

**TECHMAGNATE®**

Digital Excellence

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# DIGITAL REPORT CARD

A YEAR IN REVIEW



2019

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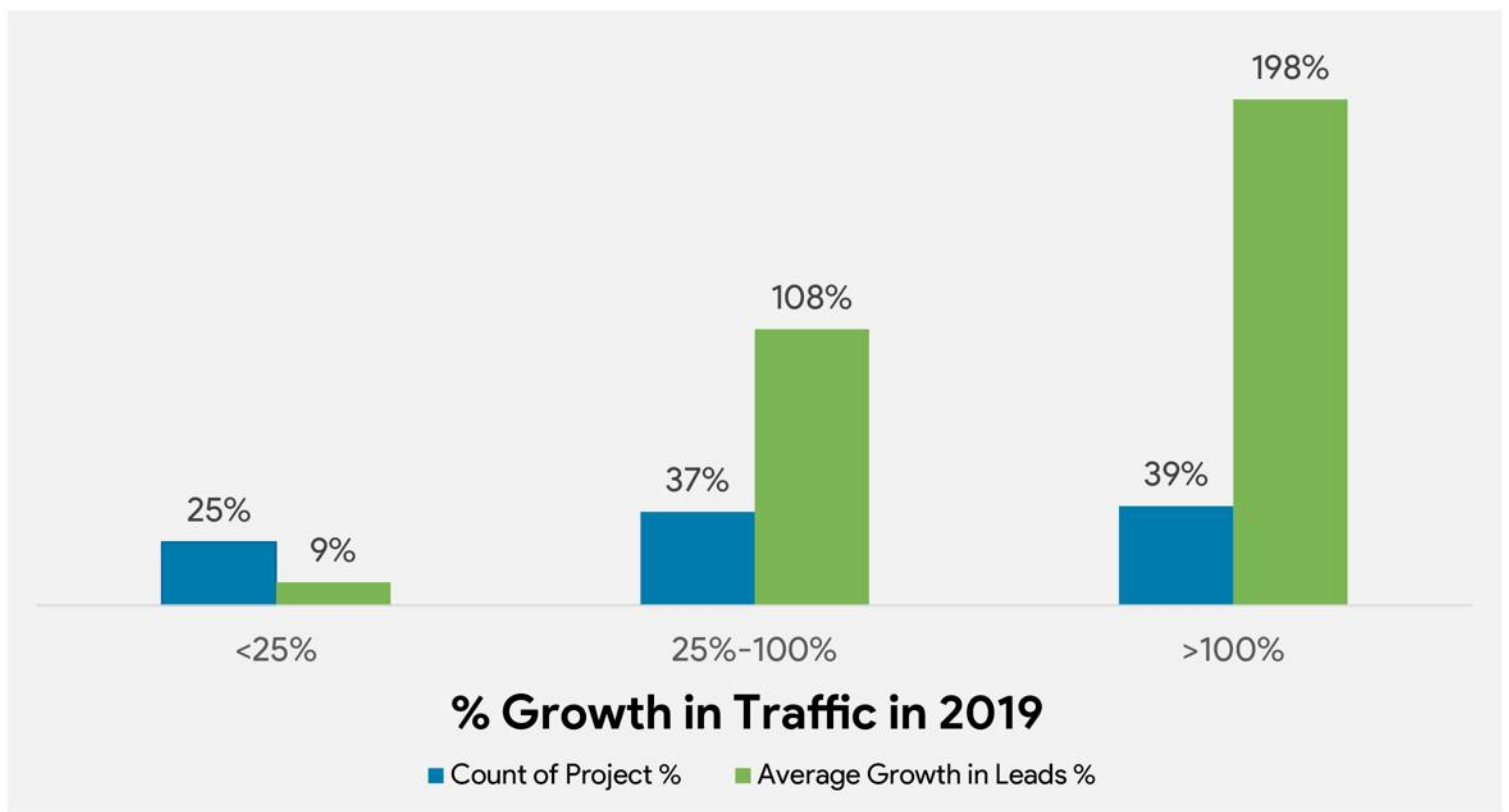
## INTRODUCTION

**In 2019,**

We delivered a phenomenal growth of an **average 149% increase in traffic** across all our customers here at Techmagnate. The Techmagnate Digital Report Card was launched in 2018 and this is our second year of actively tracking our own performance. We're pleased to report not only a larger clientele but also stronger performance.

A key goal in 2019, was also to deliver transformational growth to 100 clients under our internal campaign **"Vision 2020"**. Did we achieve this? We explore our results in this year's report.








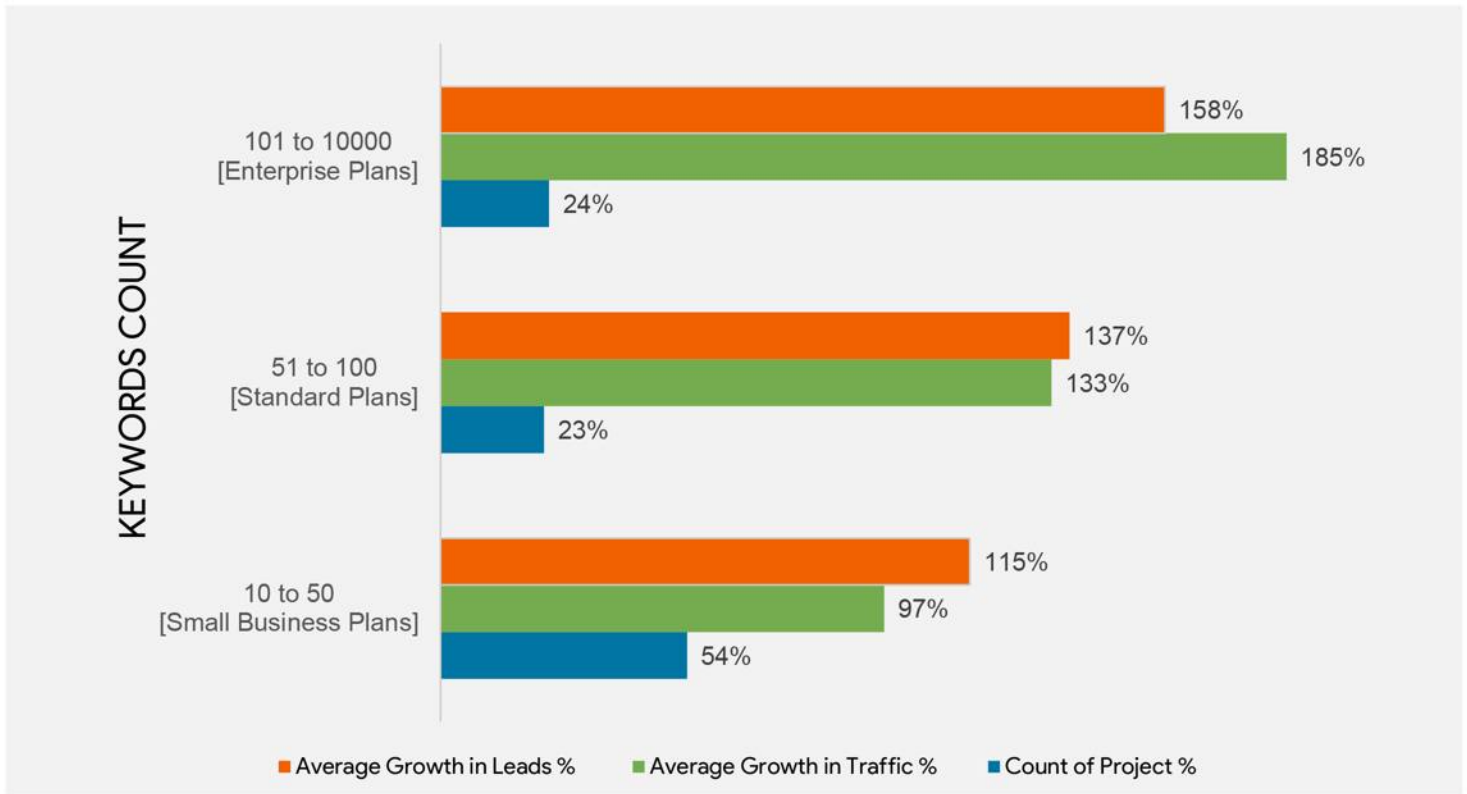
# SEO REPORT

## 'LEADING' BY EXAMPLE – ANALYSIS OF BUSINESS VALUE DELIVERED

**At the end of the day it all comes down to ROI – we know that!**

Techmagnate has delivered phenomenal business value to all its SEO customers in 2019 in terms of **growth in traffic and leads**. We delivered an **average growth of 149% in traffic and 129% in leads** across the entire clientele.

- 
 39% of all projects which received growth in traffic of over 100%, saw an **average growth in leads of 198%**.
  
- 
 37% of all projects, which received growth in traffic between 25% and 100%, saw an **average growth in leads of over 108%**.
  
- 
 76% of all projects saw an **average growth in leads of around 154%**. This means 3 out of 4 projects received massive ROI at Techmagnate in 2019.



YOUR BUDGET ISN'T A **BARRIER** – WE DELIVER RESULTS REGARDLESS.

**Mind you, we also only make promises we can keep.**

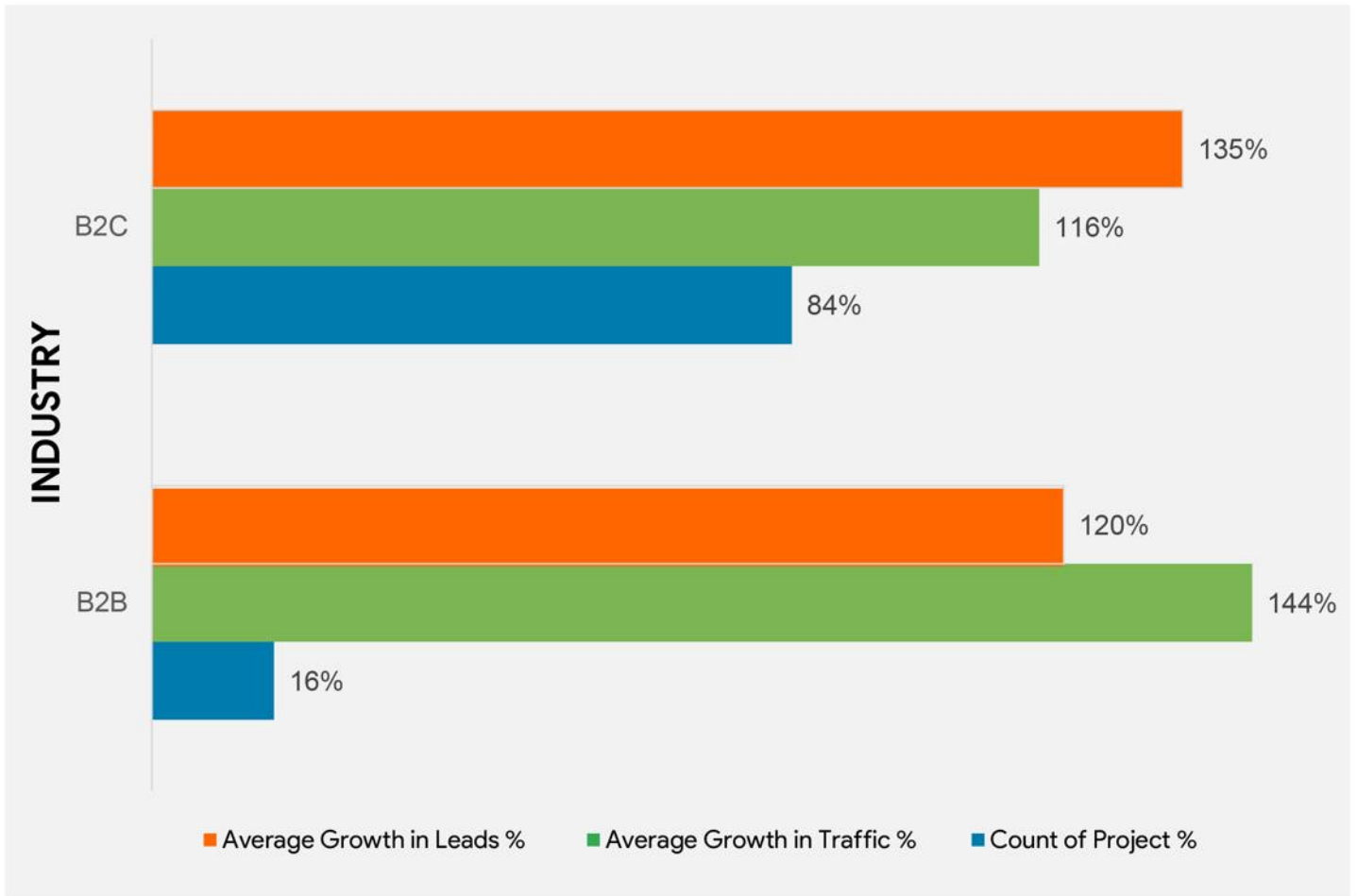
Techmagnate has delivered fantastic results no matter which plan a client selects.

📈 Clients who opted for the Enterprises plans benefitted the most with an **average of 185% growth in traffic and 158% growth in leads in 2019.**

📈 Clients who opted for the Standard Plans saw an **average of 133% growth in traffic and 137% growth in leads.**

📈 Our small business clients fared well too. They received an **average of 97% growth in traffic and 115% growth in leads.**

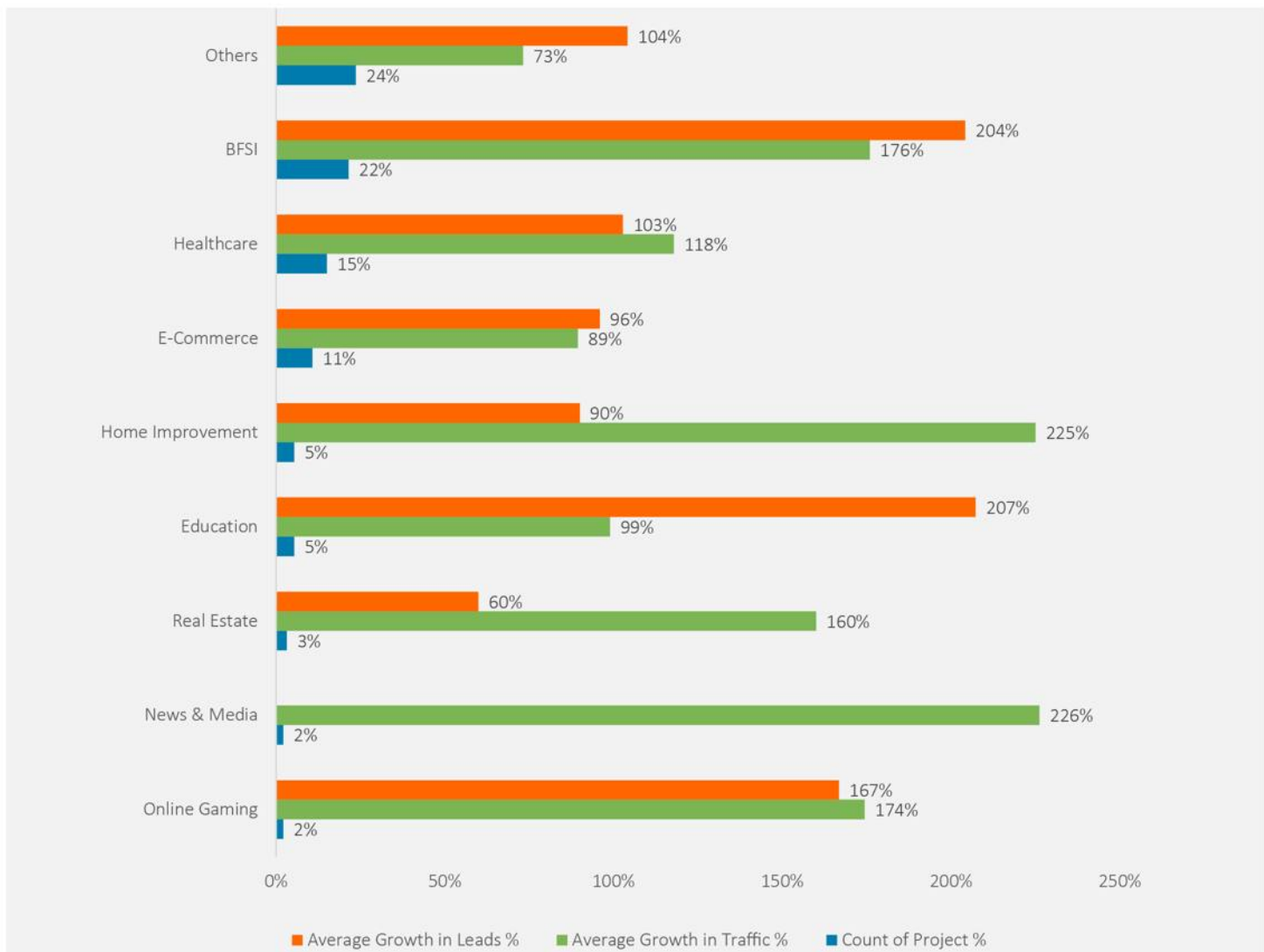
## PERFORMANCE COMPARISON ON THE BASIS OF B2B VS B2C



📈 Our B2C customers did really well! They saw an **average growth of 116% in traffic and 135% in leads.**

📈 As for our B2B customers - the average growth they saw was unprecedented for B2B sites. Customers saw an **average growth in leads of 120% as well as a phenomenal growth in traffic of 144%.**

## CLIENT PERFORMANCE ON THE BASIS OF BUSINESS VERTICAL



While Techmagnate has a diverse clientele, our largest concentration of clients is in the **BFSI (Banking, Financial Services & Insurance) industry**. Our customers in this sector received an **average growth of 176% in traffic and 204% in leads**.

We also won the **Award for Excellence in Digital Marketing for BFSI Industry** at the 3rd Edition of the Digital Enterprise Summit 2019

"Techmagnate has been our key partner in delivering digital, performance based marketing by driving our search organic strategy. 70% + of traffic is driven organically and thanks to Techmagnate in delivering performance at such a scale."

**Ramit Mehra**

National Marketing Manager  
Bajaj Finserv, #1 NBFC in India



DIGITAL CAMPAIGN AWARD



## ANALYSIS

- In terms of traffic, our clients in Healthcare and E-commerce, the 2 other sectors where we have a large concentration, saw an **average growth of 118% and 89%** respectively.
- In Education, we delivered an **average growth of 99% in traffic and a whopping 207% in leads**. We also won the award for the Best Digital Marketing Campaign for an Educational Institution/Enterprise at mCube Awards 2019 for our strong performance in this Industry.

"Proud of Techmagnate's work! Their team has done an awesome job on our SEO project and we are very happy to see these fantastic results. We look forward to continuing this great engagement with them."

**Anand M**

Co-Founder

Aglasem, Leading Education Portal in India

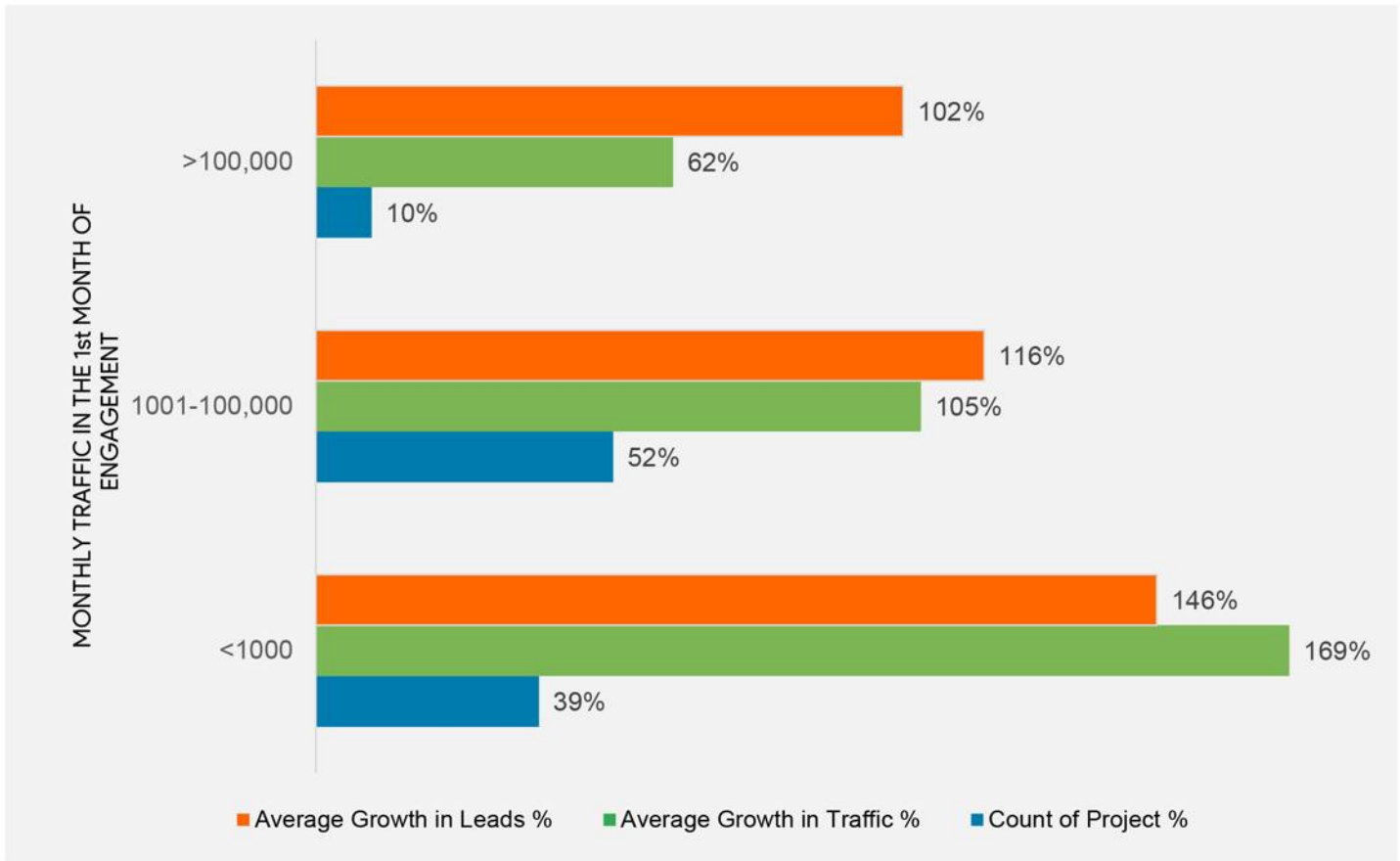


DIGITAL CAMPAIGN AWARD

In the following segments we outdid ourselves even further by delivering phenomenal growth and **360° Digital Excellence**.

- Home Improvement: **225% average growth in traffic**
- News & Media: **226% average growth in traffic**
- Online Gaming: **174% average growth in traffic**

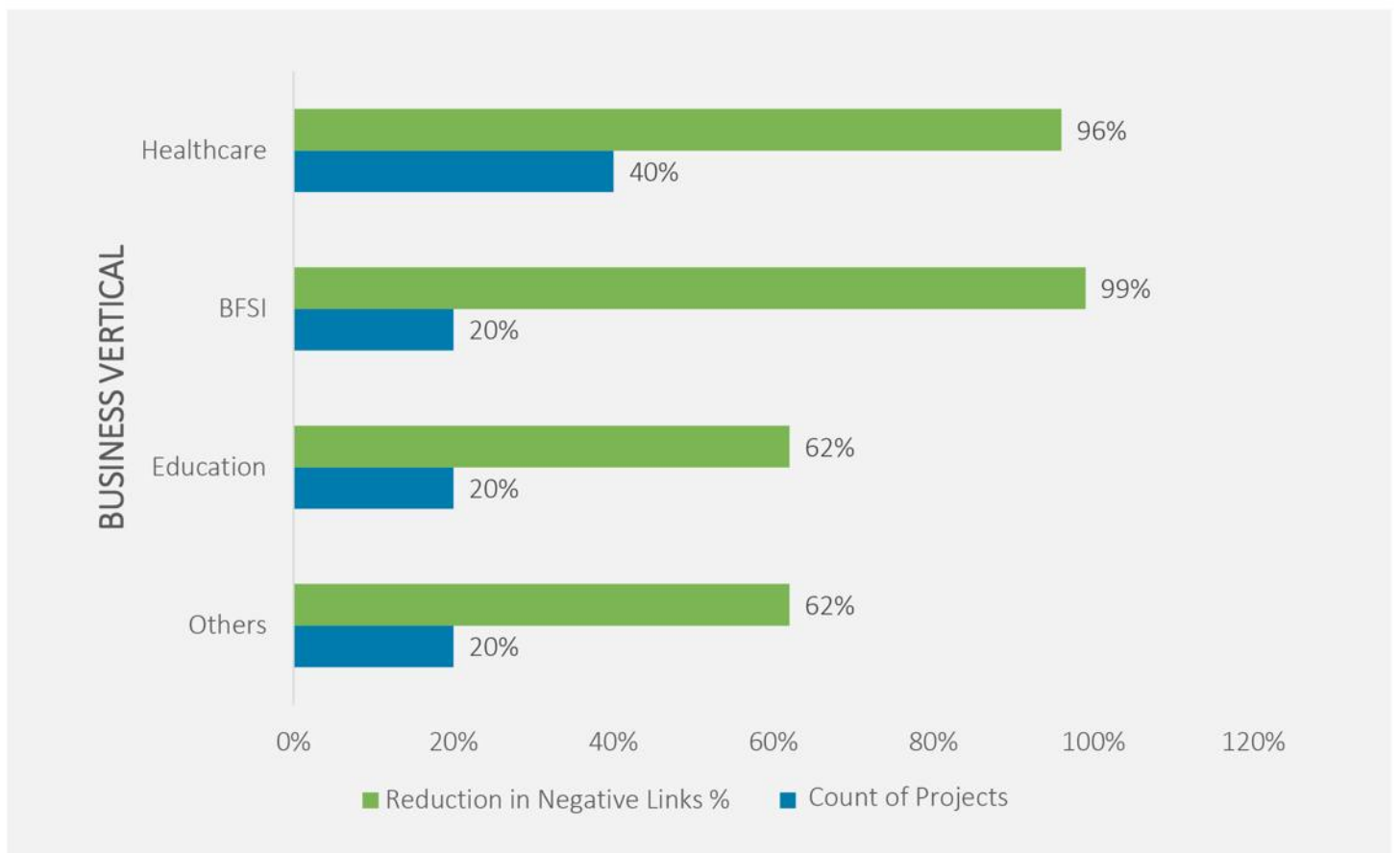




IRRESPECTIVE OF THE BUSINESS SIZE,  
WE ENSURE YOUR **WEB TRAFFIC THRIVES**

No matter what the monthly traffic was at the time of onboarding, Techmagnate **customers have seen solid growth in traffic and leads**, both. We've consistently delivered great results for websites of all sizes.

- 
 39% Small Websites with monthly traffic <1000 saw an **average growth of 169% in traffic and 146% in leads.**
- 
 52% Medium Websites with monthly traffic between 1,001 and 100,000 saw an **average growth of 105% in traffic and 116% in leads.**
- 
 10% Large Websites with monthly traffic >100,000 saw an **average growth of 62% in traffic and 102% in leads.**





## REPUTATION MANAGEMENT REPORT

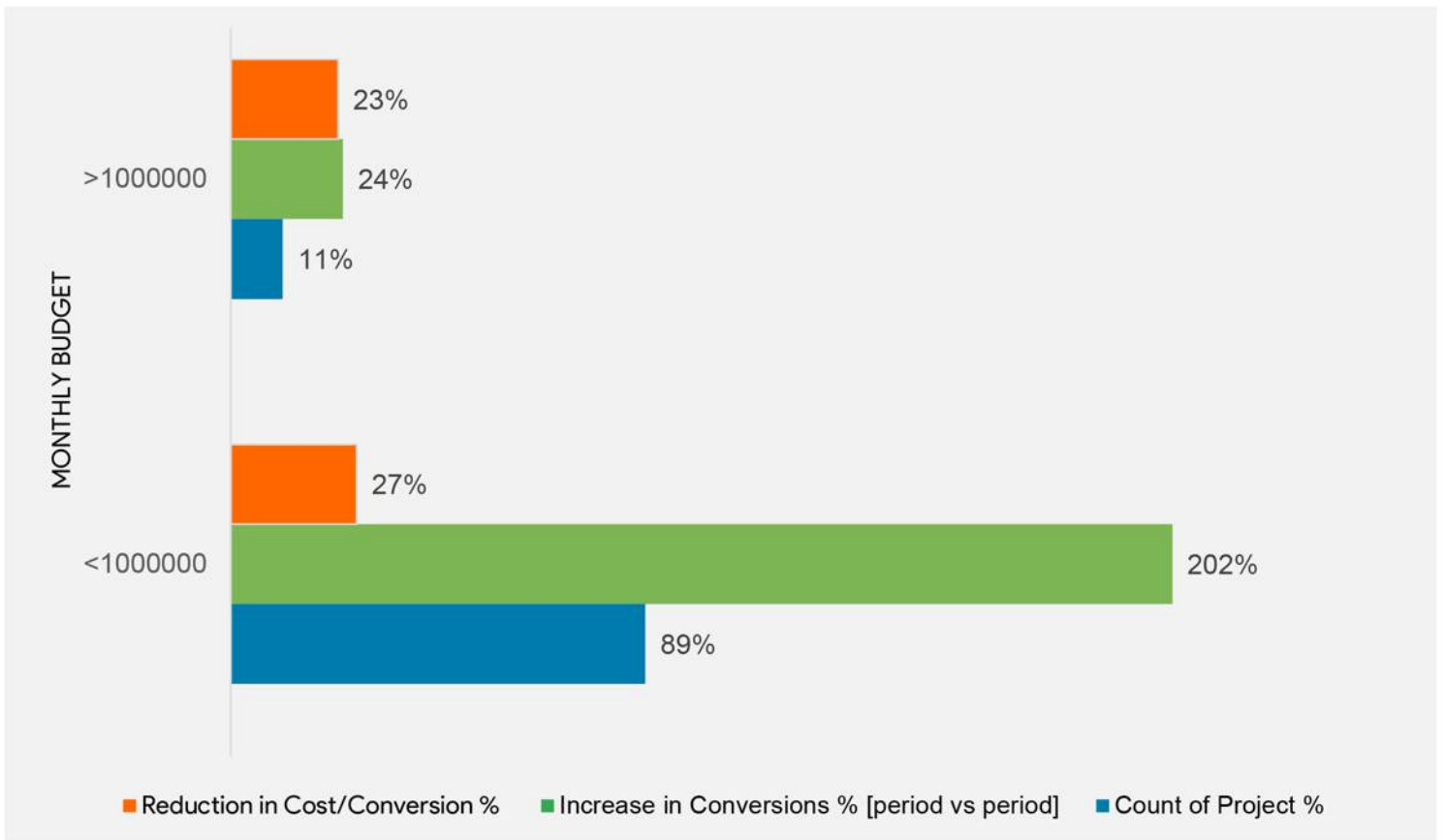
### ANALYSIS OF OUR CLIENTS' REPUTATION MANAGEMENT

Our clients' online reputation is our priority and responsibility - that's where our reputation management services come in.

Techmagnate has delivered tremendous business value to all its Online Reputation Management (ORM) customers in 2019. By removing negative links from Google SERPs we have helped these brands repair and enhance their reputation online.


 We **pushed down average 80% of negative links** beyond top 20 search results across all our clients.

 In the BFSI Industry, we successfully **pushed down average 99% of negative links. And 96% in the Healthcare Industry**, leaving absolutely no room for negativity!




# PPC REPORT

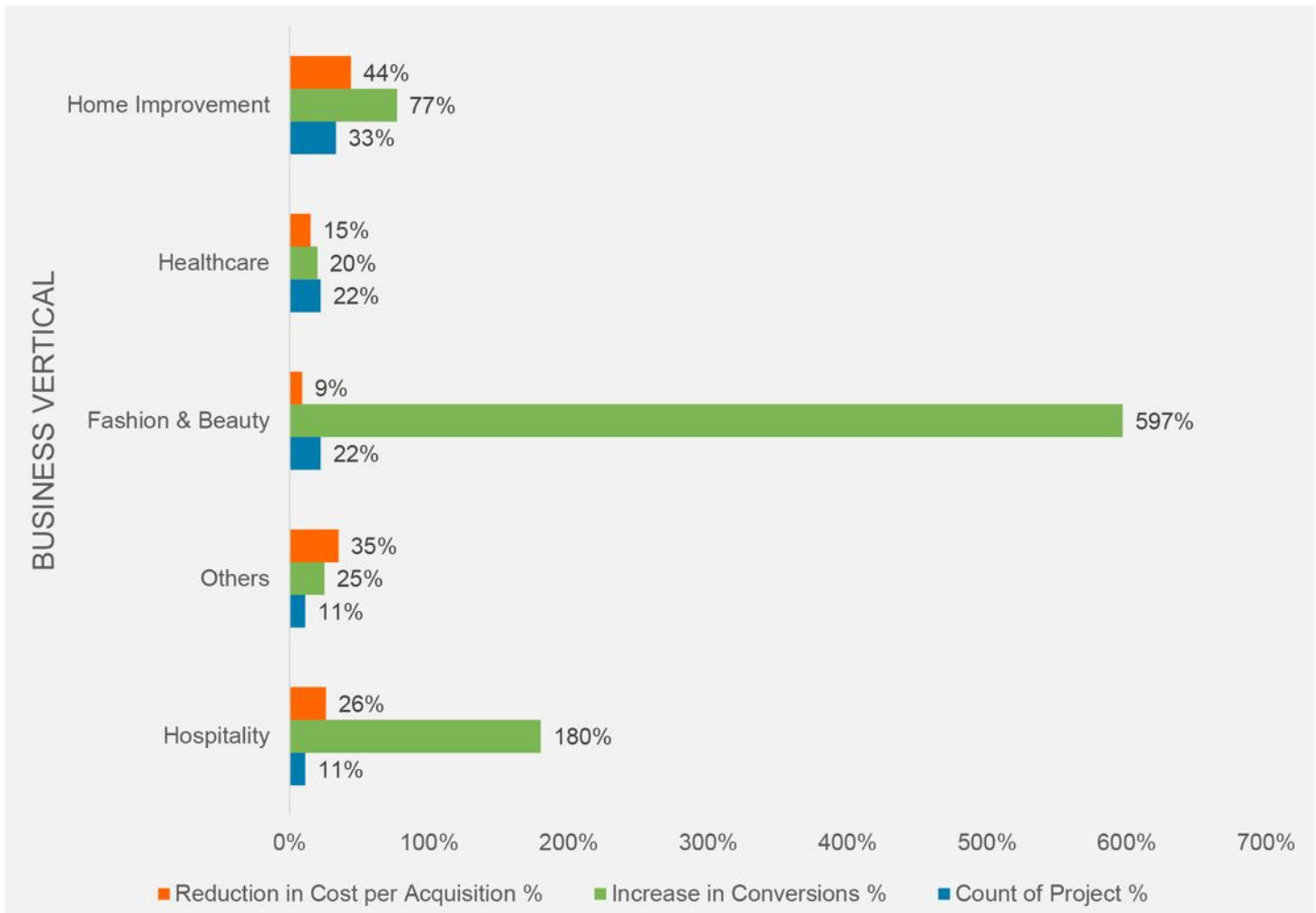
**GREAT RESULTS** NO MATTER  
WHAT THE MONTHLY BUDGET!

 89% of clients, with a monthly budget of less than Rs. 10 Lakh, saw an **average growth of 202% in number of conversions**. There was also an **average reduction of 27% in Cost per Acquisition (CPA)**.

 The remaining 11% - our Enterprise Clients, with monthly budgets of over Rs. 10 Lakh, saw an **average growth of 24% in conversions and reduction of 23% in Cost per Acquisition (CPA)**.

 All in all, we delivered an impressive overall **average growth of 180%** in conversions along with an average **reduction of 26% in CPA** across our clientele!

## PPC PERFORMANCE ON THE BASIS OF BUSINESS VERTICAL

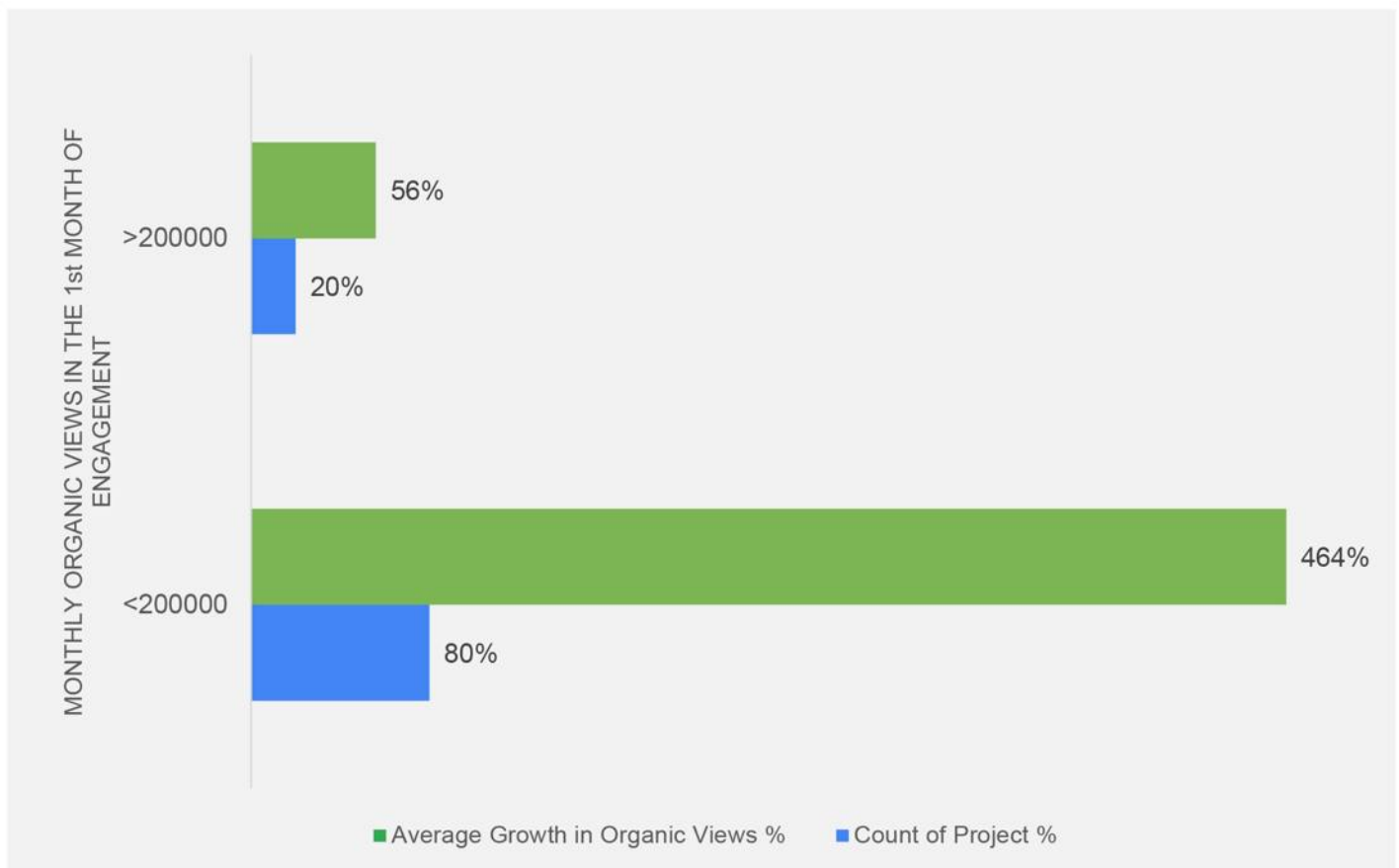


While clients across all industries saw transformational growth with Techmagnate, **the Fashion & Beauty and Hospitality Industry** stand out. They saw a **whopping 597% and 180% growth in conversions** respectively!

This impressive performance resulted in an **average growth of 348% in sales for our Ecommerce Clients** (as compared to the previous period)

Irrespective of their industry or monthly ad budget, customers have seen consistent improvement in campaign performance after shifting to Techmagnate, a Google Premier Partner.








# VIDEO MARKETING REPORT

## ANALYSIS FOR GROWTH IN ORGANIC VIEWS

**Mobile video consumption rises by 100% every year.**

Video Marketing is here to stay.

No matter what the monthly organic views on the Youtube Channel at the time of onboarding, Techmagnate customers have seen 3x growth from our video seo services.

- 
 80% Youtube Channels with monthly organic views <200,000 saw a whopping **average growth of 464% in organic views** through video marketing.
- 
 20% Youtube Channels with monthly organic views >200,000 saw **average growth of 56% in organic views.**
- 
 All in all, we delivered an impressive overall **average growth of 260% in organic views** across clientele!


# 385%

## QUORA MARKETING ANALYSIS

### GROWTH IN ORGANIC VIEWS

Using unique marketing tools for unprecedented growth

At Techmagnate we have successfully leveraged Quora content marketing to help our customers engage with their target audiences and establish themselves as thought leaders in their areas of expertise.

 We delivered an impressive overall **average growth of 385% in organic profile views** across our clientele.



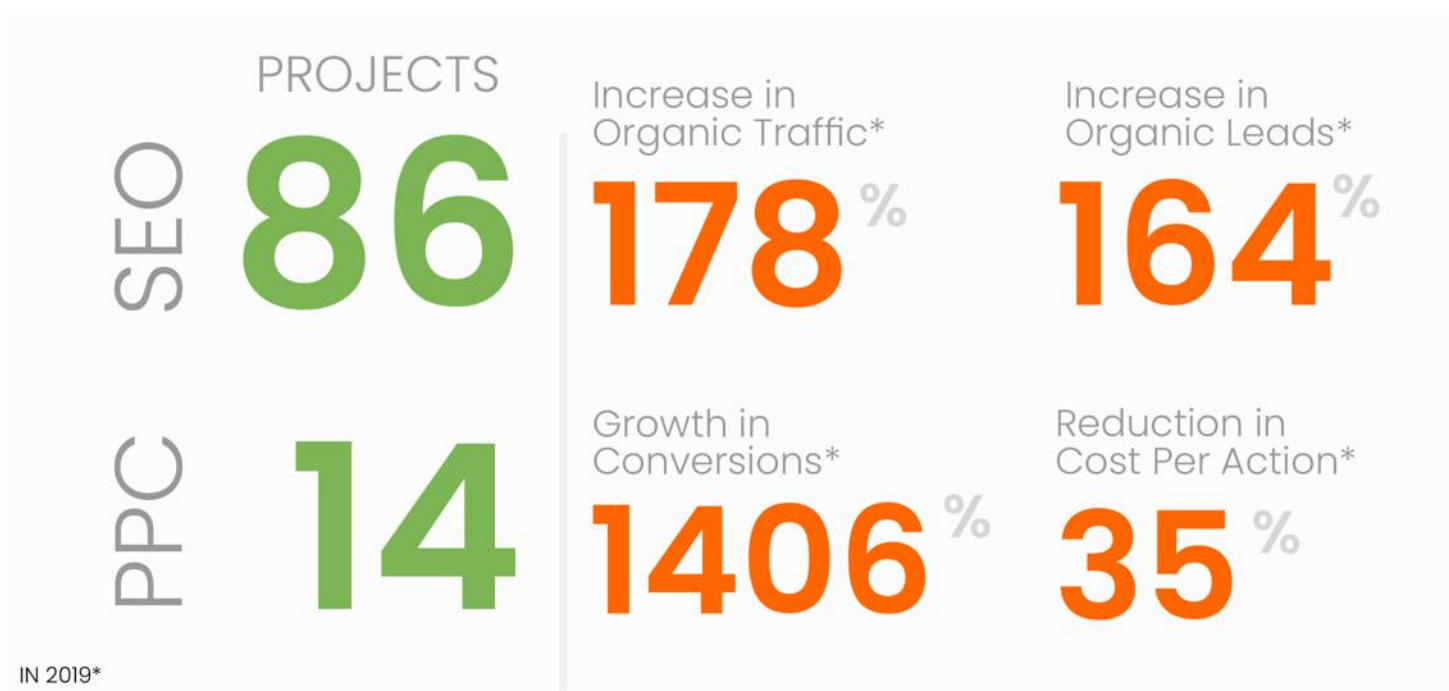


## APP STORE OPTIMIZATION ANALYSIS (ASO)

# 69%

**INCREASE** IN ORGANIC APP DOWNLOADS  
ACROSS ALL OUR CAMPAIGNS

When choosing to work with us, our customers also chose to take their App Marketing to the next level. In 2019, we ranked amongst the **Top 5 App Marketing Companies Globally\***.



## WHAT WAS VISION 2020?

As a performance-driven marketing company, our goal has always been to deliver consistently excellent results for our clients. Vision 2020 was Techmagnate's pledge to **deliver transformational growth for 100 customers by the year 2020 through digital excellence.**

### How did we define transformational growth?

Some key parameters we set in place were growth in organic traffic, growth in leads, reduction in cost per acquisition, growth in ecommerce sales and more. We also had conversations with over 35 direct customers to understand what transformational growth meant to them.

### What Was Our Process?


First off, our mission to **deliver transformational growth to 100 customers was built into the team's performance appraisals.** Top contributors have even been recognized at our recent Annual Awards

The fact whether the nominated clients truly received **transformational growth was subject to several internal reviews, debates and discussions with the senior managment and leadership**








# THE RESULT?

The jury is in, when Team Techmagnate sets a target we really follow it to the T. After rigorous efforts and focused dedication from the team







WE DELIVERED  
**TRANSFORMATIONAL**  
**GROWTH**  
TO EXACTLY  
**1000**  
CLIENTS

# HOW DID WE CALCULATE THIS DATA?

-  **Growth in Organic Traffic:** We took the sum of monthly organic traffic for the engagement period and compared that with the sum of monthly organic traffic for the previous period.
-  **Growth in Organic Leads:** We took the sum of monthly organic leads for the engagement period and compared that with the sum of monthly organic leads for the previous period.
-  **Growth in PPC Leads:** We took the sum of monthly PPC Leads for the engagement period and compared that with the sum of monthly PPC leads for the previous period.
-  **Reduction in CPL:** We took the average CPL for the engagement period and compared that with the average CPL for the previous period. Average was calculated by dividing total PPC spend during the period with the total leads generated during that same period.
-  **Growth in Organic Views (Video & Quora):** We took the sum of monthly organic views for the engagement period and compared that with the sum of monthly organic views for the previous period.

## OTHER THINGS TO NOTE

-  Data includes all **SEO, PPC, ORM, Video SEO and Quora Marketing campaigns** for the calendar year 2019.
-  Engagement period of projects varies from **6 months to 12 months**, but each project was active for at least 6 months.
-  The SEO data includes campaigns where we weren't able to deliver results because either the client didn't share FTP access or didn't implement on-page suggestions.
-  The data **doesn't include 17 digital campaigns which lasted less than 3 months** for multiple reasons.





## REACH US



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