

Swarna Shree Yantra **A Symbol Of Prestige**

Client: Swarna Shree Yantra

Services: Pay per Click Management

Technologies Used: Google Adwords PPC Program.

Client – Swarna Shree Yantra - Shree Yantra is a unique geometrical representation of universe. Shree Yantra attracts cosmic energy from the universe and continuously spreads positive divine energy in surrounding area. (It is confirmed from Aura Photography of Shree Yantra).

Challenge - The real challenge was to introduce our brand to not only in just India but also to the rest of the world at one go, where already many players are competing with us. Spending money wisely for branding and generating sales was the major concern for them. Client was looking for a PPC company which has experience in growing business in global market, and they finally zero in Digital Centrics.

Solution – Initial few weeks were done in compete research of client’s products in goal market. We analyzed each county population to search for such products since it was not easy to find such audience. We analyzed every country in detail and selected top 20 major countries which can generate as much as search volume and sales. Then we started analyzing ad model which can work best for his products. Shopping campaign was the priority as we have had great success with it for our other clients so we expand client product reach to shopping, search, display and remarking to global audience and budget was allocated based on each county searches and potential for generating sales.

Result - With help of all researched data, right audience targeting and ad model reach, client started getting sales and enquires from first week itself. As result they also saw surprising huge sales during recent Kumbh Mela as well as sold several thousands of Shree Yantra worldwide in just few months. Client is quite happy with the result and achievement by Digital Centrics.