



# DIGITAL MARKETING PROPOSAL

Bridging the gap between being online &  
getting online success



INDEX

WHO WE ARE	CHAPTER 1-2	COMPETITOR ANALYSIS	CHAPTER 24-27	ACCOUNTABILITY	CHAPTER 51
WHAT IS AI POWERED DIGITAL MARKETING?	CHAPTER 3	SEO	CHAPTER 28-32	CHANNEL SELECTION	CHAPTER 52
THATWARE YOUR RIGHT DIGITAL MARKETING PARTNER	CHAPTER 4	INTEGRATED SOCIAL MEDIA	CHAPTER 33-34	HOW WE CREATE DIGITAL SUCCESS	CHAPTER 53
MORE ABOUT US	CHAPTER 5	SEMANTICS	CHAPTER 35		
OUR SERVICES	CHAPTER 6-13	EMAIL MARKETING	CHAPTER 36		
HOW WE ADD VALUE TO YOUR BUSINESS	CHAPTER 14-19	RE-MARKETING	CHAPTER 37-40		
MARKET ANALYSIS	CHAPTER 20-21	CASE STUDIES	CHAPTER 41-49		
SITE ANALYSIS	CHAPTER 22-23	SUPPORT	CHAPTER 50		

# WHO WE ARE

We are an Award-Winning Digital Marketing Agency leveraging the powers of Artificial Intelligence to deliver unparalleled results.

---





**TUHIN  
BANIK**

CEO OF THATWARE

VISIT US

# THATWARE LLP'S

## IN-HOUSE MARKETING TEAM

- Our CEO, Mr. Tuhin Banik, an award winning Digital Marketing Consultant in India, has given training to team of digital marketing professionals in **ThatWare LLP**.
- Major aspects of Digital Marketing including PPC Advertising, SEO, Social Media and much more are being covered by our CEO.
- Want to see the site, click on the following link  
<https://thatware.co/>

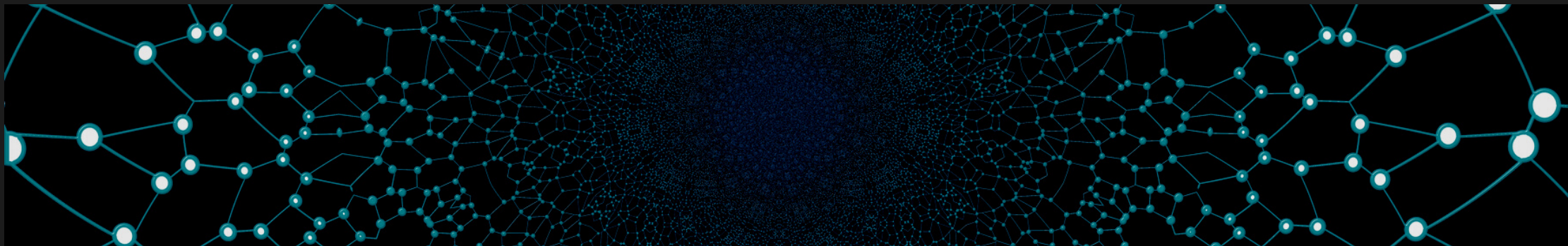
## 02. CHAPTER



# AI WHAT IS POWERED DIGITAL MARKETING?

Implementing Digital Marketing activities with AI is known as **AI Powered Digital Marketing**. With our expertise in Digital Marketing and **Artificial Intelligence**, we evolved Digital Marketing to the next level to provide our clients with Patented **AI-Powered Digital Marketing Services**.

Machine Learning, Data Science techniques, and AI are involved in every step of our process right from Market/Keyword Research to Competitor Analysis to Link building to Content Optimization to Conversion Rate Optimization (CRO) resulting in quick turn-around while maintaining **5X ROI**.



# THATWARE

YOUR RIGHT DIGITAL MARKETING PARTNER

**IBA AWARDEE FOR BEST ADVANCED SEO COMPANY**

- As Recognized by Indian Business Award



**IBA AWARDEE FOR BEST ADVANCED SEO COMPANY**

- As Recognized by Indian Business Award

**IILA AWARDEE FOR TECHNOLOGICAL EXCELLENCE**

- As Recognized by Indian Icon Leader Award

**RECOGNIZED AS TOP 4 ADVANCE DIGITAL MARKETING COMPANY  
BY MANIFEST**

- As Recognized by themanifest.com

**CLUTCH LEADER AWARDEE AS BEST SEO AGENCY**

- As Recognized by Clutch.co

*“Capable marketing partner is a solution itself”*

At ThatWare, we as a team work extremely hard in helping common people, small business owners, middle-sized businesses and fortune companies to prosper with their online business and sales funnel. We provide customized digital marketing strategies and solutions to every businesses and niche irrespective of the competition.



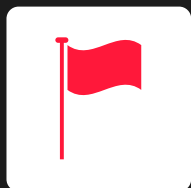
# MORE ABOUT US!



400+  
HAPPY CLIENTS



98%  
SUCCESS RATE



96%  
RETENTION RATE



43+  
COUNTRIES BEING  
SERVERD

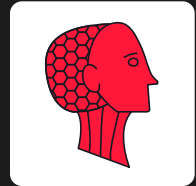


50+  
DATA SCIENTIST & DIGITAL  
MARKETING EXPERTS





# OUR **SERVICES** AT A GLANCE



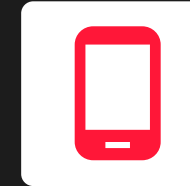
## AI BASED SEO

- AI based search engine optimization
- Advanced SEO



## SOCIAL MEDIA

- social Media Optimization (SMO)
- Social Media Marketing (SMM)



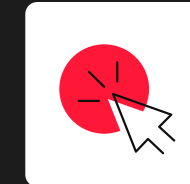
## APP MARKETING



## CONVERSION RATE OPTIMIZATION



## REPUTATION MANAGEMENT



## PAY PER CLICK



## CONTENT MARKETING



## GOOGLE PENALTY RECOVERY



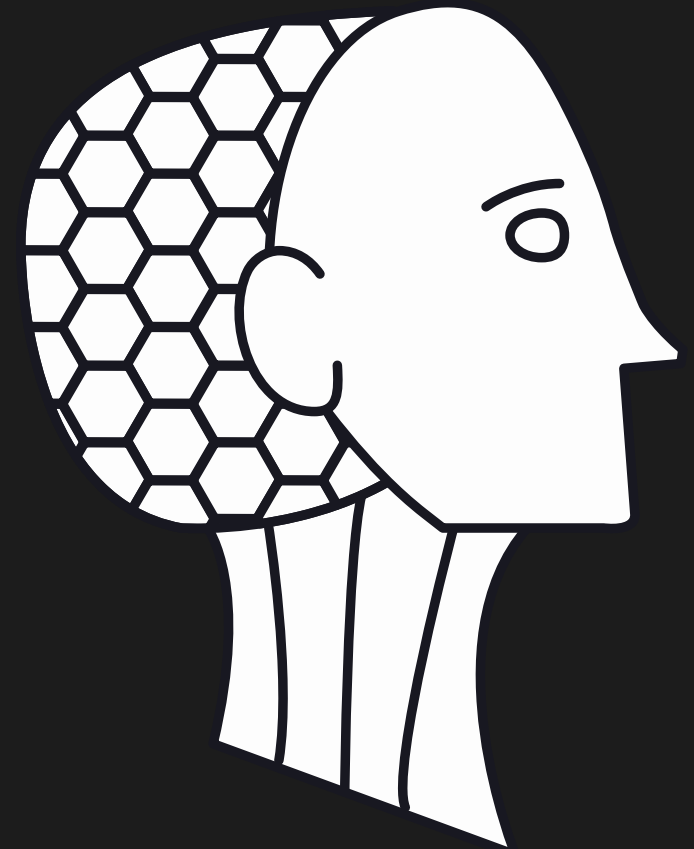
## 07. CHAPTER

# AI BASED SEO SERVICES

It's no doubt that Search Engines like Google, Bing, Yahoo are now ranking web-pages based on AI-based algorithms. With our in-house built tools, we make sure Search Engine Crawlers view the websites how we want them to and Rank them on top. We also use many advanced strategies that even Google themselves use for ranking our landing pages.

### OUR AI BASED SEO SERVICES INCLUDE

- Optimizing pages based on engineered mark-up which will satisfy the intent behind the content
- Optimizing pages based on LDA
- Optimizing pages based on Cosine similarity
- Optimizing landing pages based on Jaccard Index
- SEO optimization using advanced algorithms such as hierarchical clustering, KNN, etc. and much more...





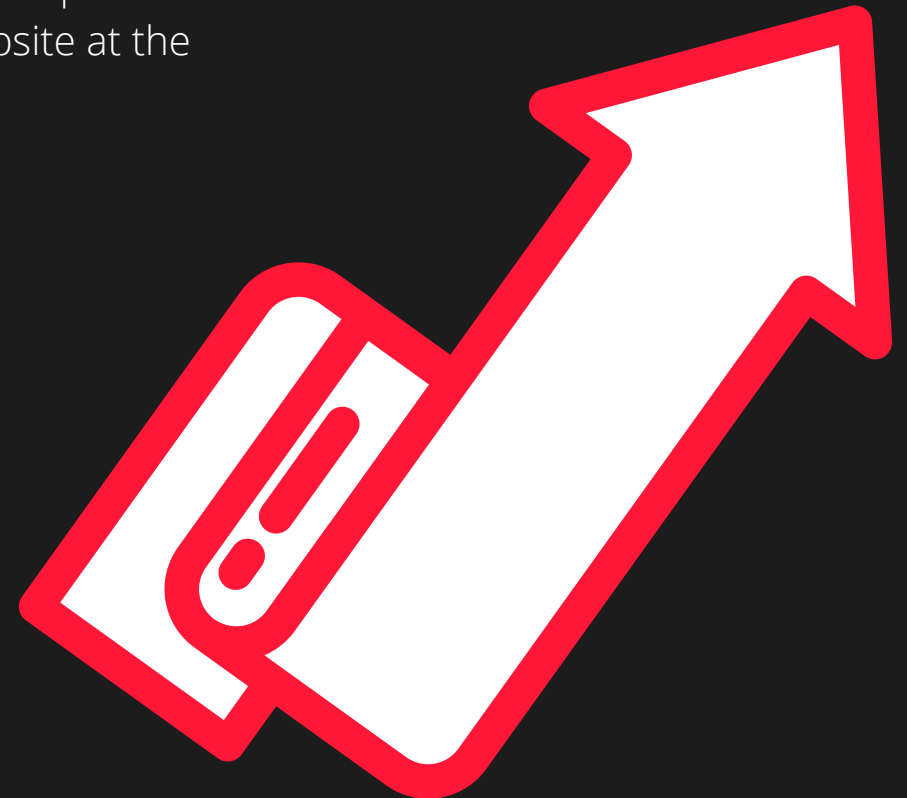
## 08. CHAPTER

# ADVANCED SEO SERVICES

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be challenging to drive traffic to a particular website site from search engines. At ThatWare, we specialize in an innovative approach to SEO that uses whitehat tactics to put your website at the top of the target audience's searches..

### OUR SEO SERVICES INCLUDE:

- High level audit
- Technical SEO fix
- Architectural SEO
- Silo fix
- Rendering issues and Crawl Budget optimize
- Keyword research
- Market research
- Competitive research
- Business Intelligence
- CRO/ ORM/ Penalty Protection
- Advanced link building and Much More...



## 09. CHAPTER

# SOCIAL MEDIA SERVICES

Social Media has changed how brands communicate with their audiences forever. Whether the business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. More than 1 billion people use social media every day, and platforms like Facebook, LinkedIn, and Snapchat have sophisticated advertising platforms that can help anyone grow their audience.

We specialize in Strategic Social Media Campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for our client's business.

### OUR FULL SUITE OF SOCIAL MEDIA SERVICES INCLUDES:

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement



# HOW ARE WE UNIQUE?

	TRADITIONAL DIGITAL MARKETING	ThatWare AI POWERED DIGITAL MARKETING
Keyword Limit	Limited	No Limit*
Links Optimization	Max 50 per Month	Min 300 per Month
AI Powered SEO	Not Available	Exclusive
AI Powered Competitor Analysis	Not Available	Exclusive
AI Blended Digital Marketing	Not Available	Exclusive
Google Compliant (Google SEO Patent Level)	Very few	100% Compliant & Google Premium Partner
Guaranteed Online Reputation Management (ORM)	Very few	Yes. We provide for all our Clients
SEO Pricing	Very High	We Charge Comparatively Less
Prediction Model	Do not predict & if they do, they would not guarantee	We predict & give assurance with our AI Powered Data Analysis & Algorithms
Tentative Results Timeline	6 Months to 1 Year	Within 2 Months (Up to 4 Times Faster)
Progress From Day 1	No. It takes atleast 3 months	Yes. We show progress from Day 1
Detailed Weekly & Monthly Metrics	Very Few Will Provide	Yes. We ensure growth with measurable metrics
Dedicated CRM	Hardly Any	Yes, We Provide
Time line for Website Technical Fixes & Tuning	Minimum One Month	5 Working Days
Highest Sales Conversion Ratio	Maximum 1%	Around 3% to 6% (Sometimes even 10%)

# FEW OF OUR AI & ML TECHNIQUES

S.NO.	ANALYSIS	DESCRIPTION	RESULTS
1	Bag Of Words	An Algorithm that counts & compares how many times a word appears in a document	Improves Website Visibility in SERP (Search Engine Results Pages)
2	Hierarchical clustering	An Algorithm that groups similar objects into groups called clusters	Helps find Similar Tags in Website
3	Kappa Statistics	Measure percentage of agreement of ratings made by multiple raters, which helps in making decision for many different tasks	Helps in accurate Competitor Analysis
4	LDA Model	LDA (Latent Dirichlet Allocation) finds keyword's belonging probability in particular topic from a particular document	Helps to get the best keyword available from the content to increase the page visibility in SERP
5	Rank Brain	Form of micro-data added to a particular webpage that creates an enhanced description which also known as rich snippet that appears in the search results	Cost Effective & Boosts organic results. Will likely provide a competitive edge in SERP
6	Cosine Similarity	Similarity to check Content similarity between our website & competitor website	Gives an output which is beneficial for Competitor Research
7	Sentiment Analysis	process of determining whether the content is positive, negative or neutral	Plays a key role in product analysis and review analysis
8	TF-IDF Analysis	Helps to find a keyword and check how much relevance it is to a particular document	One of the important factors for ranking high in SERP



## 12. CHAPTER

# OUR APPROACH



**MARKET / KEYWORD RESEARCH  
BASED ON DATA-DRIVEN  
TECHNOLOGY**



**BUSINESS INTELLIGENCE  
& COMPETITIVE ANALYSIS**



**SEO AUDIT USING CUTTING  
EDGE TECHNOLOGY**



**HIGH-END TECHNICAL  
PARAMETER FIXES**



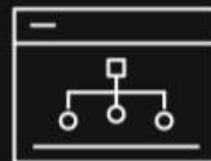
**SEMANTIC SEO OPTIMIZATION  
(AI BASED )**



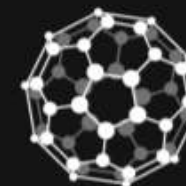
**GOOGLE ALGORITHM  
COMPLIANCE**



**ADVANCED LINK  
BUILDING**



**VALUABLE MEASURABLE INDEXES  
(LEADS, TRAFFICS, RANK ETC.)**



**ADVANCED SEO  
OPERATIONS USING  
MACHINE LEARNING**



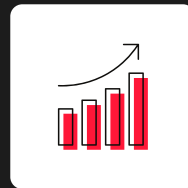


# WHAT YOU GET FROM OUR SERVICES?

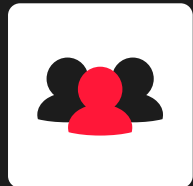
## 13. CHAPTER



ORGANIC RANKING  
(WEBSITE & KEYWORDS)



TRAFFIC  
(SESSIONS)  
ACQUISITIONS



LEADS  
AQUISITION



360 DEGREES VISIBILITY  
(BRAND, SOCIAL, TRUST &  
CREDIBILITY)



## 14. CHAPTER

# WE ADD VALUE TO YOUR BUSINESS

Within first 21 days, ThatWare Strategy HUB will come up with some creative Final Campaigns

## THATWARE'S USP: THATWARE STRATEGY HUB

We have a senior strategic team that sits together to come up with right campaigns and End 2 End Strategy. Mentors and heads from Technology, Design, Social Media, PPC, SEO, R&D & other departments forms the "ThatWare Strategy Hub"



# QUICK ACTION

SOME QUICK ASPECTS NEEDS ATTENTION:

- 1) Website homepage needs to be with Clear Messaging about what are the services we are offering. (We like the way it is, but adding this can enhance it too)
- 2) Since website relies on service, adding proper indication can make huge difference
- 3) Authorship Implementation can increase your personal visibility & more.



## 16. CHAPTER

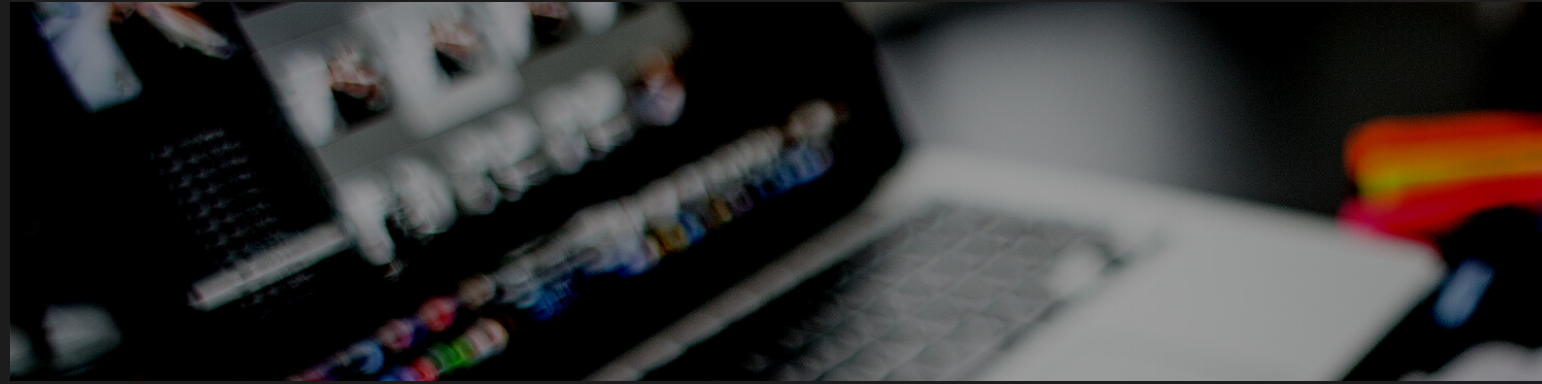


# OUR PURPOSE FOR YOUR BUSINESS

1. BE YOUR DIGITAL MARKETING COMPANION
2. VALIDATE YOUR BUSINESS IDEA
3. CREATE AN EXPERIMENTAL PLAN OF ACTION

# BUSINESS GOALS

ACCORDING TO US



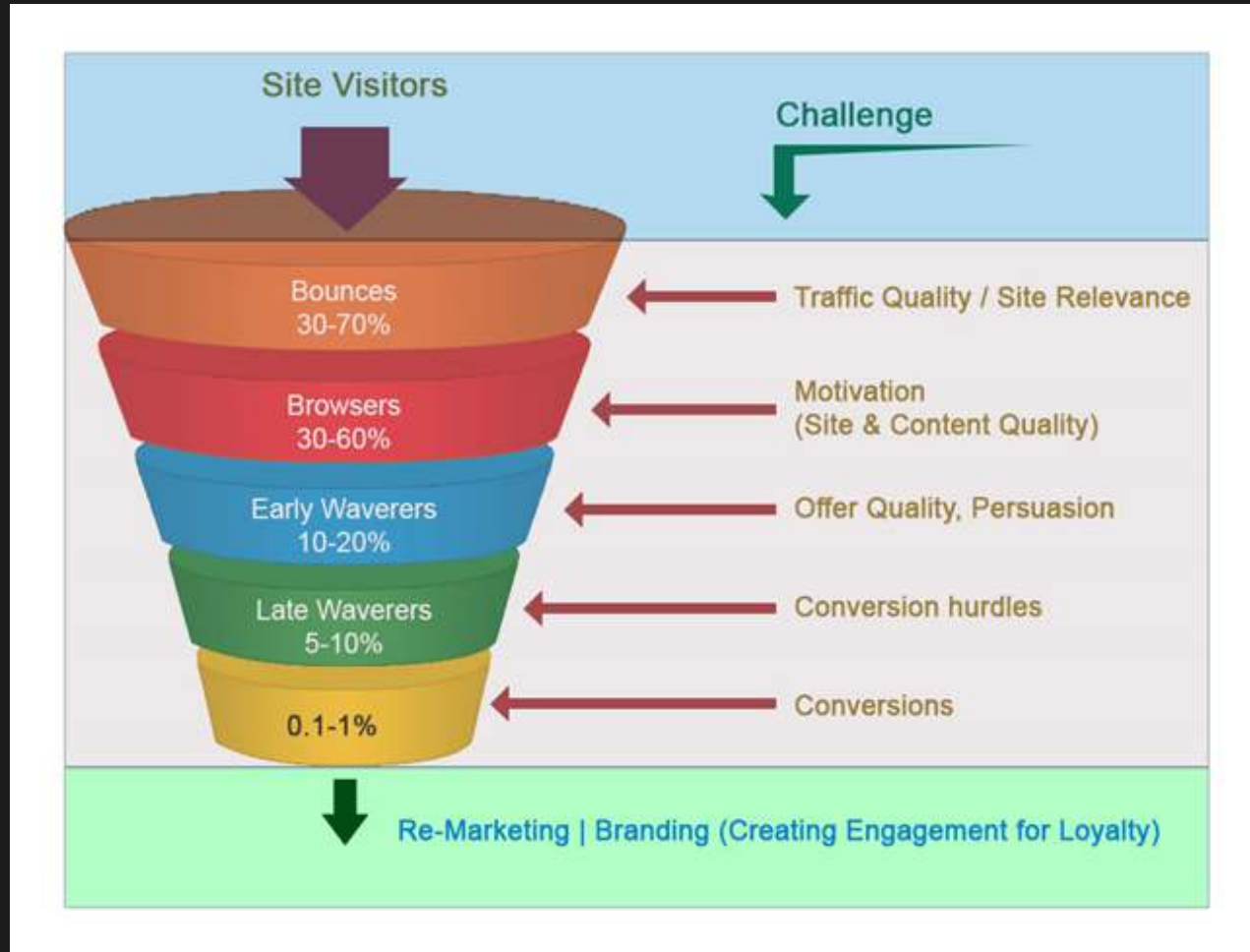
We understand the business first, analyze it and then we suggest the Right Digital Mix as it is the key to Success.



# OUR STEPS TO REACH SUCCESS



# THE REAL VALUE IS WHEN VISITORS CONVERT TO SALES



## THERE ARE 4 STEPS TO IT:

- Make RIGHT people (TG) aware of your offerings
- Help them consider you. (Usability)
- Help them make a decision in favor of you. (CRO, Conversion rate optimization)
- Engage for loyalty, referrals and organic growth.

## 20. CHAPTER

# MARKET ANALYSIS

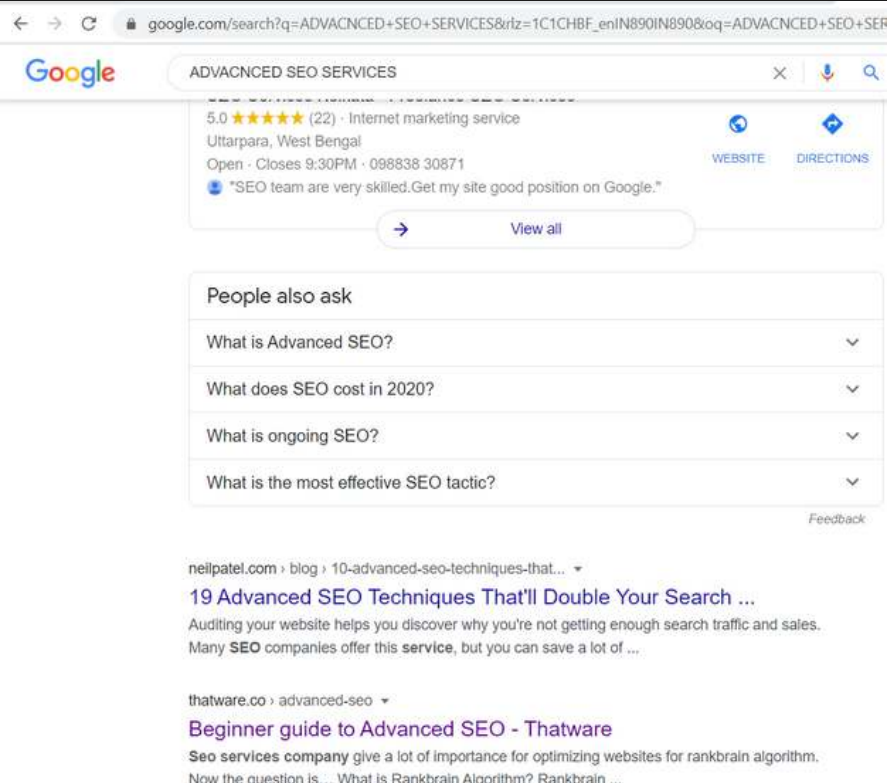
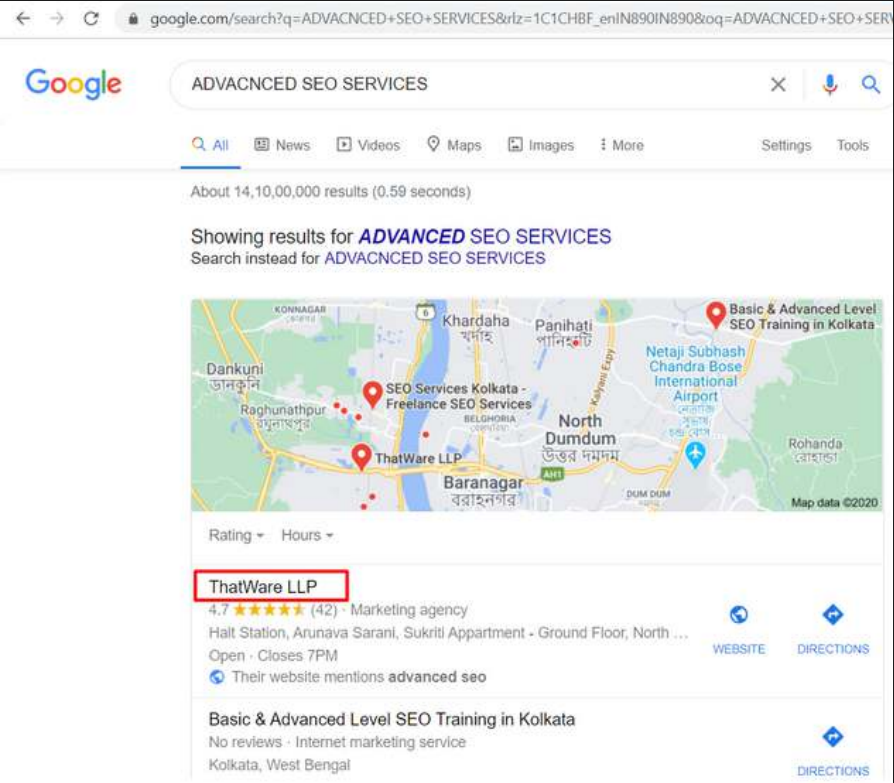


# ORGANIC SEARCH MARKET AVAILABLE IN INDIA

21. CHAPTER

A high search market is available which is moderately competitive as well. So, we lots of opportunities

Landing Page	Focus keyword	GEO	Current Rank
<a href="https://thatware.co/advanced-seo/">https://thatware.co/advanced-seo/</a>	advanced seo company	India	1



## 22. CHAPTER

# SITE ANALYSIS



# BASIC ANALYSIS THROUGH GTMETRIX

## 23. CHAPTER

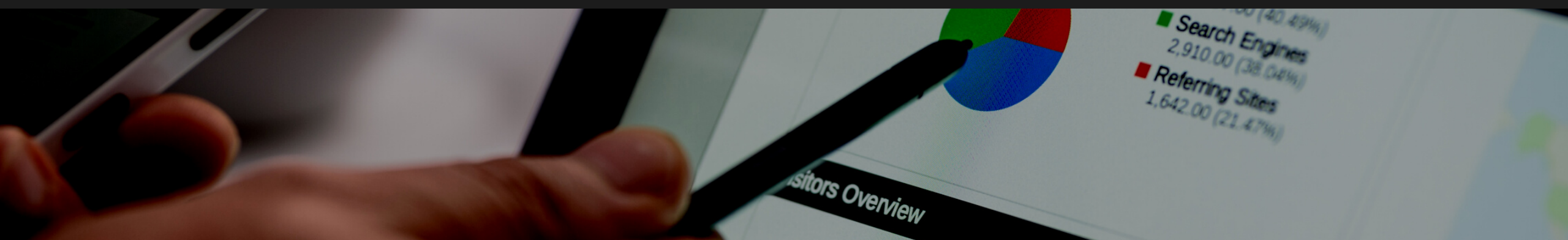


Site's Pagespeed score is 95%  
To beat the competitors and get recognize in the eyes of search engine crawler, every aspects need to be excellent

The screenshot shows the Recommendations table in the GTmetrix report. The table lists various recommendations with their respective grades, types, and priorities.

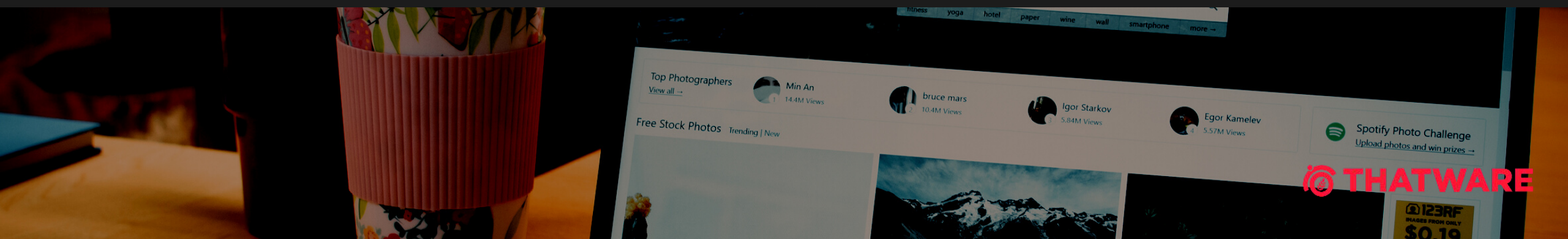
RECOMMENDATION	GRADE	TYPE	PRIORITY
Leverage browser caching	B (87)	SERVER	HIGH
Minify CSS	B (88)	CSS	HIGH
Defer parsing of JavaScript	A (92)	JS	HIGH
Minify JavaScript	A (95)	JS	HIGH
Specify a cache validator	A (96)	SERVER	HIGH
Specify image dimensions	A (97)	IMAGES	MEDIUM

Most of the major issues are already been dealt with.



## 24. CHAPTER

# COMPETITOR ANALYSIS



# COMPETITOR LIST

**25. CHAPTER**

FOR INITIAL PROPOSAL, WE TOOK KEYWORD LEVEL COMPETITORS

WWW.MOZ.COM

WWW.WEBFX.TV

WWW.SEO.COM

WWW.SEOGENICS.COM



## 26. CHAPTER

# KEY FINDINGS IN COMPETITOR ANALYSIS

- 1.COMPETITORS ARE USING SEARCH CHANNEL MORE, ESP. ORGANIC MEDIUM
- 2.COMPETITORS HAVE USED BANNER ADVERTISING TOO BUT NOT TO A GREAT EXTENT
- 3.WE ARE SEEING HUGE OPPORTUNITIES IN TERMS AI IMPLEMENTATIONS
- 4.ADDING MOBILE APP CAN INCREASE THE ENGAGEMENT – THIS CAN BE A LONG TERM GOAL TO ACHIEVE.





## 27. CHAPTER

# • RECOMMENDED MARKETING CHANNELS

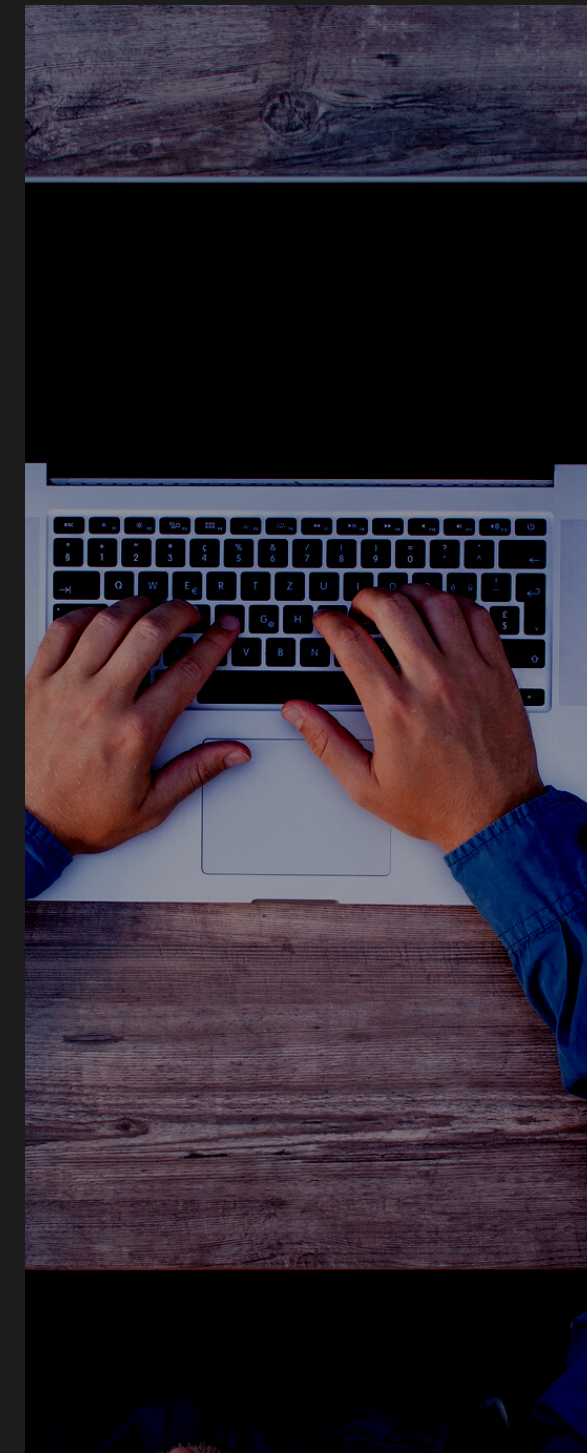
SEO	<ul style="list-style-type: none"><li>• We will optimize your website to make it more marketing ready which will result in more visitors and sales as of now.</li><li>• 100 parameter Check-list implementation</li><li>• Improving keywords to better position in SERPs</li></ul>
AGGRESSIVE PPC	<ul style="list-style-type: none"><li>• We do all 3 levels of ads, search, display (contextual) and profile targeting.</li><li>• Advertising in Google.com, Advertising in other websites Interest Based Targeting can help reach maximum service awareness (Remarketing will be added to all campaigns)</li></ul>
INTEGRATED SMO	<ul style="list-style-type: none"><li>• Facebook plays important role in targeting our Audience. For Viral reach and repetitive interactions. We will run ad campaign here</li><li>• We will work on your FB page to share information and interact with Target Audience. We will also work on your Twitter page and LinkedIn page for Engagement.</li></ul>
EMAIL MARKETING	<ul style="list-style-type: none"><li>• With list of existing customers' and new customers' email address, we can target them easily</li><li>• Making them to know, we are the thought leaders in our sector</li></ul>
RE-MARKETING	<ul style="list-style-type: none"><li>• Targeting visitors who visited our website before</li><li>• Must to create Brand Recall &amp; Can be achieved through Google &amp; Facebook Advertising Platform</li></ul>

# SEARCH ENGINE OPTIMIZATION

## ACTIVITIES

**Get the basics of SEO done and invest on right keyword groups**, do a competitor analysis to see how difficult it will be to penetrate the market. Build a strategy for short term and long term. Main SEO activities are:

- Keyword analysis and selecting right to get the target audience right in the landing page
- Make website SEO friendly (We do a 24 parameter check and implementation)
- Adding content to win the target keyword group
- Adding links using competitors common links and innovations
- Adding right signals like improving bounce rate, pages per view, social engagement etc.



## 29. CHAPTER

# PROGRESSIVE APPROACH FOR SEO WHAT WE DO

STEP 1: SET-UP TASK AND IMPLEMENTATION.

STEP 2: SEO AUDIT.

STEP 3: KEYWORD ANALYSIS & KEYWORD TO PAGE ASSIGNMENT.

STAGE 4: ON-PAGE ACTIVITIES, WEBSITE CONTENT.

STAGE 5: OFF-PAGE RECOMMENDATION.



# DELIVERABLES

- GOOGLE WEBMASTER ACCOUNT CREATION & BASIC SETUP.
- A DETAILED DRAFT OUTLINING THE TECHNICAL ISSUES THAT MAY BE ADDRESSED SO AS TO MAKE THE WEBSITE INFRASTRUCTURE PERFECT.
- IMPLEMENTATION OF ALL TECHNICAL SUGGESTIONS MADE IN THE SET UP TASK DOCUMENT.





# DELIVERABLES

- 100 PARAMETER CHECK DOCUMENT - A DETAILED ANALYSIS OF THE 100 PARAMETERS WOULD BE DONE TO MAKE THE WEBSITE TECHNICALLY SOUND FROM THE SEO PERSPECTIVE.
- 100 PARAMETER IMPLEMENTATION - ALL TECHNICAL IMPLEMENTATIONS FROM THE 100 PARAMETER CHECK RECOMMENDATION DOCUMENT AS REQUIRED.



# DELIVERABLES

- LISTING ON DIFFERENT BLOGS WHERE PEOPLE ARE LOOKING FOR LATEST SUCH UPDATES & TRENDS ALONG WITH LISTING ON TOP BUSINESS LISTING SITES.
- FORUM PARTICIPATION.
- PRESS RELEASE
- ARTICLE SUBMISSIONS
- AUTHORIZED AND GENUINE BACKLINKS WITH GOOD PR
- MINIMUM WITHIN THE SITE



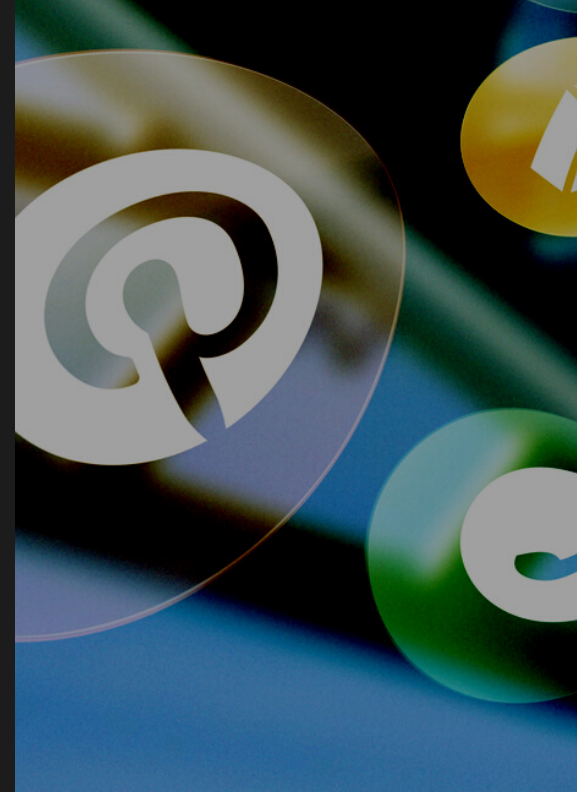
# INTEGRATED SOCIAL MEDIA

## ACTIVITIES

### Get social media integrated and a plan for social media.

- We understand competitors (like what is working for them, how they are doing, learn quickly from their fans).
- Get the visitors from social media to check out the offerings, News, testimonials, reviews and more..
- Use creative and action oriented landing pages in social media (especially in FB) to get more likes, comments and referrals.

If done right, it can give huge returns



 **THATWARE**

## HOW WE PLAN THE POSTS/UPDATES

**Social media status updates is one of the major social media activities, we have a structured approach to it.**

Our social media team, senior mentor and project owner (the person responsible for the project success at Techshu) sit together to decide for:

- Layers - We call it layer peeling, where we understand the layers (broader topics) which are attractive for our TG (Target Group).
- We then select 3 to 6 topics for a month
- We then distribute post types and days
- We decide on number of posts per day (Every Project needs a different frequency)
- We then put an editorial calendar with post for clients review
- We schedule the post for every week (We keep 80% fixed and 20% variable to accommodate some sudden but needed posts like company news, event updates etc.)
- We make sure it is integrated well without business goals.
- Also we advertise for researched content.





# SEMANTICS

Checking similarity of a particular site using particular keyword using Cosine Similarity Algorithm

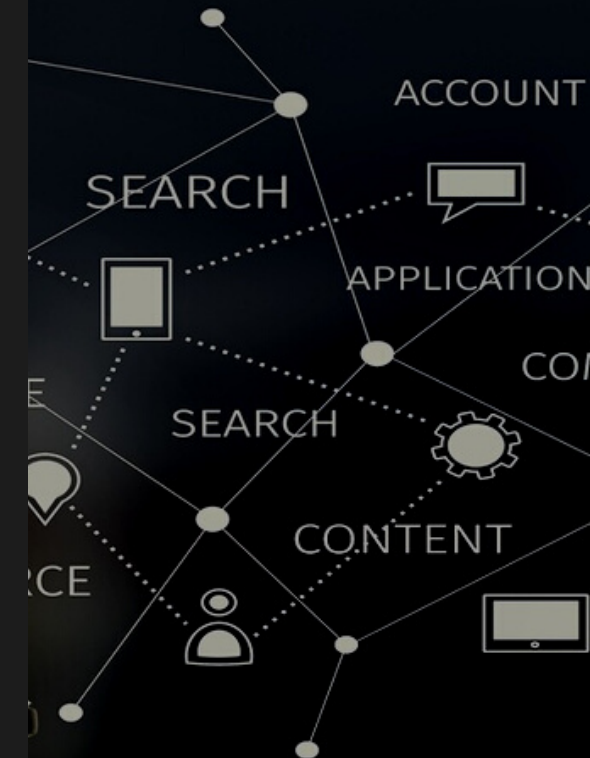
Topic modeling algorithm in which the algorithm is used for calculating the document to topic distribution and then after topic to word distribution

Jaccard index algorithm is generally used to compare two sets of the document for similarity. Jaccard index will help in segregating all the similar tags

Kohen's kappa which uses two iterators to calculate the percentage of agreement and the percentage of disagreement.

A vector space model is such a model where document D is represented as an m-dimensional vector, where each dimension corresponds to a unique term.

Link intersect is a piece of program which will help in finding out the common backlinks between two or more set of websites. The process uses a technology which is known as vector intersection.



# EMAIL MARKETING

## ACTIVITIES

Term frequency—inverse document frequency, is a scoring measure widely used in information retrieval TF-IDF is intended to reflect how relevant a term is in a given document. Promoting guides for downloads and capturing emails.

- Clustering is an important part of information retrieval and is totally based on AI. It can be used to enhance SEO.
- Structured data is getting important day by day. It helps search engine crawlers to get a better idea about the intent behind the content.

### 36. CHAPTER



# RE-MARKETING

## 37. CHAPTER

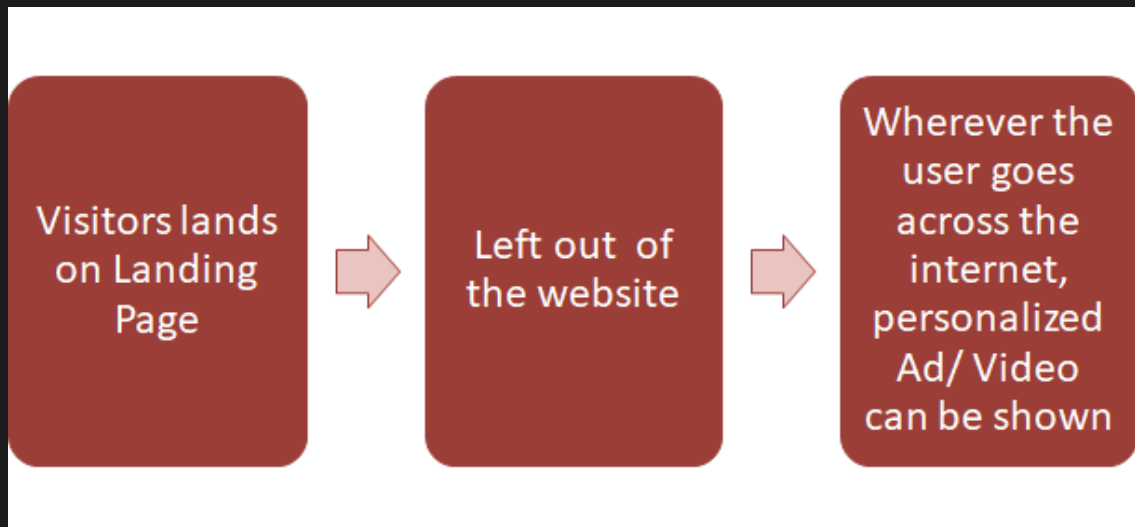


Remarketing is a way to stay engaged with your target audience who visited the website / mobile application / Video Channel once, by presenting relevant Ads and offers across the web, making sure the brand remains to the top of their mind when they are ready to buy any product or services.

If we have a broad remarketing strategy, like the following it will enhance the brand awareness as well as lead conversions.

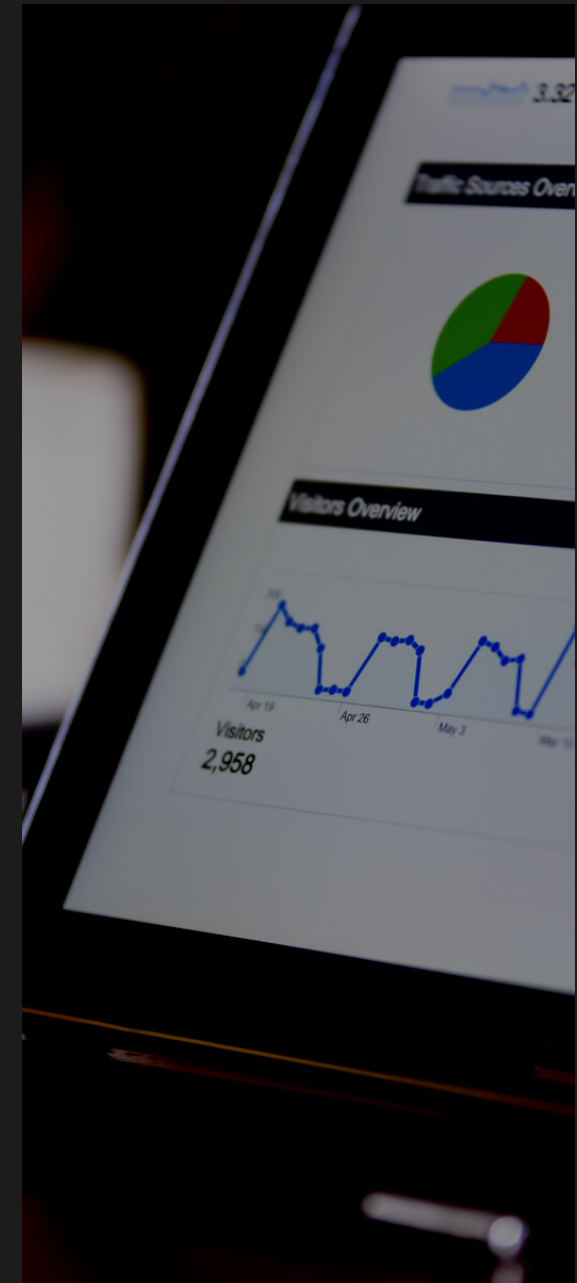
## 38. CHAPTER

# REMARKETING



Remarketing is a way to stay engaged with your target audience who visited the website, by presenting relevant Ads and offers across the web, making sure the brand remains to the top of their mind when they are ready to buy any product or services.

For Vandeeep kalra if we have a broad remarketing strategy, like the following it will enhance the brand awareness as well as lead conversions.





# REMARKETING

Now Remarketing gets a new definition with Facebook Exchange

Partnering with a Demand Side Platform like Adroll, we can target people easily like people, who have visited your website, can see your ads within Facebook.com, the next instant.

This keeps the close tail of wherever our customers are going.





# REMARKETING

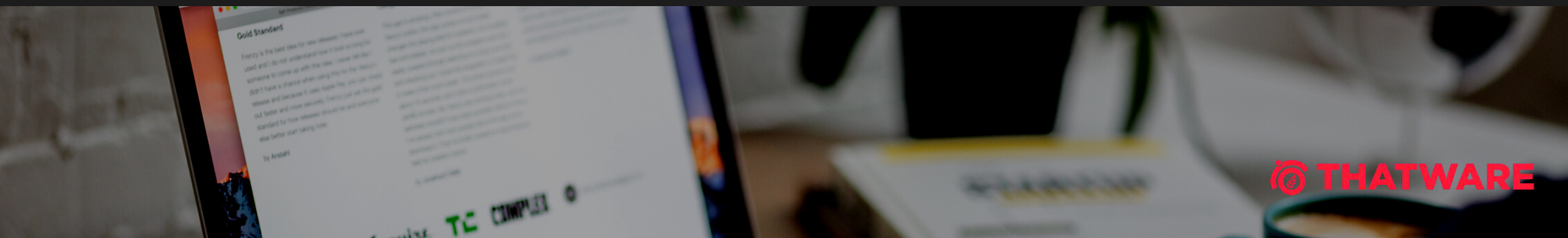
---

## WHY REMARKETING + HOW IT WILL HELP :

Remarketing is a way to stay engaged with your target audience who visited the website once by presenting more relevant Ads and offers across the web, making sure the brand remains to the top of their mind when they are ready to buy any product or services.

## 41. CHAPTER

# CASE STUDIES



DATE: JAN 1, 2019-MAY 31, 2019

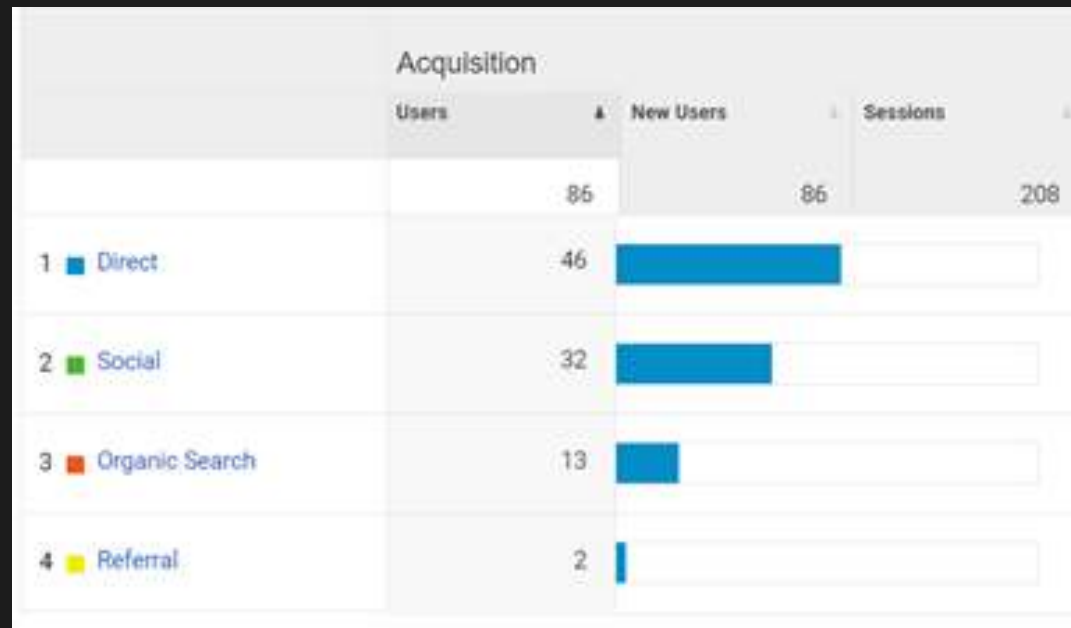
BEFORE:

<input type="checkbox"/>	Default Channel Grouping	Acquisition		
		Users <span>?</span> <span>↓</span>	New Users <span>?</span>	Sessions <span>?</span>
		86 % of Total: 100.00% (86)	86 % of Total: 100.00% (86)	208 % of Total: 100.00% (208)
<input type="checkbox"/>	1. Direct	46 (49.46%)	46 (53.49%)	75 (36.06%)
<input type="checkbox"/>	2. Social	32 (34.41%)	29 (33.72%)	49 (23.56%)
<input type="checkbox"/>	3. Organic Search	13 (13.98%)	10 (11.63%)	78 (37.50%)
<input type="checkbox"/>	4. Referral	2 (2.15%)	1 (1.16%)	6 (2.88%)

The amount of user they had and also the amount of sessions they are getting was very poor. There were barely any visitors in this site. Increasing its stats was challenging.

### TRAFFIC AND VISIBILITY:

As we can see from below attached screenshot the organic reach of this site was very poor and didn't get any exposure in SERP. The head count if users are very low.









# FLOWZ.COM

DATE: JAN 1, 2020 - MAY 26, 2020

## 44. CHAPTER

### AFTER:

The amount of user and also the amount of sessions has been drastically increased from the previous stats. The visitors they have now is lot more than before and also this site is performing well in SERP compare to its competitors.

<input type="checkbox"/>	Default Channel Grouping	Acquisition		
		Users  	New Users 	Sessions 
<input type="checkbox"/>		71,087 % of Total: 100.00% (71,087)	70,475 % of Total: 100.07% (70,429)	82,921 % of Total: 100.00% (82,921)
<input type="checkbox"/>	1. Organic Search	60,695 (85.17%)	60,057 (85.22%)	70,536 (85.06%)
<input type="checkbox"/>	2. Direct	9,262 (13.00%)	9,185 (13.03%)	10,426 (12.57%)
<input type="checkbox"/>	3. Social	1,035 (1.45%)	1,018 (1.44%)	1,230 (1.48%)
<input type="checkbox"/>	4. Referral	269 (0.38%)	214 (0.30%)	728 (0.88%)
<input type="checkbox"/>	5. (Other)	1 (0.00%)	1 (0.00%)	1 (0.00%)

## COMPARING TWO TABLE'S DATA:

Default Channel Grouping	Acquisition		
	Users <span>?</span> ↓	New Users <span>?</span>	Sessions <span>?</span>
	82,563.95% <span>?</span> 71,091 vs 86	81,873.26% <span>?</span> 70,497 vs 86	39,778.85% <span>?</span> 82,948 vs 208
1. Organic Search			
Jan 1, 2020 - May 26, 2020	60,706 (85.17%)	60,079 (85.22%)	70,563 (85.07%)
Jan 1, 2019 - May 31, 2019	13 (13.98%)	10 (11.63%)	78 (37.50%)
% Change	466,869.23%	600,690.00%	90,365.38%
2. Direct			
Jan 1, 2020 - May 26, 2020	9,262 (13.00%)	9,185 (13.03%)	10,426 (12.57%)
Jan 1, 2019 - May 31, 2019	46 (49.46%)	46 (53.49%)	75 (36.06%)
% Change	20,034.78%	19,867.39%	13,801.33%
3. Social			
Jan 1, 2020 - May 26, 2020	1,035 (1.45%)	1,018 (1.44%)	1,230 (1.48%)
Jan 1, 2019 - May 31, 2019	32 (34.41%)	29 (33.72%)	49 (23.56%)
% Change	3,134.38%	3,410.34%	2,410.20%
4. Referral			
Jan 1, 2020 - May 26, 2020	269 (0.38%)	214 (0.30%)	728 (0.88%)
Jan 1, 2019 - May 31, 2019	2 (2.15%)	1 (1.16%)	6 (2.88%)
% Change	13,350.00%	21,300.00%	12,033.33%



# KARMAPLACE.IN

## 46. CHAPTER

DATE: MAR 19, 2020 - JUN 30, 2020

### BEFORE:

Default Channel Grouping		Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		28,196 <small>% of Total: 100.00% (28,196)</small>	27,339 <small>% of Total: 100.00% (27,339)</small>	40,738 <small>% of Total: 100.00% (40,738)</small>	24.08% <small>Avg for View: 24.08% (24.08%)</small>	5.89 <small>Avg for View: 5.89 (5.89%)</small>	00:03:31 <small>Avg for View: 00:03:31 (5.00%)</small>	0.54% <small>Avg for View: 0.54% (0.54%)</small>	222 <small>% of Total: 100.00% (222)</small>	\$15,169.97 <small>% of Total: 100.00% (285,169.97)</small>
<input type="checkbox"/>	1. Organic Search	10,694 (38.00%)	10,213 (37.36%)	13,286 (32.61%)	20.46%	5.80	00:03:24	0.64%	85 (38.29%)	\$4,005.63 (26.40%)
<input type="checkbox"/>	2. Paid Search	6,528 (23.19%)	6,139 (22.46%)	9,257 (22.72%)	25.69%	6.77	00:03:38	0.63%	58 (26.13%)	\$5,226.26 (34.48%)
<input type="checkbox"/>	3. Direct	4,778 (16.95%)	4,628 (16.94%)	7,240 (17.77%)	26.47%	5.76	00:04:11	0.30%	24 (10.81%)	\$1,814.24 (11.96%)
<input type="checkbox"/>	4. Social	2,863 (10.19%)	2,551 (9.33%)	3,526 (8.66%)	25.45%	4.00	00:02:13	0.11%	4 (1.80%)	\$273.93 (1.81%)
<input type="checkbox"/>	5. Referral	2,410 (8.55%)	2,020 (7.39%)	3,140 (7.71%)	30.99%	4.75	00:02:56	0.76%	24 (10.81%)	\$1,911.18 (12.60%)
<input type="checkbox"/>	6. (Other)	1,980 (7.03%)	1,566 (5.73%)	3,693 (9.07%)	21.55%	6.91	00:03:58	0.41%	15 (6.76%)	\$959.07 (6.33%)
<input type="checkbox"/>	7. Display	208 (0.74%)	184 (0.67%)	290 (0.71%)	21.38%	4.25	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. Email	86 (0.30%)	33 (0.12%)	276 (0.68%)	21.74%	9.38	00:06:06	4.35%	12 (5.41%)	\$879.66 (5.80%)

Show rows

50

Go to

1

1 of 1

This report was generated on 15/12/2020 at 22:29 PM - Author Report

The amount of user they had and also the amount of sessions they are getting was good in compare to most of the new sites. The sale was dropping as well as the conversion rate, most of the targeted keyword doesn't have any visibility in SERP.

## TRAFFIC AND VISIBILITY:



For this site we had work our way through because most of the basic scope of improvement was already covered. There were lots of aspects to improve for this site to increase the conversion rate and also to increase the sales. The revenue they were generating before was \$15k. Our main goal is to increase in sales and make the site more visible in SERP with targeted keywords.



# KARMAPLACE.IN

DATE: JUL 1, 2020 – OCT 12, 2020

AFTER:

## 48. CHAPTER

Default Channel Grouping		Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		110,514 <small>% of Total: 100.00% (110,514)</small>	109,900 <small>% of Total: 100.11% (109,900)</small>	151,787 <small>% of Total: 100.00% (151,787)</small>	28.86% <small>Avg. for Value: 28.86% (28.86%)</small>	4.71 <small>Avg. for Value: 4.71 (4.71)</small>	00:02:34 <small>Avg. for Value: 00:02:34 (0:02:34)</small>	0.27% <small>Avg. for Value: 0.27% (0.27%)</small>	412 <small>% of Total: 100.00% (412)</small>	\$36,658.13 <small>% of Total: 100.00% (36,658.13)</small>
<input type="checkbox"/>	1. Social	43,384 (39.24%)	42,908 (39.02%)	54,894 (36.17%)	32.86%	3.06	00:01:21	0.08%	46 (11.17%)	\$4,653.22 (12.69%)
<input type="checkbox"/>	2. Paid Search	28,382 (25.68%)	28,910 (26.40%)	29,345 (19.32%)	25.54%	6.00	00:03:00	0.33%	131 (31.80%)	\$10,537.07 (28.74%)
<input type="checkbox"/>	3. Direct	22,541 (20.39%)	22,439 (20.40%)	29,757 (19.60%)	30.27%	4.67	00:03:05	0.21%	62 (15.05%)	\$5,888.47 (16.06%)
<input type="checkbox"/>	4. Organic Search	15,549 (14.06%)	14,189 (12.91%)	19,453 (12.82%)	22.92%	6.28	00:03:34	0.42%	84 (20.39%)	\$7,177.67 (19.58%)
<input type="checkbox"/>	5. Referral	3,772 (3.39%)	2,180 (1.98%)	5,458 (3.60%)	31.50%	5.23	00:03:40	1.04%	57 (13.83%)	\$5,585.49 (15.24%)
<input type="checkbox"/>	6. (Other)	1,058 (0.95%)	783 (0.71%)	2,091 (1.38%)	17.98%	7.48	00:04:53	0.33%	7 (1.70%)	\$763.80 (2.08%)
<input type="checkbox"/>	7. Display	497 (0.45%)	406 (0.37%)	436 (0.29%)	22.48%	1.57	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. Email	122 (0.11%)	55 (0.05%)	352 (0.23%)	16.15%	11.50	00:07:38	7.08%	25 (6.07%)	\$2,052.41 (5.60%)

The increase in sales has been doubled in just 3 months of period.





# KARMAPLACE.IN

## COMPARING TWO TABLE'S DATA:

<input type="checkbox"/>	Default Channel Grouping	Acquisition		
		Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>
		291.95% <span>▲</span> 110,514 vs 28,196	301.99% <span>▲</span> 109,900 vs 27,339	272.59% <span>▲</span> 151,787 vs 40,738
<input type="checkbox"/>	1. Social			
	Jul 1, 2020 - Oct 12, 2020	43,384 (37.67%)	42,938 (39.07%)	54,894 (36.17%)
	Mar 19, 2020 - Jun 30, 2020	2,863 (9.69%)	2,551 (9.33%)	3,536 (8.68%)
	% Change	1,415.33%	1,583.18%	1,452.43%
<input type="checkbox"/>	2. Paid Search			
	Jul 1, 2020 - Oct 12, 2020	28,382 (24.65%)	26,910 (24.49%)	39,345 (25.92%)
	Mar 19, 2020 - Jun 30, 2020	6,528 (22.09%)	6,139 (22.46%)	9,257 (22.72%)
	% Change	334.77%	338.35%	325.03%
<input type="checkbox"/>	3. Direct			
	Jul 1, 2020 - Oct 12, 2020	22,541 (19.57%)	22,439 (20.42%)	29,757 (19.60%)
	Mar 19, 2020 - Jun 30, 2020	4,778 (16.17%)	4,633 (16.95%)	7,260 (17.82%)
	% Change	371.77%	384.33%	309.88%
<input type="checkbox"/>	4. Organic Search			
	Jul 1, 2020 - Oct 12, 2020	15,549 (13.50%)	14,189 (12.91%)	19,453 (12.82%)
	Mar 19, 2020 - Jun 30, 2020	10,696 (36.20%)	10,213 (37.36%)	13,286 (32.61%)
	% Change	45.37%	38.93%	46.42%

## 49. CHAPTER



# END TO END SUPPORT

WE CAN STRETCH TO PROVIDE END TO END SUPPORT:

- Creative Graphic Design Services (Limited help)
- Web development
- Data Entry work
- And other support through our local partners at cost effective way.

OUR GOAL IS TO ENSURE OUR PARTNERSHIP IS A STRONG WIN-WIN.



# ACCOUNTABILITY

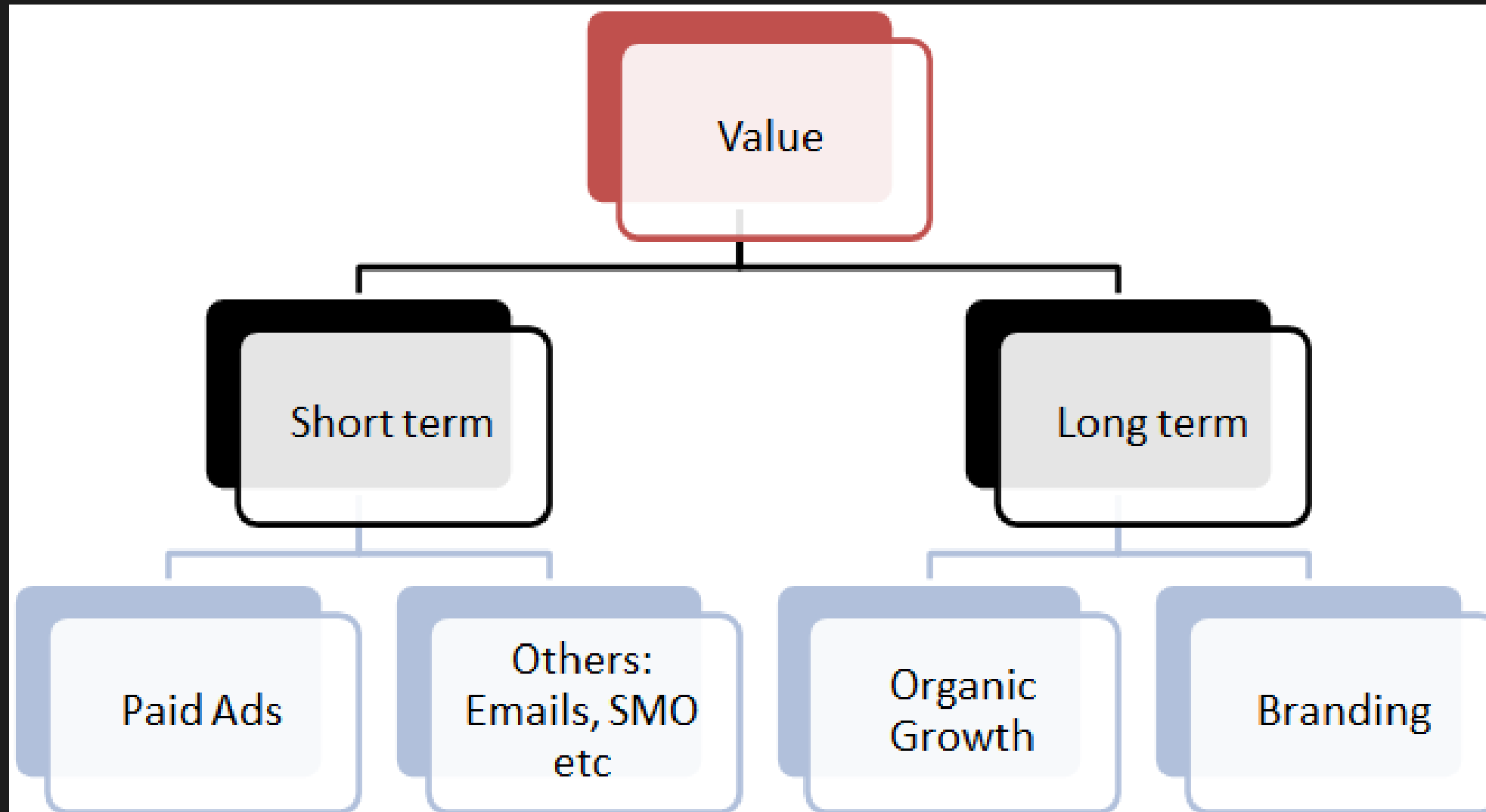
WE ARE 100% ROI FOCUSED PARTNERS

WE FOCUS ON RESULTS AND FOR ACCOUNTABILITY WE HAVE FOLLOW ACTIVITIES ALONG WITH NUMBER REVIEWS:

- Monthly/Weekly detailed reporting and calls.
- Interaction via email to have business information and marketing related assistance.



# CHANNEL SELECTION



# HOW WE CREATE DIGITAL SUCCESS

1. We understand your business goals & current challenges.
2. We analyse the markets (search & TG on web), competitors
3. We put the digital mix (90% problem and solution is here, selecting the right mix, right channels)
4. We then put right messaging framework, goals/targets, budget for each channel
5. We put in a team to execute and follow.

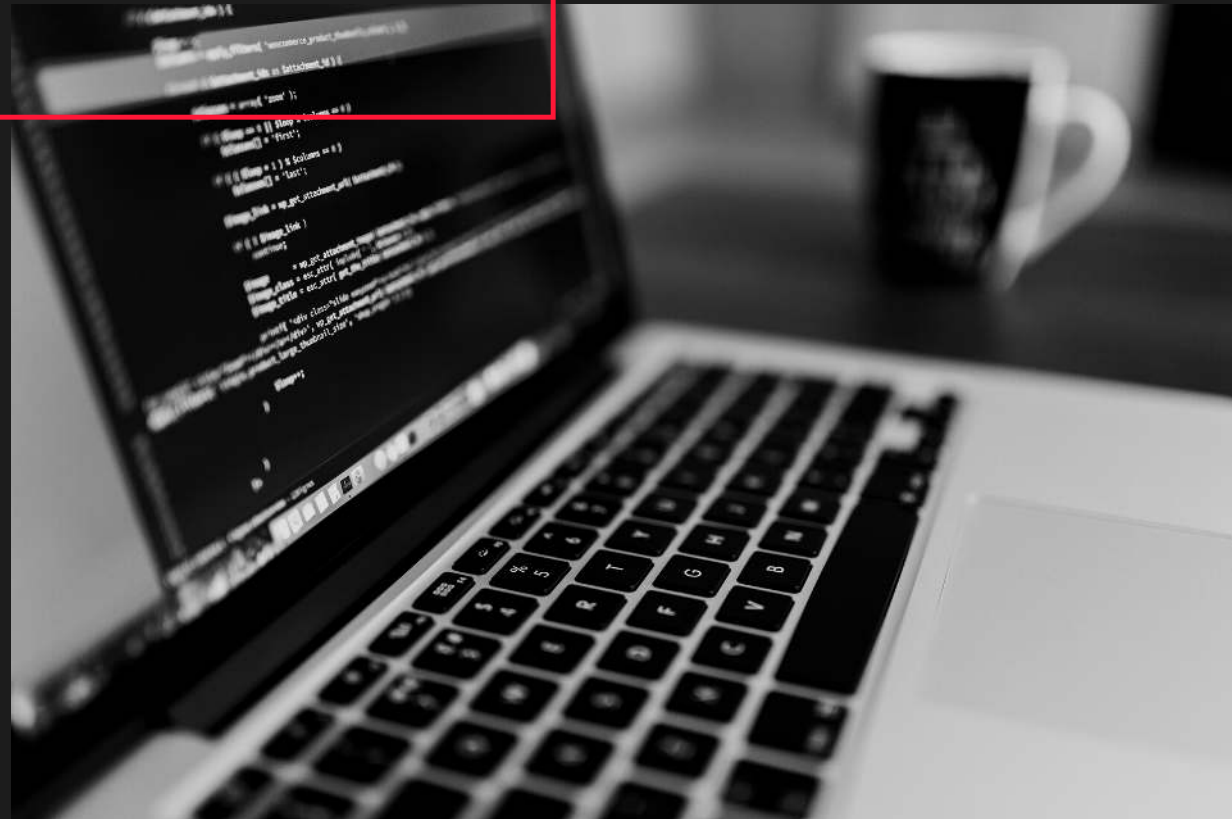
WE SUPPORT YOU IN YOUR BUSINESS  
GOALS, THE REAL BUSINESS GOALS USING RIGHT DIGITAL MIX!





# THANK YOU

AN AGENCY CAN  
GUIDE YOU TO  
DIGITAL SUCCESS  
WITH RIGHT MIX,  
LETS DISCUSS  
MORE.



---

TUHIN BANIK  
CEO AND FOUNDER OF THATWARE  
PH.: +91-7044080698  
EMAIL: [INFO@THATWARE.CO](mailto:INFO@THATWARE.CO)

