



Innovative
Systems

PERFORMANCE MARKETING SERVICES

DRIVING MEASURABLE RESULTS
FOR YOUR BUSINESS



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Systems



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<http://saninnovations.com/>

WHAT IT IS

Performance marketing is a digital marketing strategy where advertisers pay for specific actions, such as clicks, conversions, or sales. This results-driven approach ensures that your marketing budget is spent efficiently.



**MEASURABLE
RESULTS**



**COST-
EFFICIENCY**



SCALABILITY



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KEY PERFORMANCE MARKETING TECHNIQUES

01 SEARCH ENGINE MARKETING (SEM)

02 SOCIAL MEDIA ADVERTISING

05 INFLUENCER MARKETING

07 PERSONALIZATION

03 AFFILIATE MARKETING

04 DISPLAY ADS

06 HIGH QUALITY CONTENT CREATION

08 RETARGETING & LOYALTY PROGRAMS

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BEST PRACTICES FOR PERFORMANCE MARKETING

01 SET CLEAR OBJECTIVES

02 CONTINUOUS TESTING

03 TARGET THE RIGHT AUDIENCE

04 SOCIAL MEDIA ADVERTISING

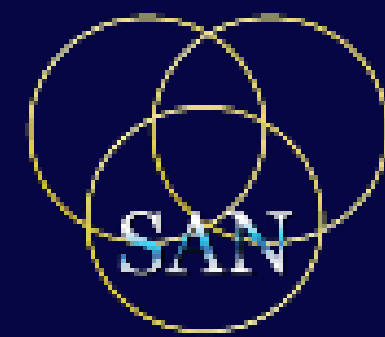
05 APPROPRIATE BUDGETING

06 EFFECTIVE ANALYTICS

07 CONTINUOUS IMPROVEMENT

08 GETTING ORGANIC FEEDBACK

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MEASURING RESULTS

PERFORMANCE ANALYTICS

Return on investment (ROI)

revenue directly driven by your marketing efforts minus the money you spent on the marketing

Cost per win

cost of each sale against the total cost of marketing. This can be assessed through sales funnel analytics also.

Cost per lead

advertising pricing model, where the advertiser pays for an explicit sign-up from a consumer interested in the advertiser's offer.

Customer lifetime value

This will take into account historic CLV as well as predictive CLV based on trends analysis

Cost per acquisition

This is a comparative cost where the cost of acquiring a new customer through specific marketing campaigns or channels is compared





Channel Performance

Performance comparison across
social, search, and display channels.

Channel 1

Social Media Ads

 Impressions

2,000,000

 Clicks

120,000

 Conversions

9,000

Channel 2

Search Engine Ads

 Impressions

1,800,000

 Clicks

130,000

 Conversions

12,000

Channel 3

Display Ads

 Impressions

1,200,000

 Clicks

50,000

 Conversions

4,000

Channel 4

Other Channels

 Impressions

Not Applicable

 Clicks

Not Applicable

 Conversions

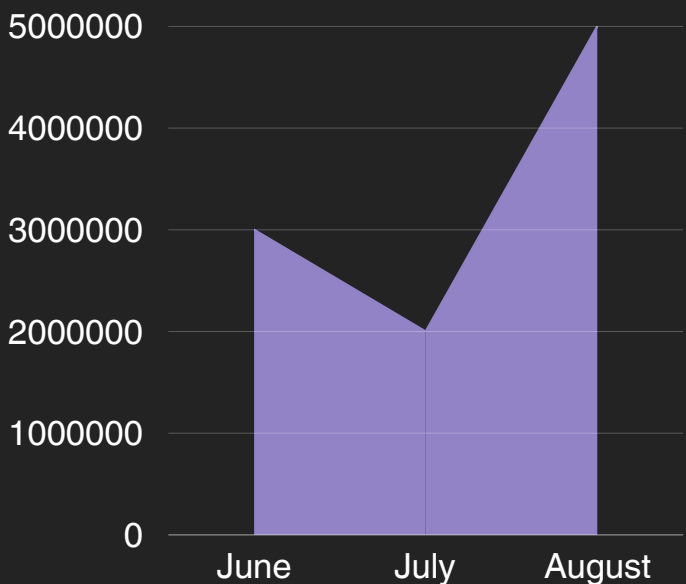
Not Applicable



Key Metrics Breakdown

A detailed look at impressions, clicks, and conversions for July.

Impressions



5,000,000

Impressions gained in august

Clicks Total

Clickthrough Rate: 6%



300,000

Conversions

Conversion Rate: 8.3%



25,000

Cost Analysis

Cost per 1,000 Impressions

\$30.0

Cost per Click

\$0.50

Cost per Acquisition

\$14.50



Campaign Overview

Summary of ROI and
campaign profitability.

Return on Investment (ROI)

Revenue
Generated

₹500,000

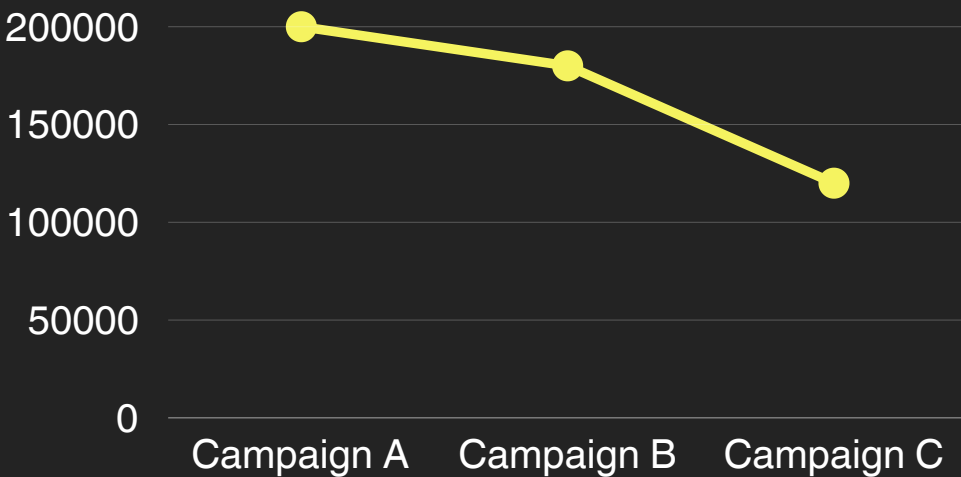
Return on
Investment

3.33x

Total Ad
Spend

₹150,000

Revenue Per-Campaign



Profit-
ability

Net Profit

₹350,000



Executive Summary

Time series

