QUANCIOUS.COM: Ecommerce Website- Officially CARTOON LICENSED MERCHANDISE, Bangalore. Objective is to offer Eco-Friendly organic clothing and accessories at affordable prices. Fabrics are made from organic, natural and eco-friendly sourced from all over the world which includes anti-bacterial Tencel, breathable modals, Ahimsa (Peace) silk, organic cottons, organic linens & natural bamboos.

QUANCIOUS

Powered by:

AIM GLOBAL .MOBI GO DIGITAL LOCAL GLOBAL

ON A DAILY BASIS, WE WORK ON SEO, LEADS, SMO, ENGAGEMENTS, CRM CHATS, PUSH NOTIFICATION, SMS, EMAIL MARKETING & MORE FOR QUANCIOUS.

We've developed an approach to shaping digital/online strategies for our clients that result in defining prioritized, cost-effective solutions that deliver a measurable Return on Investment (ROI) via paid, owned, earned & shared media channels.

WE HELP YOU MANAGE YOUR DAILY DIGITAL/ONLINE PRESENCE & GENERATE SALES, CALLS, INQUIRIES, WALK-INS, ENGAGEMENTS & MORE…

QUANCIOUS OPTED FOR OUR BELOW DAILY DIGITAL SERVICES

Daily Monthly Digital Activations
Onsite SEO, Offsite SEO, SEM/PLA & Business Listing Management
Social Media Management, Moderation & Analytics
Website, Chat, CRM & Cloud Telephony Management
eMarketplace management
Online Design & Graphics Support
Adhoc: Content Creation/Mktg, Blogger Outreach, Infographic & Outreach, Online PR & Distribution, Influencer Mktg, Photo/Video Shoot

What did we do in each of the above services: next slide onwards explains the moment of truth…

DAILY ONSITE SEO, OFFSITE SEO, SEM/PLA & BUSINESS LISTING MANAGEMENT & OPTIMIZATION FOR ROI

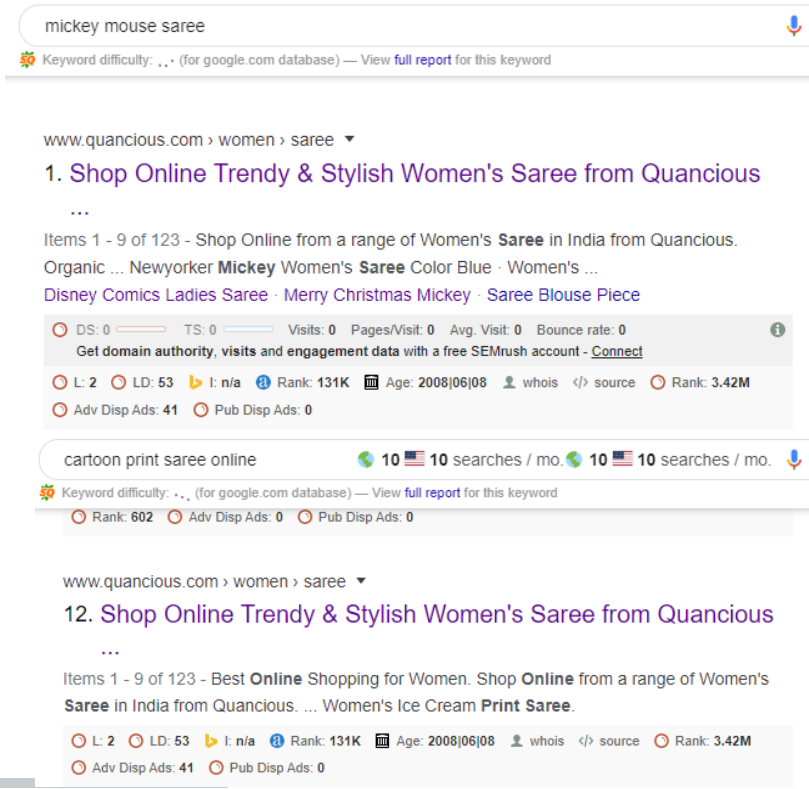
Basic market demand: who ever searches for category related keywords on a daily basis: Quancious SEM ads are optimized to be on #1 position.

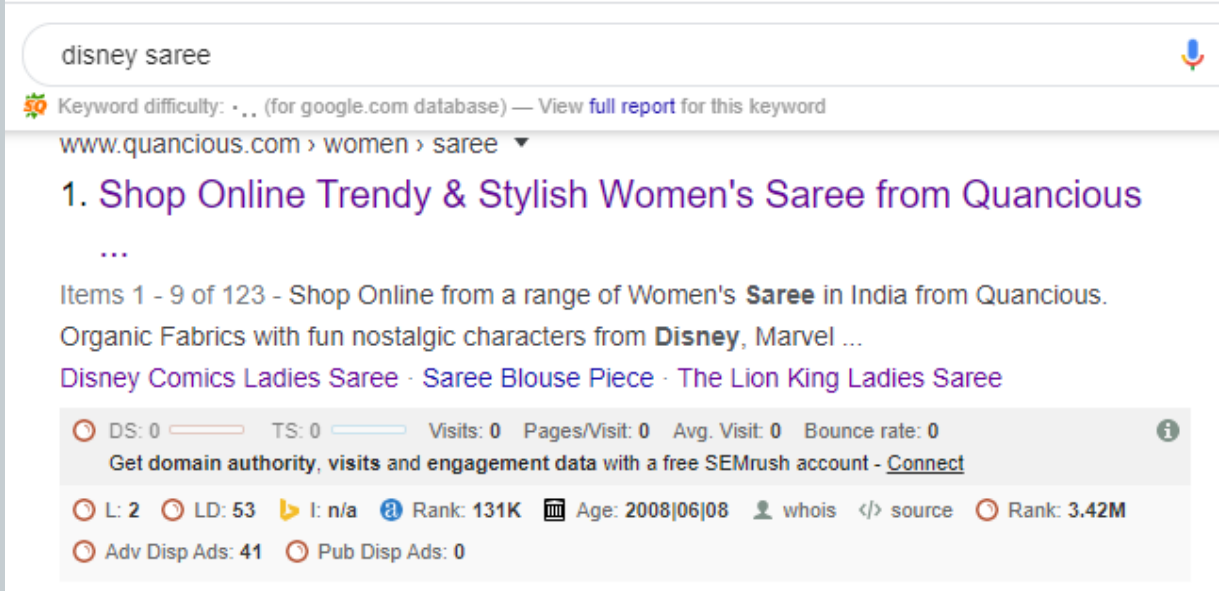
Quancious website, webpages, images, photos, videos etc are optimized on a daily basis to increase SEO SERP1 positions

Promoting text, shopping and discovery ads for all the on demand products. Promoting offers/coupon via campaigns to increase more traffic/conversion on website. Adding all the required extensions in the ads like sitelink e.g women's saree, men's shirt, kids wear etc. Highlighting the offers and attractions on the ads. Targeting the right keywords.

SMO

SEO





DAILY SOCIAL MEDIA MANAGEMENT,OPTIMIZATION MODERATION & ANALYTICS FOR ROI

Everyday, we do 1-2 social posts on all social channels like Facebook, Twitter, Instagram, Pinterest & more.

Manage Blogger, Tumblr, StumbleUpon and other blogger platforms

Optimize all YouTube videos with tittle, description, tags, playlists, display cards, annotation & more

Participate in Quora, Facebook/Google groups & YouTube discussion threads wherever we see car related discussions

Manage engagement activities, event listing on Facebook & more

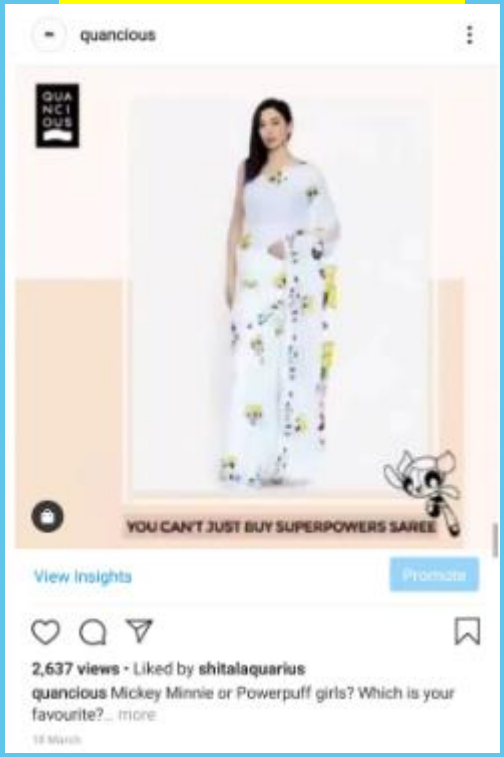
Moderate any comments and update the team if there are inquiries to be nurtured as leads for a sale

Deep dive in to social media analytics & insights

Increase likes, shares, comments, followers & more

Facebook

INSTAGRAM



Twitter

DAILY SOCIAL/DIGITAL/CONTENT/EMAIL/ SMS MARKETING MANAGEMENT & OPTIMIZATION FOR ROI

In 10 to 15 kilometer radius of the metropolitan Geo cities who ever is looking for clothing and accessories related to eco-friendly fabrics on 3rd party websites or apps, he / she will get to see Quancious Ads.

Who ever is on YouTube and is watching video: he/she will get to see a Quancious Discovery video ad

In 20-25 kilometer radius of the metropolitan Geo cities who ever is on Facebook and other social channels and interested in Ecofriendly clothing will get to see Quancious ads

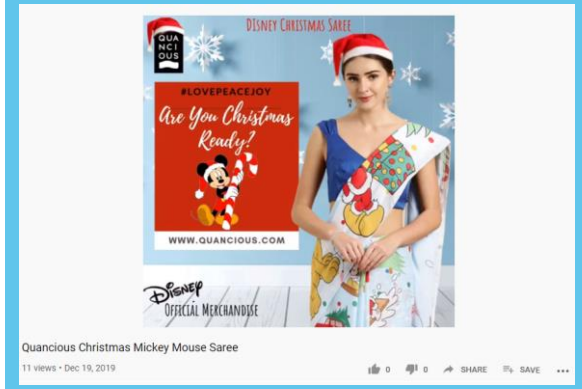
Weekly email & SMS marketing to the available DB.

Every day campaigns are optimized and new campaigns are triggered to show the right ad at the right time to the right audience/user.

Facebook Ads

Instagram ADS

YouTube Video



Lead Gen Campaign

Campaign Name	Budget	Results	Reach	Impressions
DX_Prospecting_Men_Static	₹1,500.00 Daily	63 Purchases	163,455	248,253
DX_Prospecting_Kids_Static	₹500.00 Daily	2 Purchases	13,720	28,476
DX_Prospecting_Women_Static	₹10,000.00 Daily	580 Purchases	1,039,358	2,353,814
DX_Prospecting_Occasion Based_DPA	₹1,000.00 Daily	— Purchase	—	—
DX_Traffic	Using ad se...	3,167 Landing Pa...	207,169	283,511
DX_Prospecting_Lookalike (1%)_DPA	₹3,000.00 Daily	142 Purchases	265,281	451,151
DX_Prospecting_Generic_Always On	₹500.00 Daily	88 Purchases	252,223	472,676

Revenue generated from social/search/display-FEB 2020

Average 1000+ Website Sales through Facebook

Average 25+ Website Sales through Google Ads

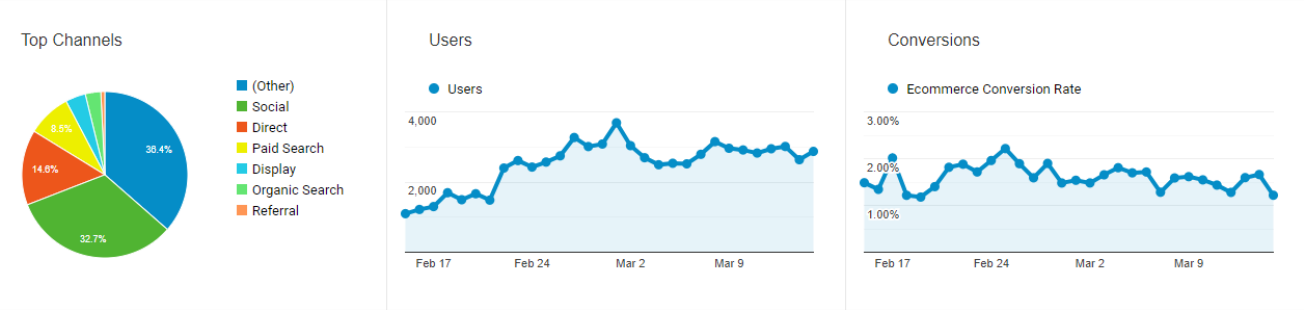
ROAS varies between :- 3 to 5.

Additional website traffic/Reach campaigns.

CONVERSION OVER CHANNELS

Default Channel Grouping	Sessions	Transactions
	85,723 % of Total: 100.00% (85,723)	1,380 % of Total: 100.00% (1,380)
(Other)	31,526	36.96%
Social	26,150	17.83%
Direct	12,724	9.64%
Paid Search	7,382	1.23%
Organic Search	3,985	4.35%
Display	2,937	0.00%
Referral	1,019	30.00%

ACQUISITION



DAILY WEBSITE, CHAT, CRM & CLOUDTELEPHONY MANAGEMENT & OPTIMIZATION FOR ROI

Update website daily with products, content, images, videos etc.

Adding Blog on weekly basis.

Integrate plugins, chat systems, CRMs, payment gateways, maps & more

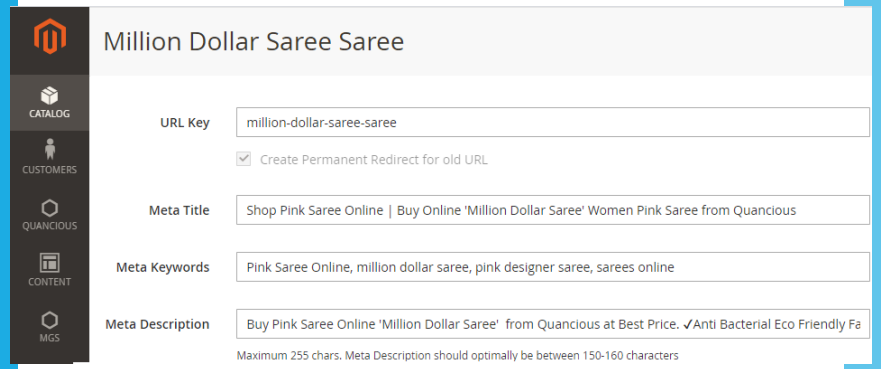
Update banners, modules, forms & more

Do site audit and recommend changes

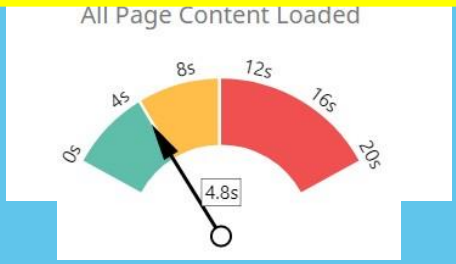
Do site audit and increase web & mobile speed

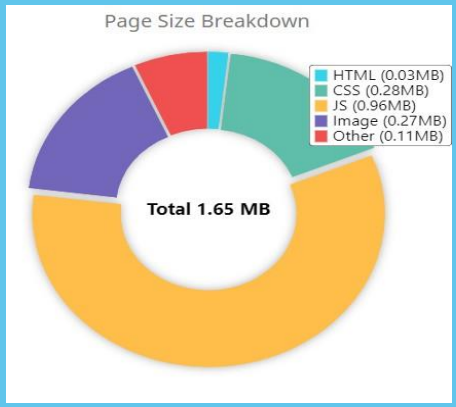
Manage chat & CRM email inquiries

WEBSITE MANAGEMENT

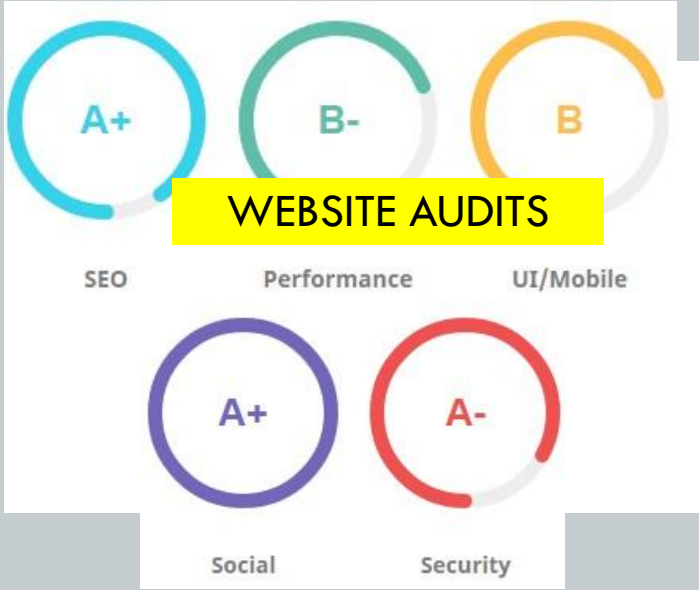


DAILY WEBSITE AUDITS





WEBSITE AUDITS



WEBSITE AUDITS

DAILY SOCIAL/DIGITAL/CONTENT/EMAIL /SMS MARKETING MANAGEMENT & OPTIMIZATION FOR ROI

Manage relationship & work flow with eMarketplace portals/apps

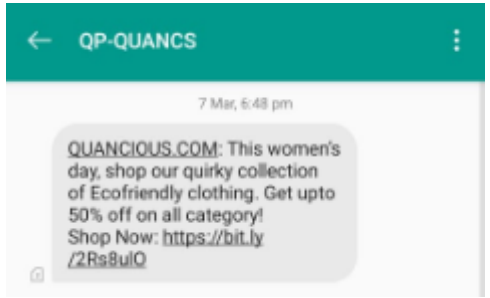
Manage relationship & work flow with coupon portals

Manage relationship & work flow with 3rd party Event managing portals

Manage relationship & work flow with any 3rd party portals

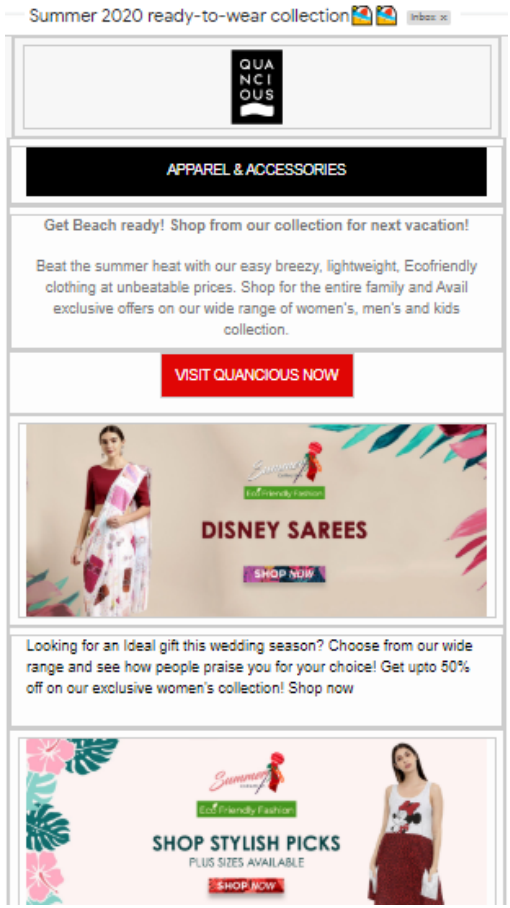
Manage relationship & work flow with new marketplaces, affiliate partners etc

SMS MARKETING

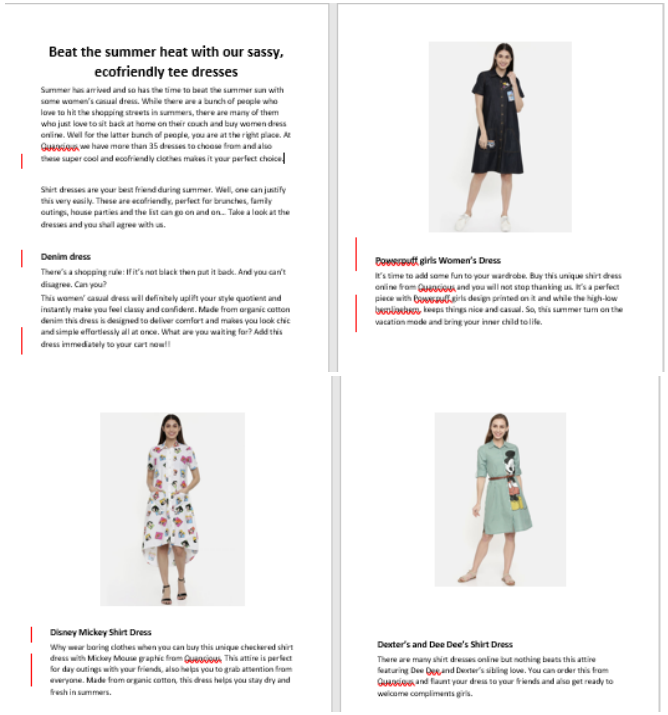


PUSH NOTIFICATION

EMAIL MARKETING



BLOG



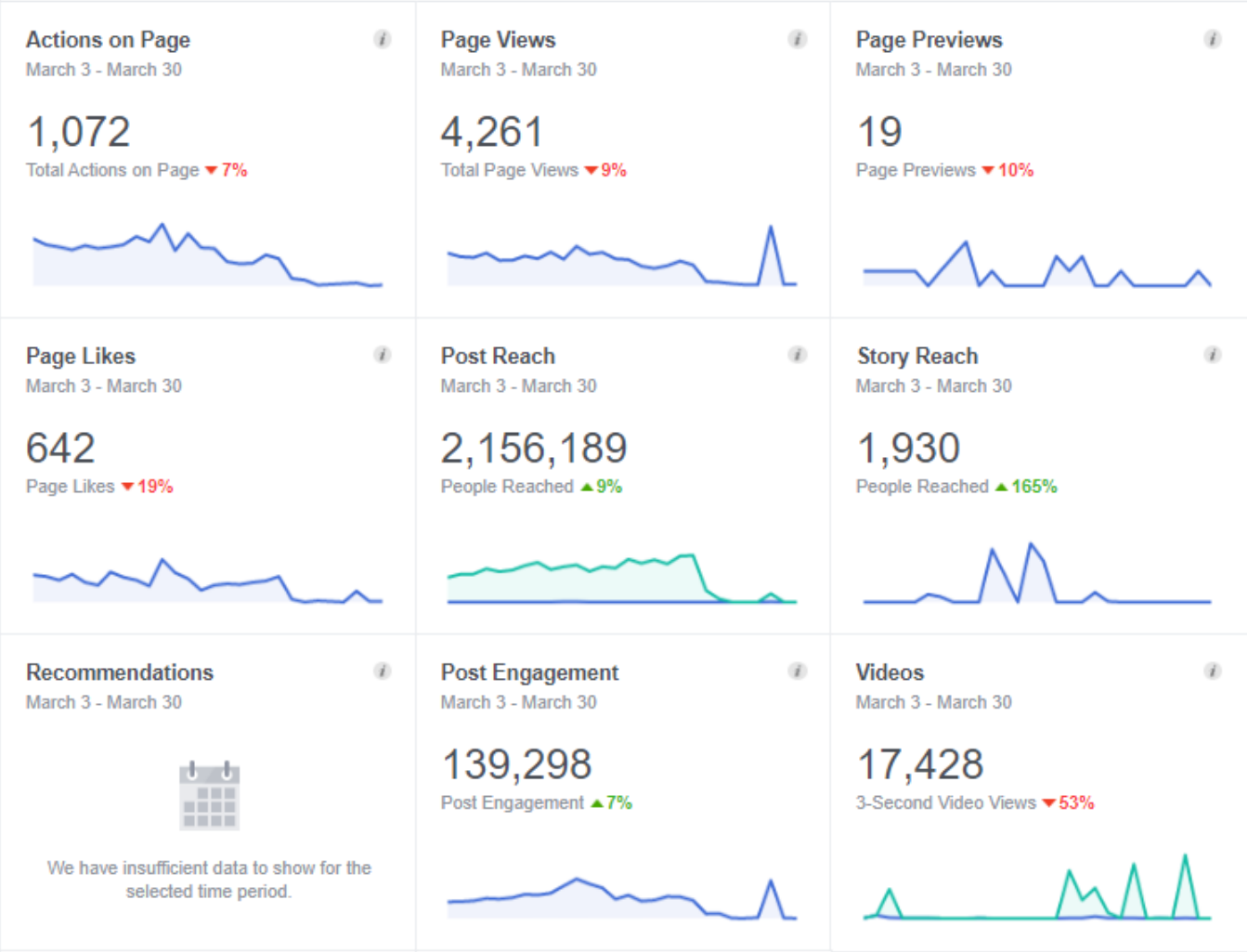
ONLINE & OFFLINE GRAPHIC SUPPORT

(1)We build all online creatives for you like banners, gifs, videos, emailers etc

(2)We build offline creatives for you like flyers, brochures, hoardings, letter heads, visiting cards, stationary items etc

FACEBOOK & INSTAGRAM INSIGHTS

- Total followers in Facebook: 7604
- Total Followers in Instagram: 14800
- Increase in post reach and engagements on page.
- Sharing daily posts on different groups related to ecofriendly fashion
- Facebook -Per day upto on an average 45+ Website purchase.



DATA, INSIGHTS, REPORTING & MEETINGS

(1)Send out daily work update email with screenshots – every day eodb

(2) Send out a weekly data/insights email every Saturday eodb

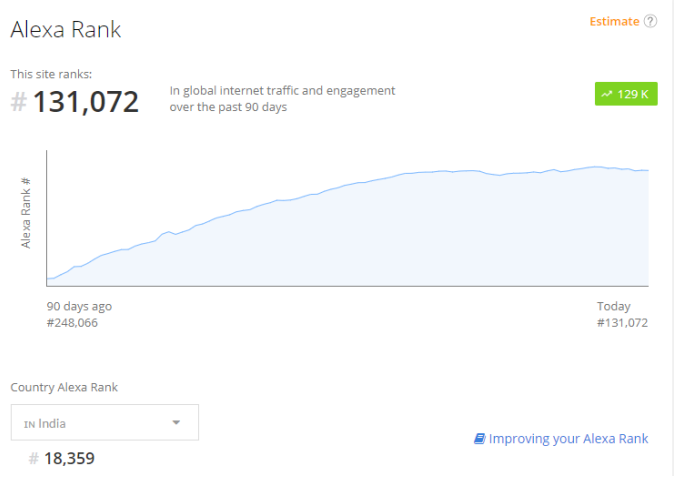
(3)Weekly/MonthlyMeetings: Face2Face/Skype/GoogleHangouts

(4) Set up a client whatsapp group for real time engagements

ATTRIBUTION & REVENUE

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	63,199	57,865	85,723	50.36%	4.05	00:01:55	1.61%	1,380	₹1,508,237.37
1 (Other)	24,723			53.86%			1.62%		
2 Social	22,193			39.87%			0.94%		
3 Direct	9,929			46.20%			1.05%		
4 Paid Search	5,782			81.82%			0.23%		
5 Display	2,665			73.20%			0.00%		
6 Organic Search	2,050			30.11%			1.51%		
7 Referral	535			48.77%			40.63%		

ALEXA & DA



GO DIGITAL. GO GLOBAL.

WE LOOK FORWARD TO MANAGING YOUR BUSINESS ONLINE

CONTACT US TODAY!

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We look forward to partner with you and manage paid, owned, earned & shared media channels for your business and generate ROI via online sales, leads, calls, walk-ins, inquiries, engagements & more

www.aimglobal.mobi | Case Studies
Call/SMS/WhatsApp: +91 9008735786 | 8792381091
Email: admin@aimglobal.mobi | Contact Us