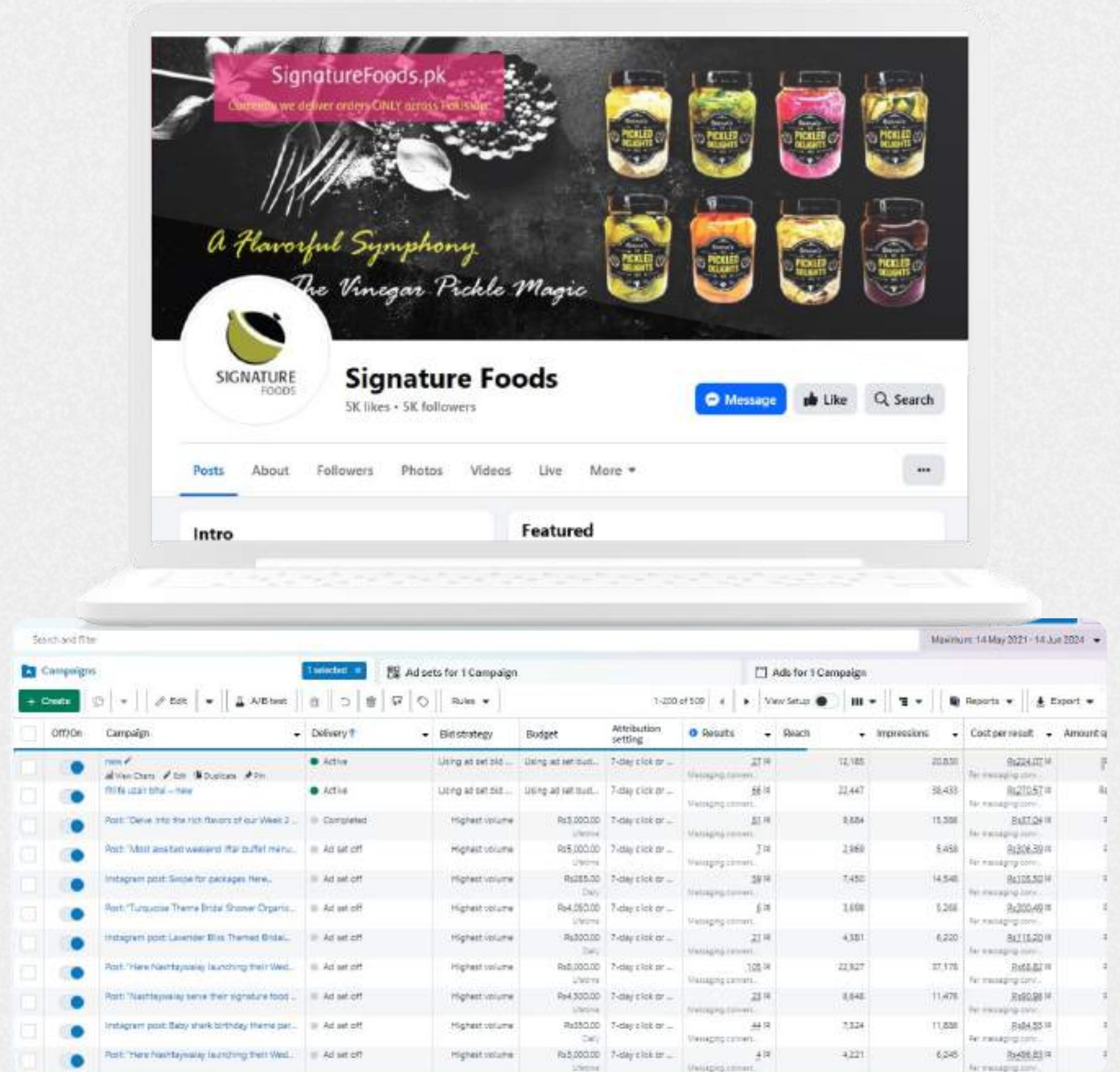
Signature Food, a premium frozen food brand, wanted to grow its direct-to-consumer (D2C) sales via Facebook and build awareness in Lahore and Islamabad. The brand had minimal social proof and no established digital funnel.

Our Strategy:

We launched location-specific Facebook ads with high-quality product photos, recipe demo videos, and influencer UGC (user-generated content). We structured the funnel with reach and traffic campaigns on top, followed by retargeting with discount offers. Facebook Shop and Instagram tagging were also set up to drive impulse buys.

Results

- **600+** direct orders via Facebook and Instagram
- ROAS of **3.7x** on ad spend
- **1.1 M+** reach and **210,000** video views
- **5,400+** profile visits and **14%** increase in repeat buyers within **30 days**



BRIDAL DRESSES

The Challenge:

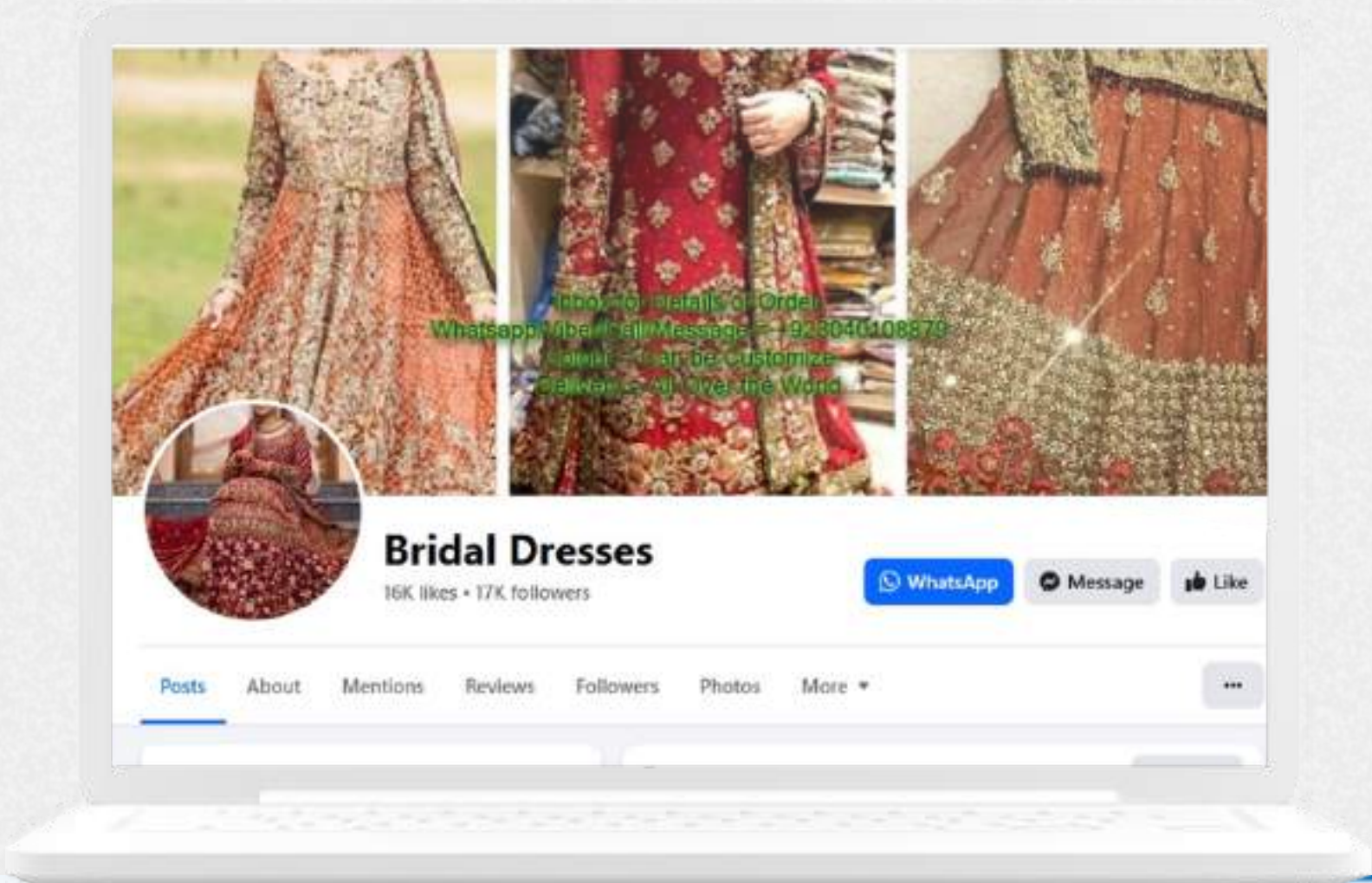
An up-and-coming bridal wear brand wanted to boost visibility and sales of luxury bridal dresses across Pakistan and UAE. They struggled with cart abandonment and low conversion from ad traffic to final orders.

Our Strategy:

We built an end-to-end conversion-focused Facebook ad strategy with catalog ads, dynamic retargeting, and testimonials. Custom audience segmentation was done by bridal search behavior, age, and gender. Our creatives included storytelling carousel ads, behind-the-scenes videos, and bridal shoot reels to emotionally connect with brides-to-be.

Results

- **2,850** leads and **430** sales in **45** days
- **5.2x** ROAS on retargeting campaigns
- **700%** increase in website traffic
- Bounce rate dropped by **38%** due to ad-to-landing page alignment



Search and Filter

Maximum: 14 May 2021 - 14 Jun 2024

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

Create

Edit

A/B test

Rules

1-200 of 500

View Setup

Reports

Export

Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount
<input type="checkbox"/>	<div><div>new</div><div>all View Details Edit Duplicate Pin</div><div>Life is all about this - new</div></div>	Active	Using ad set bid...	Using ad set budt...	7-day click or ...	27 IR	12,185	20,830	R\$224.07 IR	7
<input type="checkbox"/>	<div><div></div><div>Life is all about this - new</div></div>	Active	Using ad set bid...	Using ad set budt...	7-day click or ...	56 IR	22,447	38,433	R\$270.57 IR	81
<input type="checkbox"/>	<div><div></div><div>Post: "Dive into the rich flavors of our Week 2 ...</div></div>	Completed	Highest volume	R\$3,000.00 Lifetime	7-day click or ...	81 IR	8,894	15,308	R\$17.24 IR	7
<input type="checkbox"/>	<div><div></div><div>Post: "Must-visit weekend #fai buffet menu...</div></div>	Ad set off	Highest volume	R\$5,000.00 Lifetime	7-day click or ...	7 IR	2,860	5,458	R\$306.39 IR	1
<input type="checkbox"/>	<div><div></div><div>Instagram post: Sizzle for packages Here...</div></div>	Ad set off	Highest volume	R\$255.00 Daily	7-day click or ...	39 IR	7,450	14,548	R\$125.50 IR	3
<input type="checkbox"/>	<div><div></div><div>Post: "Turquoise Theme Bridal Shower Organ...</div></div>	Ad set off	Highest volume	R\$4,050.00 Lifetime	7-day click or ...	6 IR	3,608	5,268	R\$200.49 IR	5
<input type="checkbox"/>	<div><div></div><div>Instagram post: Lavender Bliss Themed Bridal...</div></div>	Ad set off	Highest volume	R\$300.00 Daily	7-day click or ...	21 IR	4,381	6,220	R\$115.20 IR	7
<input type="checkbox"/>	<div><div></div><div>Post: "Here Natchipalay launching their Wed...</div></div>	Ad set off	Highest volume	R\$5,000.00 Lifetime	7-day click or ...	105 IR	22,827	37,176	R\$65.82 IR	7
<input type="checkbox"/>	<div><div></div><div>Post: "Natchipalay serve their signature food ...</div></div>	Ad set off	Highest volume	R\$4,500.00 Lifetime	7-day click or ...	23 IR	8,848	11,478	R\$90.98 IR	9
<input type="checkbox"/>	<div><div></div><div>Instagram post: Baby shark birthday theme par...</div></div>	Ad set off	Highest volume	R\$350.00 Daily	7-day click or ...	44 IR	7,324	11,838	R\$84.55 IR	7
<input type="checkbox"/>	<div><div></div><div>Post: "Here hachipalay launching their Wed...</div></div>	Ad set off	Highest volume	R\$5,000.00 Lifetime	7-day click or ...	4 IR	4,221	6,245	R\$496.83 IR	5

THANK YOU



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