

**TECHMAGNATE**<sup>®</sup>  
Digital Excellence

# DIGITAL REPORT


# CARD 2021



A YEAR IN REVIEW



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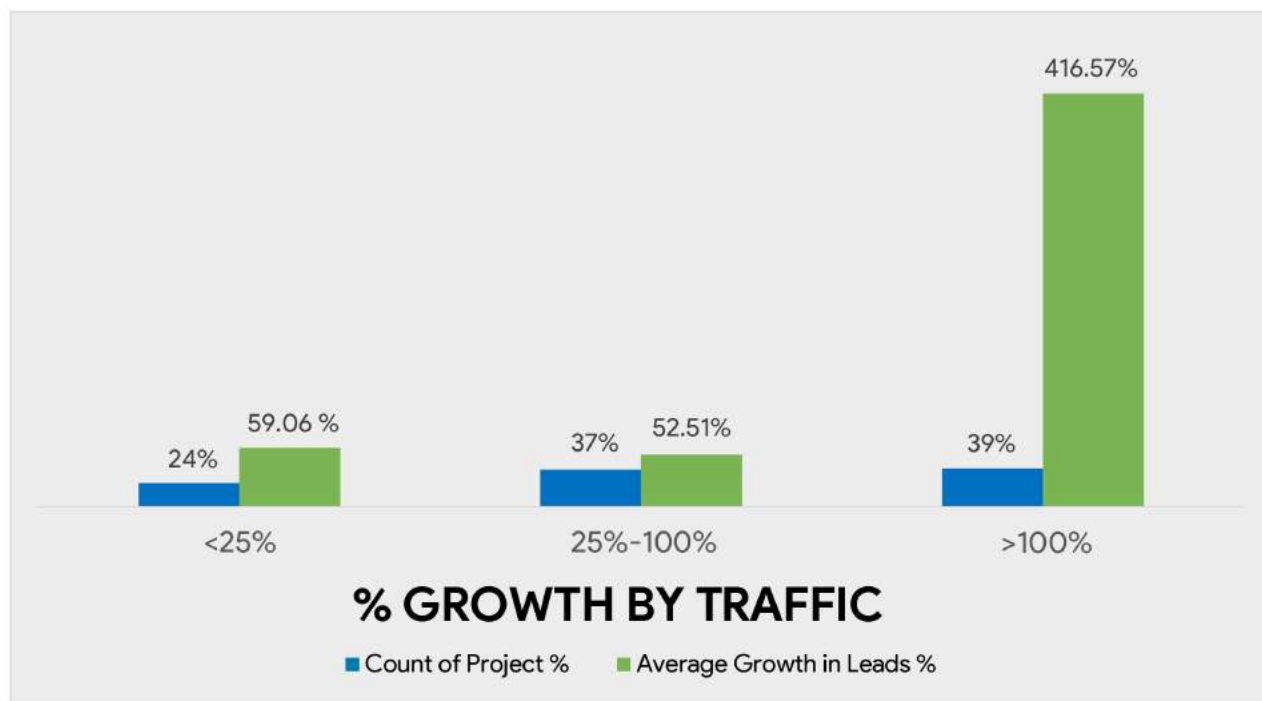


## INTRODUCTION

**In 2020-2021,**

We delivered a phenomenal growth of an **average 222% increase in traffic** across all our customers here at Techmagnate. The Techmagnate Digital Report Card was launched in 2018-2019 and this is our third edition.

We're pleased to report that despite the pandemic, we have delivered a stronger performance across industries and services.



# SEO REPORT

## 'LEADING' NO MATTER WHAT- ANALYSIS OF BUSINESS VALUE DELIVERED

**ROI is what matters the most - we know that.**

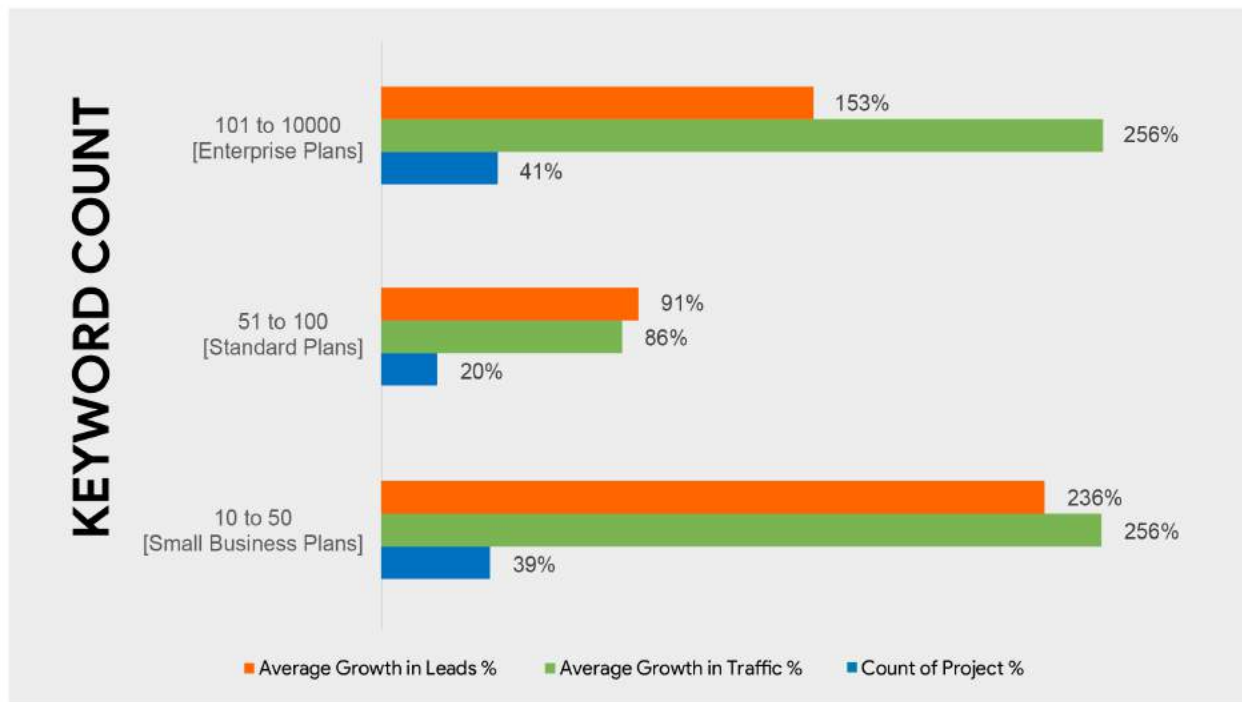
Techmagnate has delivered phenomenal business value to all its SEO customers in 2020-2021 in terms of **growth in traffic and leads.**

We delivered an **average growth of 222% in traffic and 172% 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 416.57%.**
-  37% of all projects, which received growth in traffic between 25% and 100%, saw an **average growth in leads of over 52.51%.**
-  24% of all projects which received growth in traffic of under 25%, saw an **average growth in leads of 59.06%.**



## CLIENT PERFORMANCE ON THE BASIS OF **KEYWORD PLAN SELECTED**



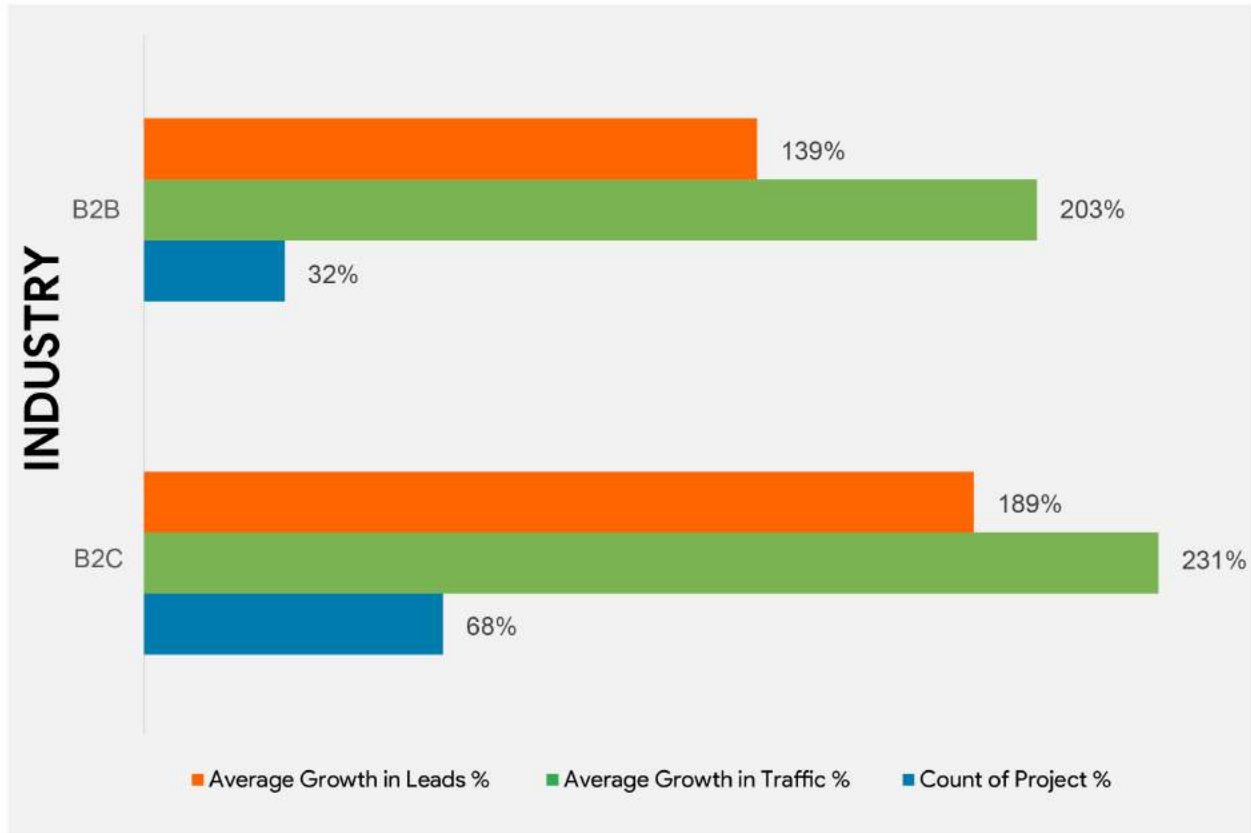
### BUDGETS AREN'T A **BARRIER** – WE DELIVER SUCCESS REGARDLESS

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

-  Clients who opted for the Enterprise plan benefitted the most with an **average of 256% growth in traffic and 153% growth in leads.**
-  Clients who opted for the Standard Plan saw an **average of 86% growth in traffic and 91% growth in leads.**
-  Our small business clients fared well too. They received an **average of 256% growth in traffic and 236% growth in leads.**



## PERFORMANCE COMPARISON ON THE BASIS OF **B2B VS B2C**



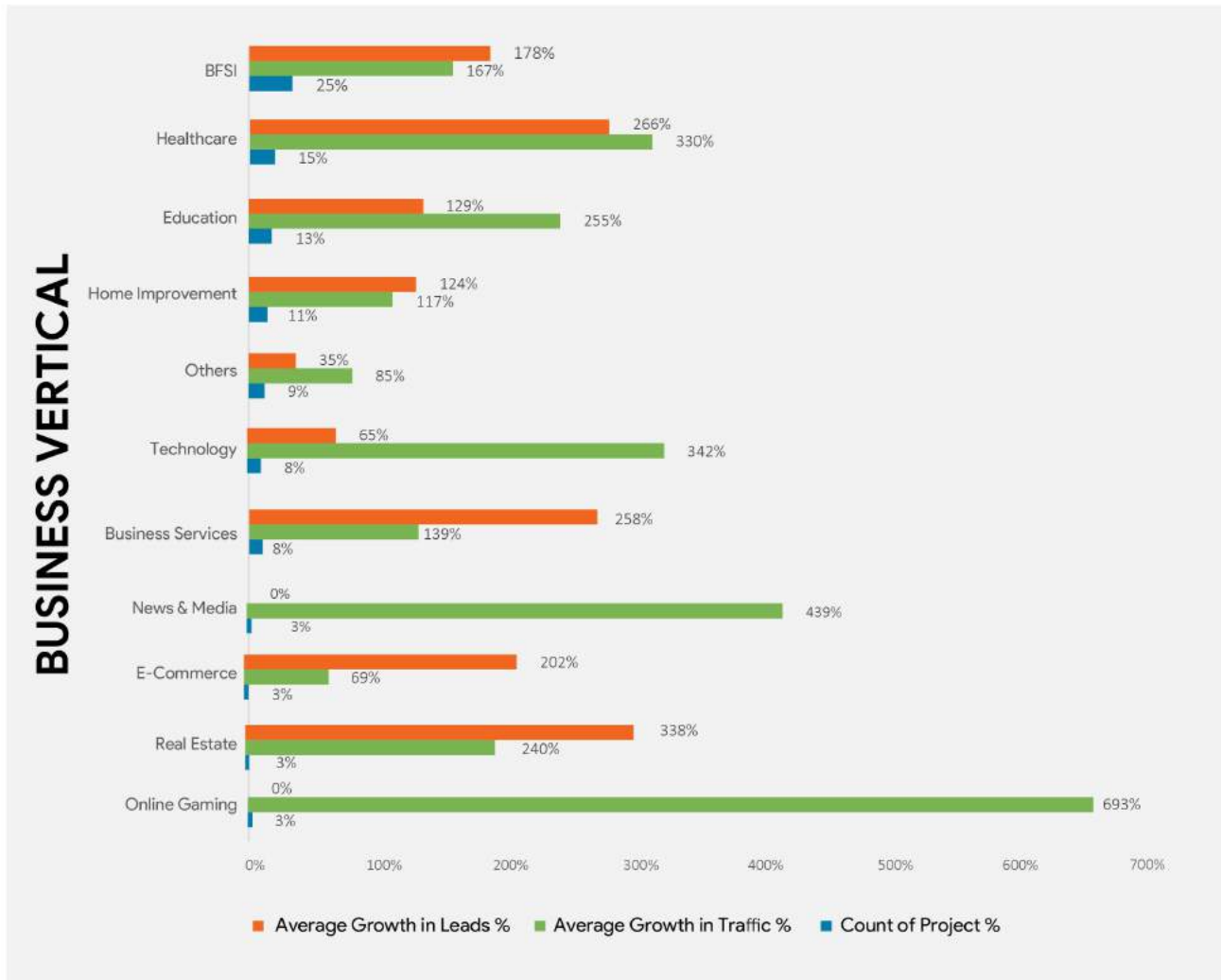
Our B2C customers saw an **average growth of 203% in traffic and 139% in leads.**



As for our B2B customers - the average growth was outstanding yet again this year. Customers saw **average growth in leads of 189% as well as a phenomenal growth in traffic of 231%.**



## 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 167% in traffic and 178% in leads**.

It was our **iGaming and News & Media** clients, however, who saw unprecedented growth this with a **whopping 693% and 439% increase in traffic** respectively. For our News & Media clients in particular, we leveraged Google Discover to deliver fantastic results.



## ANALYSIS

-  In terms of traffic, our clients in Healthcare and Education, the 2 other sectors where we have a large concentration of clients, saw an **average growth of 330% and 255%** respectively.
-  In Ecommerce, we delivered an **average growth of 69% in traffic and a whopping 202% in sales.**

"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

-  Our Business Services clients thrived as well with an **outstanding 139% growth in traffic.**



# 523%

**AVERAGE GROWTH IN TRAFFIC**

## GOOGLE DISCOVER REPORT

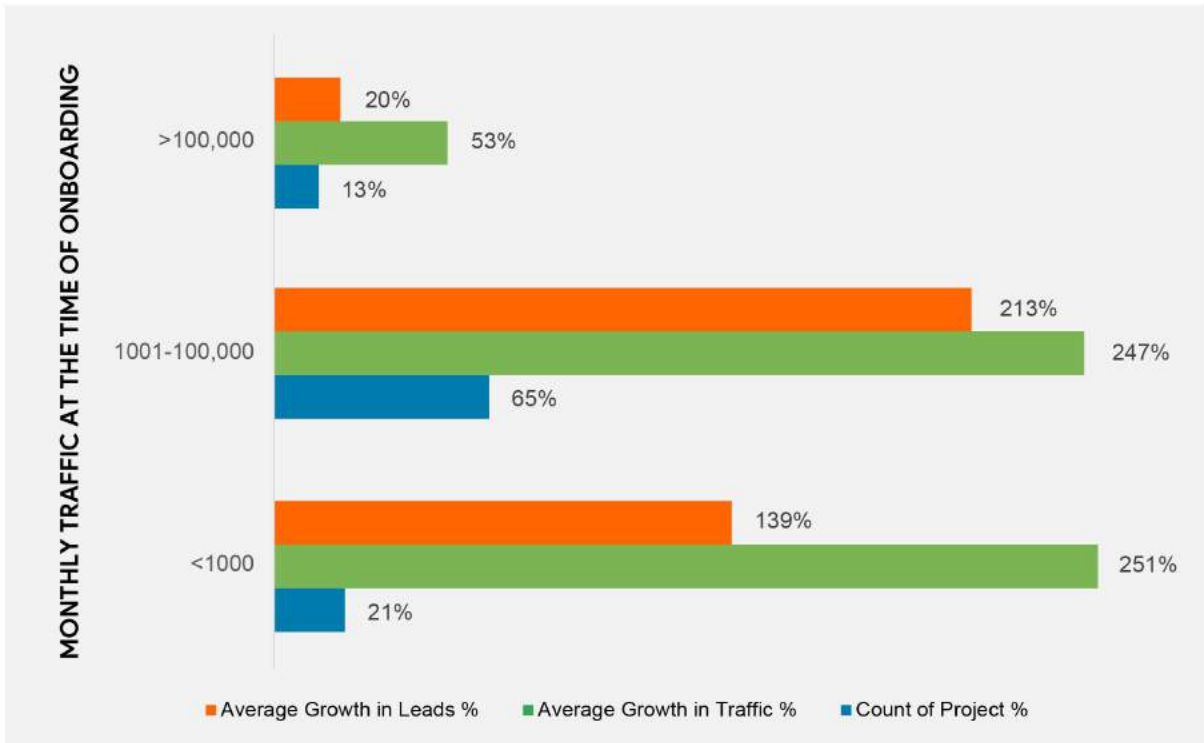
With a new platform like Google Discover, an opportunity presented itself for content-rich companies especially leading media houses and online publications, to scale their online visibility.

At Techmagnate, we used this tool to optimize content and deliver increased visibility, credibility and traffic to our clients.

Discover



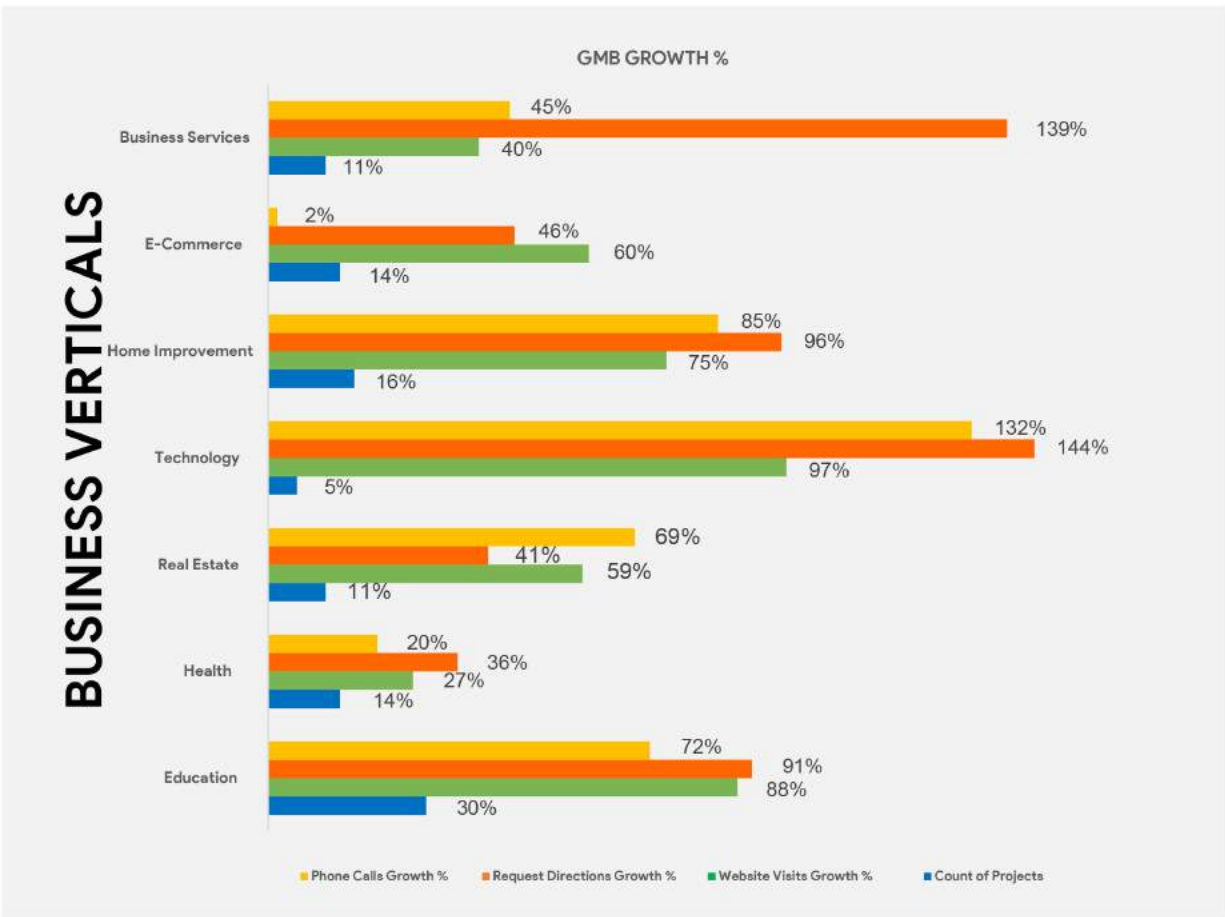
## CLIENT PERFORMANCE ON THE BASIS OF **MONTHLY TRAFFIC**



### 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.

-  21% Websites with monthly traffic <1000 saw an **average growth of 251% in traffic and 139% in leads.**
-  65% Websites with monthly traffic between 1,001 and 100,000 saw an **average growth of 247% in traffic and 213% in leads.**
-  13% Websites with monthly traffic >100,000 saw an **average growth of 53% in traffic and 20% in leads.**



# Google My Business

## ANALYSIS FOR GROWTH IN ORGANIC RESULTS

Google My Business (GMB) is an excellent free tool made by Google to help entrepreneurs manage their presence online which includes gaining more exposure locally.

At Techmagnate, we've seen GMB prove itself to be an excellent sales tool. By creating optimized listings for our clients across multiple industries, we saw a tremendous increase in organic results, especially website traffic.

Across all clients we saw an average growth of:

- Website Visits % - **64%**
- Request Directions % - **85%**
- Phone Calls % - **61%**


# 383%

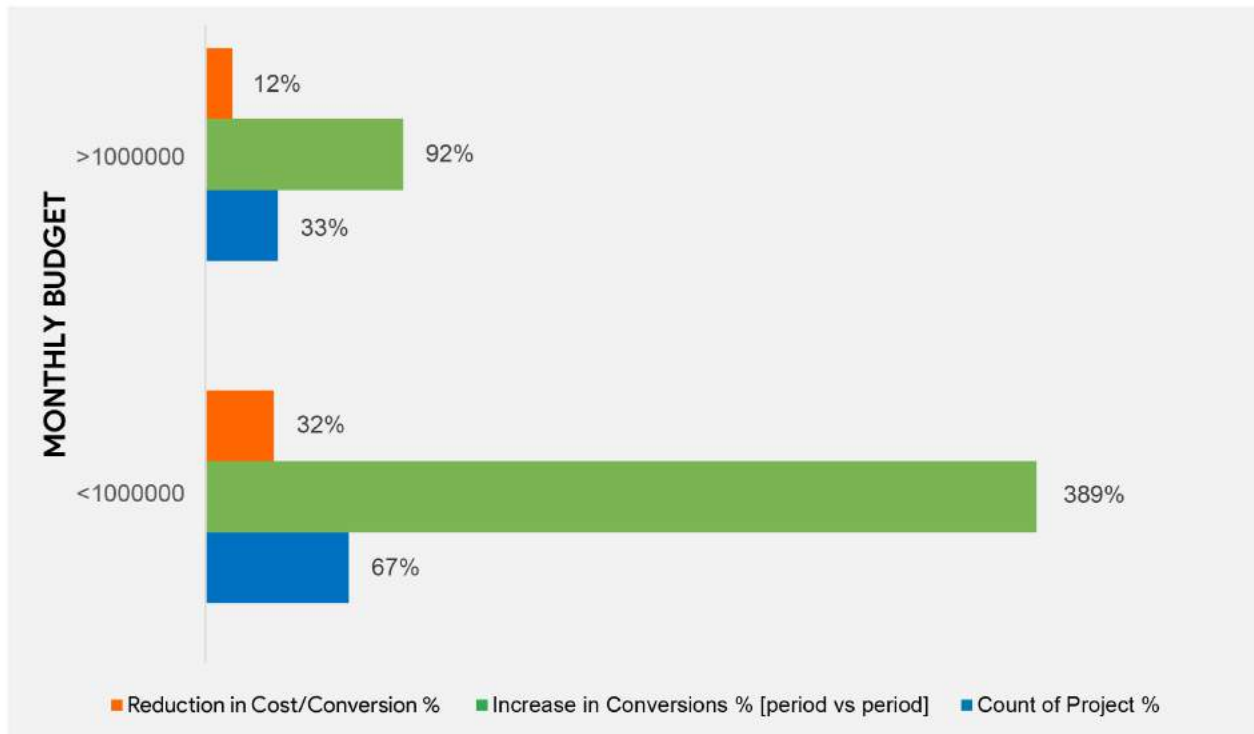
## REPUTATION MANAGEMENT REPORT

### **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 2020-2021. By removing negative links from Google SERPs we have helped these brands repair and enhance their reputation online.

 We **pushed down average 383% of negative links** beyond top 20 search results across all our clients.



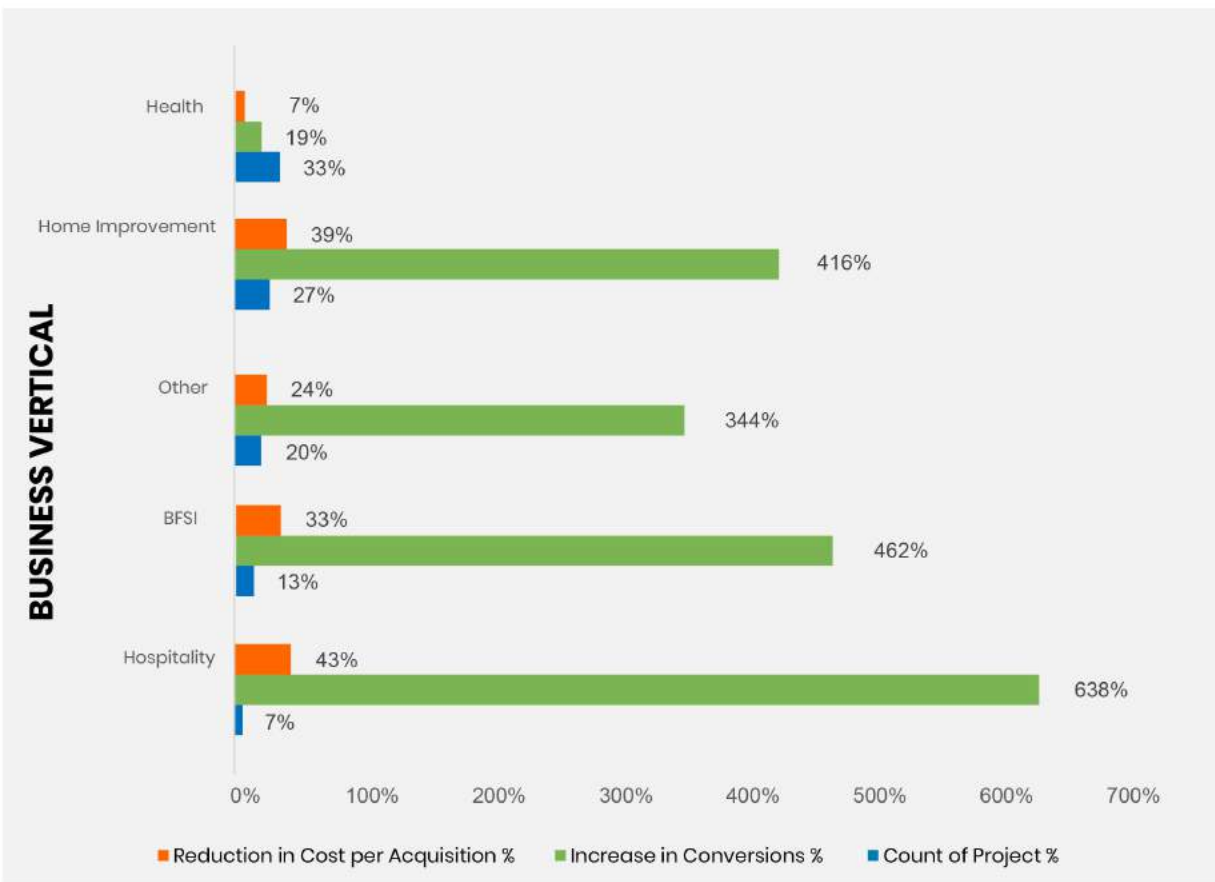
# PPC REPORT

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

- 
 67% of clients, with a monthly budget of less than Rs.10 Lakh, saw an **average growth of 389% in number of conversions**. There was also an **average reduction of 32% in Cost per Acquisition (CPA)**.
- 
 The remaining 33% - our Enterprise Clients, with monthly budgets of over Rs.10 Lakh, saw an **average growth of 92% in conversions and reduction of 12% in Cost per Acquisition (CPA)**.
- 
 All in all, we delivered an impressive overall **average growth of 241%** in conversions along with an average **reduction of 22% in CPA** across our clientele!



## PPC PERFORMANCE ON THE BASIS OF BUSINESS VERTICAL



After the nationwide lockdown, from August and September 2020 onwards we saw a surge in paid media advertising. This surge also coincided with the start of IPL.



While clients across all industries saw transformational growth with Techmagnate, a **Google Premier Partner**, the **Hospitality and BFSI** Industry stand out. They saw a **whopping 638% and 462% growth in conversions** respectively!





## PPC PERFORMANCE ON THE BASIS OF **BUSINESS VERTICAL**

- While BFSI was busy all year round, Healthcare, Hospitality and Home Improvement picked up in the September 20 to March 21 period.
- For the Healthcare Industry, with COVID cases decreasing in the 2nd half of last year, people went back to hospitals as opposed to avoiding OPD consultations
- With Home Improvement, construction activity picked up around Diwali especially with the migrant labour returning to cities. People overall spent more on home improvement during the festive season
- The Hospitality Industry made a comeback in the second half too, with domestic travel picking up and hotels seeing a surge in booking during the winter holidays between December 20 - Jan 21


# 710%

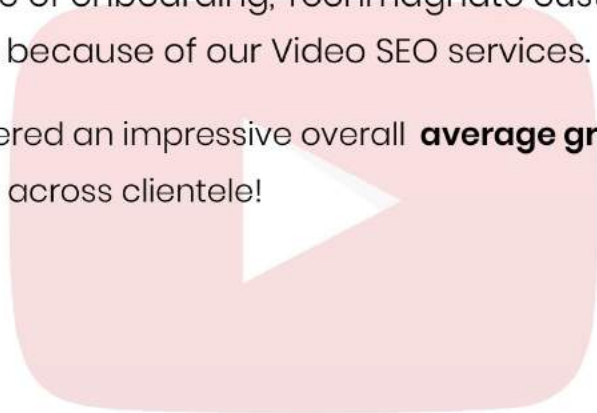
## VIDEO MARKETING REPORT

### ANALYSIS FOR GROWTH IN ORGANIC VIEWS

Video Marketing is here to stay.

No matter what the monthly organic views on the Youtube Channel were at the time of onboarding, Techmagnate customers have seen 3x growth because of our Video SEO services.

 All in all, we delivered an impressive overall **average growth of 710% in organic views** across clientele!






# 512%

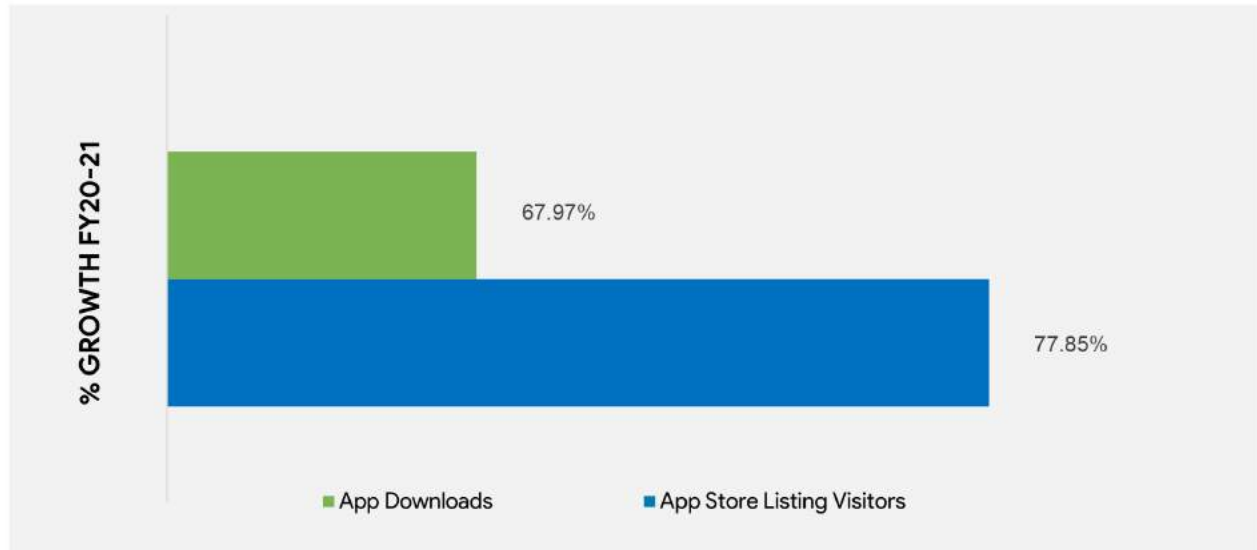
## QUORA MARKETING ANALYSIS

### GROWTH IN ORGANIC VIEWS

Using unique marketing tools for unprecedented growth

Our strategies involve using unique and pioneering marketing tools like Quora for unprecedented growth for our clients.

 We delivered an impressive overall **average growth of 512% in organic profile views** across our clientele.

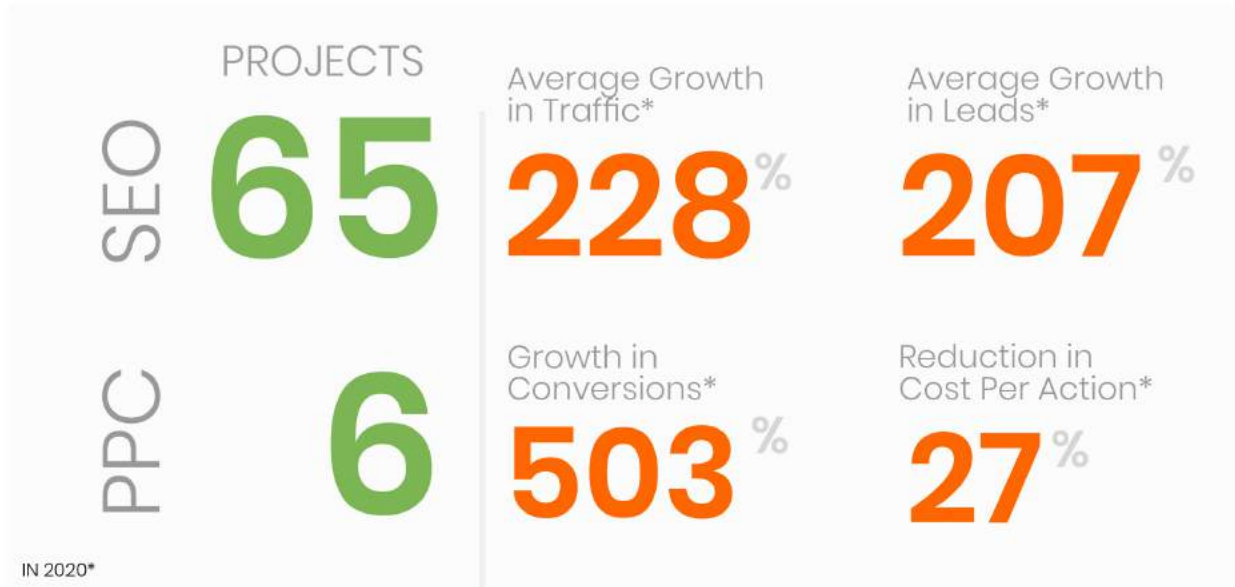


## APP STORE OPTIMIZATION ANALYSIS (ASO)

# 67.97%

**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 2020, we were ranked amongst the **Top 5 App Marketing Companies Globally**.



## TRANSFORMATIONAL GROWTH DELIVERED!

In FY 19-20, we pledged to deliver transformational growth to 100+ clients via our Vision 2020 campaign and we succeeded. This year, we continued to measure our performance and are proud to share that we delivered transformational growth for 71 clients.

### 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 direct customers to understand what transformational growth meant to them.

### What is our process?

In our third year of creating this Digital Report Card, the fact whether the nominated clients truly received **transformational growth was subject to several internal reviews, debates and discussions with the senior management and leadership. This was also built into the team's performance appraisals.**

# THE RESULT IN 2021?






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WE DELIVERED  
TRANSFORMATIONAL  
GROWTH TO





71

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 corresponding period of the previous year.
-  **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 corresponding period of the previous year.
-  **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 corresponding period of the previous year.
-  **Reduction in CPL:** We took the average CPL for the engagement period and compared that with the average CPL for the corresponding period of the previous year. 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 corresponding period of the previous year.

## OTHER THINGS TO NOTE

-  Data includes all **Digital Marketing Campaigns for the Financial Year 20-21** i.e. for the period from April '20 to March '21.
-  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 19 digital campaigns which lasted less than 3 months** for multiple reasons.



## REACH US



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