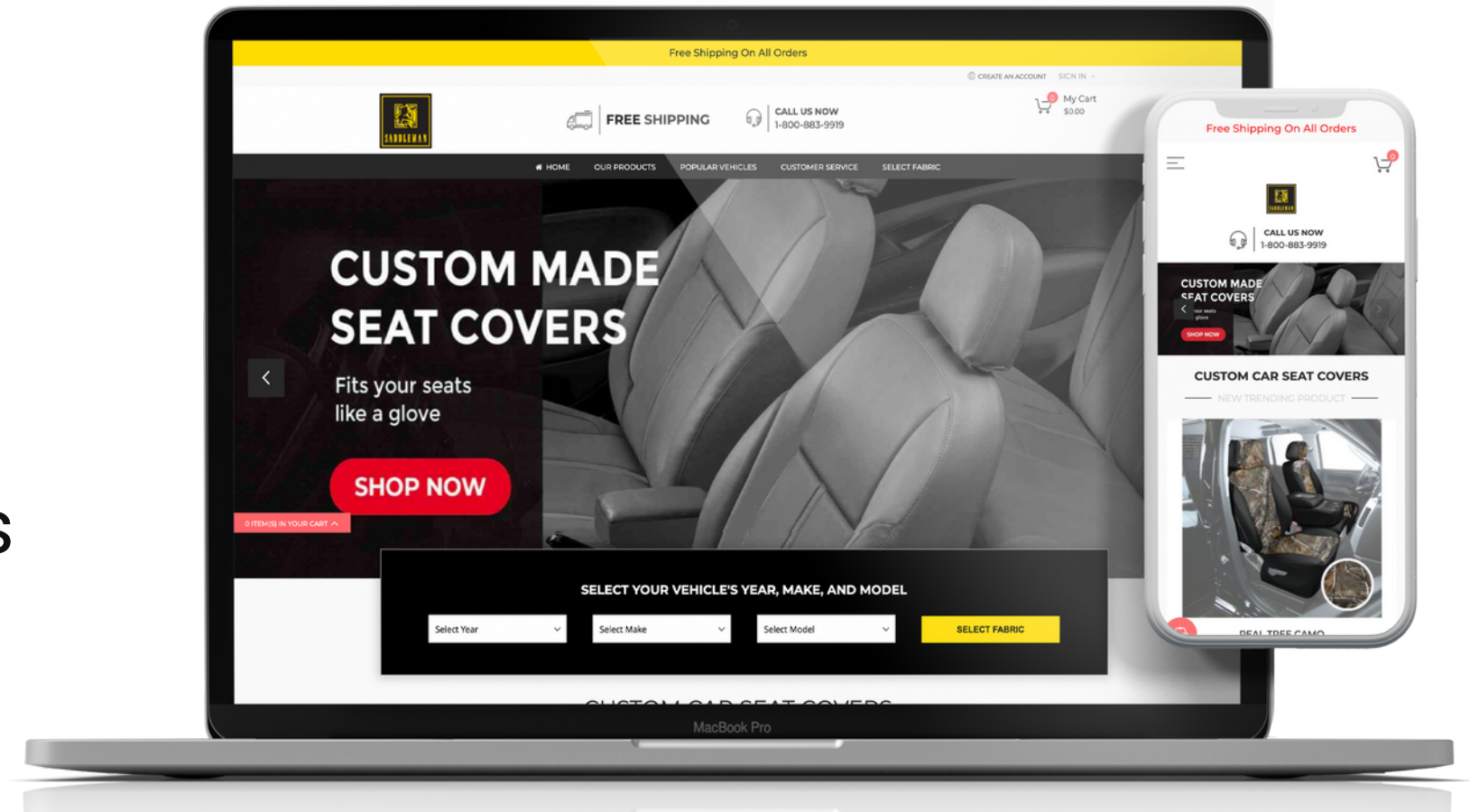


Techies India Inc.

Media Buying for Saddleman

How Techies India Inc. took over the Facebook ads of an eCommerce brand struggling to produce consistent sales to deliver a **10x ROAS** continuously for 12 months.



Client Testimonial

“ I just did some analysis on FB sales vs spend and I am very happy with the results! I think your team is doing an amazing job! There is a positive impact on every parameter I check: reduced acquisition cost, increased reach and increased revenue. The ROAS delivered for my business is something to applaud. I am extremely impressed and highly recommend Techies India Inc. ”



Tal Mamo
Saddleman Founder

Results In Just 6 Months

\$ 360,000

Revenue Generated

10x

Return on Ad Spend

48%

Reduction in CPA

Results In Just 6 Months

27%

**Increase in
Conversion Rate**

2.45%

Click Through Rate

43,095

Link Clicks

Background

Established 40 years ago, Saddleman manufactures a diverse range of car and truck seat covers in the United States. Working with Techies previously on their Magento site and SEO, they were eager to start work on another facet of their business - Facebook ads. After little success trying to run ads themselves, they hired Techies for increased traffic, lower CPAs, and higher sales.

Challenge

Saddleman was unable to achieve consistent, positive ROAS on previous Facebook campaigns. They hired Techies to generate sustainable revenue and returns, and then scale accordingly - managing the escalating cost per acquisition and achieve the desired sales.

Our Three Major Goals



Increase Revenue

**Manage
Cost Per Acquisition**

**Generate Consistent
Return on Ad Spend**

Key Purchase Functionalities Added

1

Build customer personas & test interests based on detailed avatar mapping for better targeting

2

A/B test a mix of traffic & conversion objectives for optimum retargeting

3

A/B test a mix of copy & creatives to appeal to different stages of the marketing funnel

4

Make incremental Increase in the budget to control the cost of acquisition

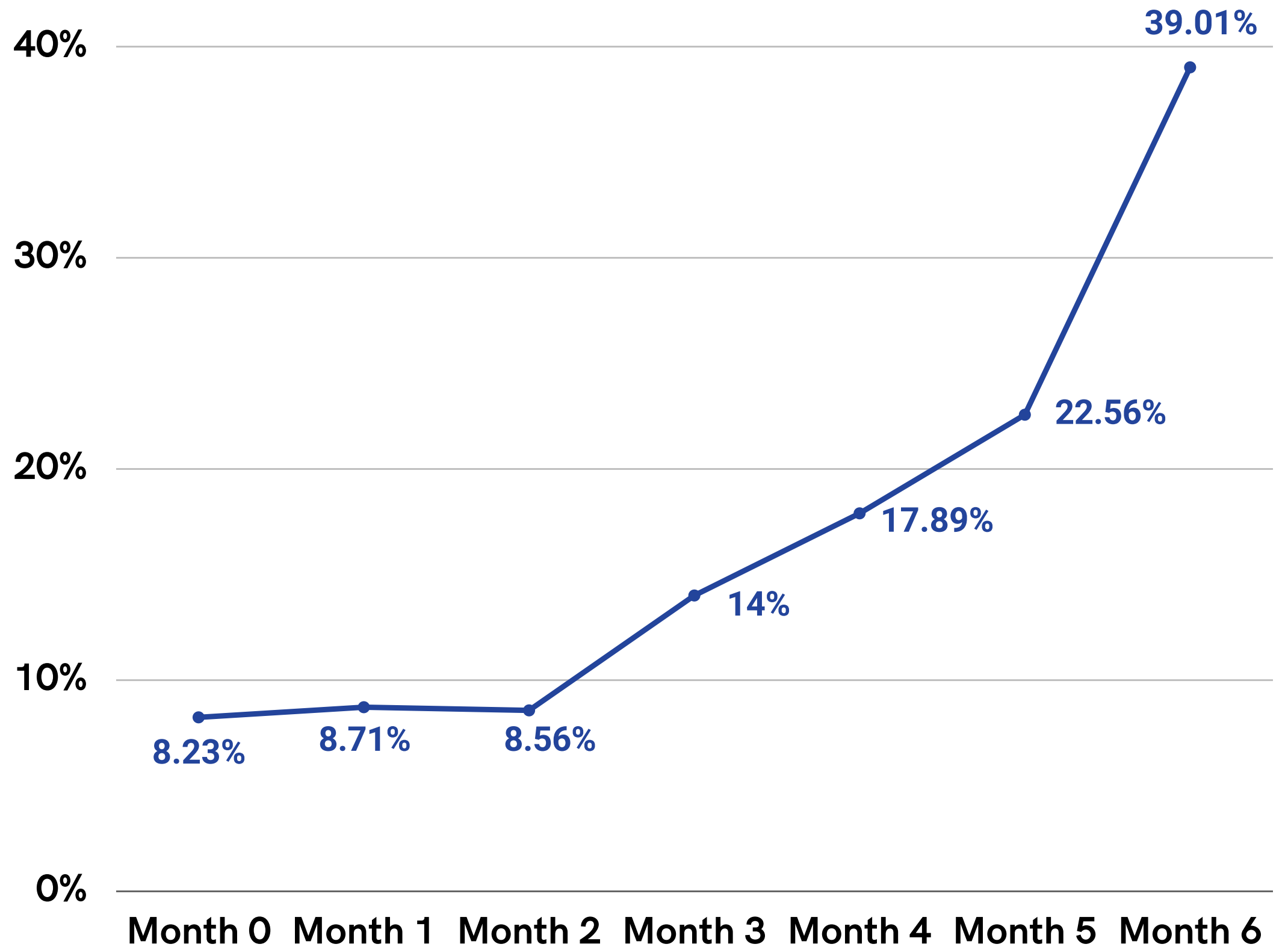
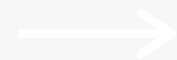
**Reduced
Cost per
Acquisition
in 6 Months**

\$48

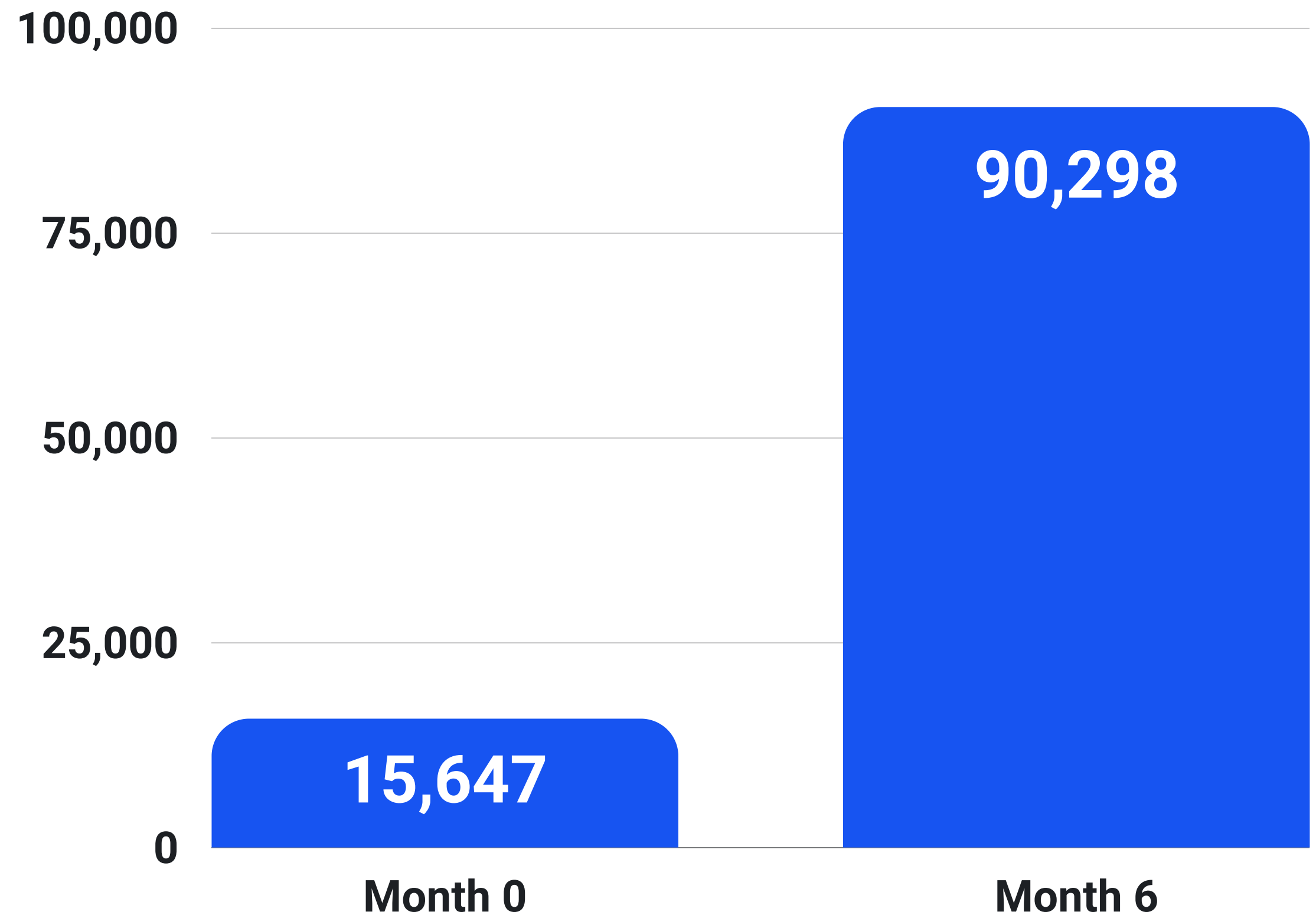


\$25

Increased Conversion Rate in 6 Months



Increase in People Reached in 6 Months



Meet the Team



Indransh Gupta

Certified
Facebook Expert



Rajan Vatsya

Certified
Facebook Expert

About Techies

You deserve *more* from your digital team.

Techies elevates your digital presence and productivity for more profit.

We provide: High quality. Quick action. Consistent follow-through.

We value: Transparency. Honesty. Trust.

We don't stop at development. *We are growth catalysts.*

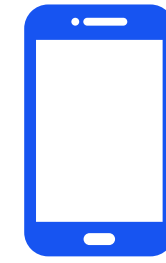
Good enough isn't good enough. Excellence is our standard.

We help you define your vision, exceed your goals, and capitalize on your momentum.

From custom eCommerce development to exponential ROAS,
we deliver results that excite.

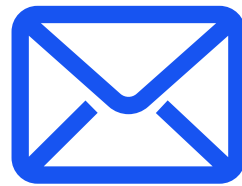
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