

PPC Case Study



How we turned customer
PAIN POINTS into **PLUS POINTS**



Company Overview



ElectroRide is India's leading multi-brand EV (electric vehicle) dealer network, dedicated to providing every Indian with their ideal mobility solution. Beyond merely selling vehicles, ElectroRide aims to connect individuals of all ages, economic backgrounds, and usage segments to sustainable transportation options.

ElectroRide By Goenka Green

Challenges From The Client's perspective

Selling Electric Vehicles

ElectroRide faces the challenge of promoting and selling electric vehicles in a market that is still largely dominated by traditional combustion engine vehicles.

Brand Awareness

Despite being a major player in the electric vehicle industry, ElectroRide struggles with brand recognition and awareness among its target audience.

Generating Quality Traffic

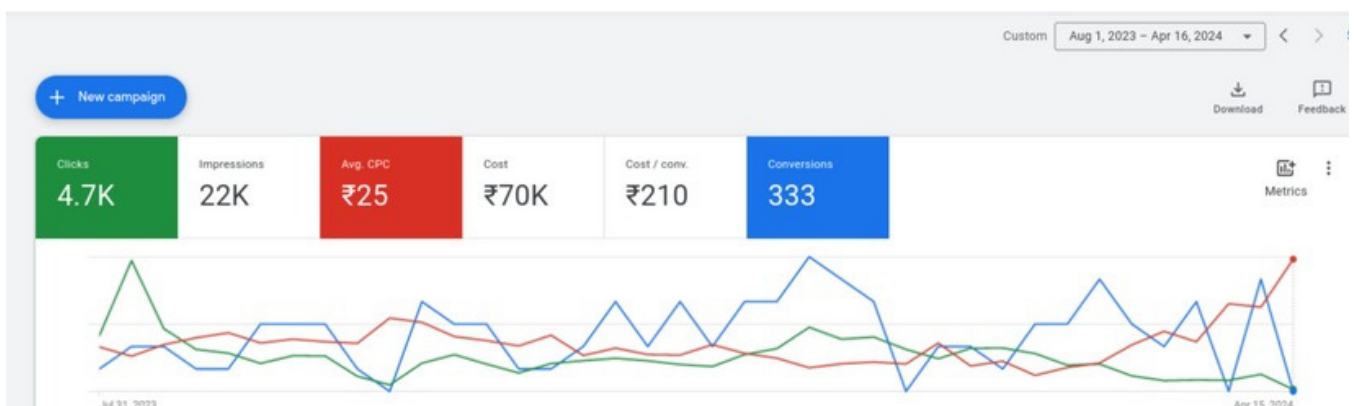
While ElectroRide has an online presence, attracting high-quality traffic to its website remains a challenge, hindering its ability to convert leads into customers.

Our Approach - How we helped

- Develop a comprehensive plan for Google Ads to guide our advertising strategy.
- Set up different ad campaigns tailored to reach the intended audience effectively, including search ads to increase electric vehicle (EV) sales. Simultaneously create display ads to raise awareness among our target audience about ElectroRide's offerings.
- Strategize to increase quality traffic to ElectroRide's website, focusing on attracting users genuinely interested in electric vehicles and sustainable mobility solutions.
- Implement a remarketing campaign to re-engage with users who have interacted with our ads but haven't taken action, aiming to prompt them to revisit and convert.
- Continuously monitor ad performance and make necessary adjustments to optimize results and maximize ROI.

The Results

- Achieved **333 Inquiries** over the last 9 months for ElectroRide.
- The cost per Inquiry was **210 Rupees**, indicating cost-effective results.
- The graph demonstrates a significant increase in clicks, highlighting strong user engagement.
- Inquiries include **120 Phone Calls** and **213 Form Fills**, showcasing diverse lead sources.
- Indicates an increase in sales and growing awareness of electric vehicles among the target audience.
- Strategic ad placements and compelling messaging contributed to ElectroRide's success in promoting sustainable mobility solutions and establishing a strong market presence.



₹70K

Budget We Spent
In Google Ads Past
1 Year

4.7k

Quality Clicks

120

Phone Calls

213

Genuine Inquiry
Form Fill

₹210

Cost Per Lead

READY TO GROW YOUR BUSINESS?

Contact us to work with a results-driven digital marketing agency

<i>Point of Contact</i>	<i>Phone</i>	<i>Email</i>
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