CYIENT

SUCCESS STORY

Facebook:

8,03,929
Acquired a
total global reach

Organic	Paid
324, 342	479,587

Reach

Acquired
Engagement Rate: **5%**

For an industry
benchmark of **0.37%**

LinkedIn:

102891
Total Impressions

Acquired
Engagement Rate: **0.98%**

For an industry
benchmark of **0.009%**

ABOUT CYIENT:

Celebrating its 25th anniversary in 2016, Cyient is an acknowledged leader in engineering design services, design-led manufacturing, networks and operations, data transformation, and analytics.

Cyient's industry focus are aerospace, defense, rail transportation, power generation, mining, oil & gas, communications, utilities, geospatial, semiconductor and medical technology. This reflects in the deep, long-standing relationships that they have developed and sustained with some of the leading names in these industries.

CHALLENGES

⊙ To globally reach a B2B segment in 38 locations (North America, Europe, and the Asia-Pacific regions) with an audience size of 26,297,000 to promote Cyients 25th-anniversary event

⊙ Engage & build an online B2B community

0.89%
Acquired CTR

0.3%
For an industry
benchmark of

How We Address The Need

1) To Maximize B2B Reach:

  ⊙ By creating valuable & shareable content on the brand, its services, success and achievements globally

  ⊙ Campaign that leveraged Cyient's global influencers to speak about the brand, their association with the brand and achievements.

  ⊙ Targeted media buy ads to increase maximum reach globally across the B2B segment

2) Event Marketing - to Engage & Build awareness of the Cyient's 25 years of celebration:

  ⊙ Promoted social campaigns to popularize event celebrations and futurist innovations of the company

  ⊙ Popularized industry and campaign hashtags that leveraged event celebrations and brand engagement

  ⊙ Social Contest's to increase interaction and conversation with Cyient associates to increase brand visibility and engagement

SUCCESS STORY

MY HOME AVATAR
THE JOY OF COMMUNITY LIVING

Goal's achieved in a short duration of 3 MONTHS

33,316
Impressions

3,271
Clicks

22%
Click-through rate

336
Leads

ABOUT MY HOME CONSTRUCTION:

- My Home Construction Pvt. Ltd. a leading Construction Company in Hyderabad and part of My Home Group engaged in Construction of Residential & Commercial Complexes over a period of Two decades

BUSINESS CHALLENGE

- My Home needed a scalable & cost-effective marketing program to market and sell the new project, Avatar that was launched in March 2016.

SEARCH MARKETING CHALLENGE:

The client had utilized various advertising channels in the past with varied success, but was new to Search Engine Marketing and faced some interesting challenges:

- Cost-effectiveness: - How to efficiently reach and capture qualified searchers and avoid costly mistakes up-front

- Target Audience: How to effectively identify and segment the target audience (Individuals, Corporate HR/Operations Directors)

- Geographic Targeting: How to reach qualified customers searching for properties

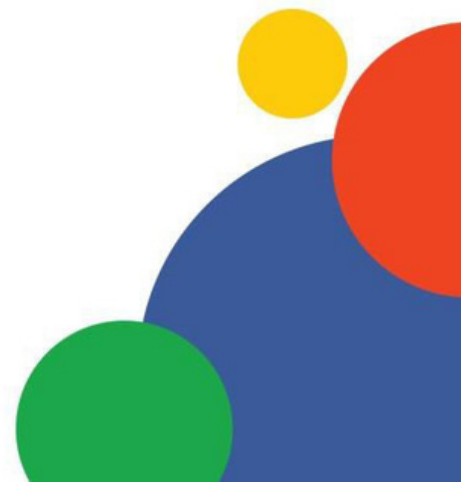- Time to market: How to fill their units within a tight time frame

How did we address the need?

◉ In partnering with the My Home Group, we put our campaign management process, software and expertise to work for the Real Estate client.

◉ We developed an extensive, geo-targeted keyword list (i.e. using "negative" keywords to limit exposure to non-qualified customers)

◉ Implemented 3rd party performance tracking

◉ Began aggressively optimizing keywords and creative, and used sophisticated ROI-based bidding rules – such as time of day.

22% Click-through rate | **3,271** Clicks | **33,316** Impressions | **336** Leads

SUCCESS STORY

ABOUT SKYFEST:

- A First Of It's Kind World Class Unique Festival, Celebrating the Spirit Of Hyderabad.

- A Festival with Multiple activities which have diverse Interest Covered - Interactions, Activities, Shows, Experiences, Indulgence as well as Food Courts & MANY FIRSTS that Hyderabad would see.
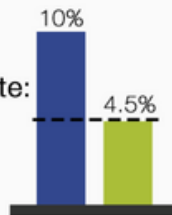
CHALLENGES

- Create awareness through Facebook page
- Increase engagement on Skyfest Facebook page
- Driving traffic to micro site
- Make the event go viral

OUR APPROACH

- Create multiple posts in a day
- Tried to keep updating about the event details time to time
- As part of this process, our content team asked some trivia questions where people can engage themselves and our creative team designed attractive post which can visually attract audiences.
- Using CTA button to generate leads.
- Tried to update on communities about the details.

Facebook:

9,71,748
Acquired a total global reach

6,144
Total Likes

Acquired Engagement Rate: 10%

For an industry benchmark of 4.5%

How did event Skyfest 2015 became successful?

- The question asked on the page was kept easy and engaging.

- The posts were reposted on the event page over a period of time.

- Asking cross question on comment area and replying every question made people aware about the event.

- carousel post played a major role on Driving traffic to micro site.

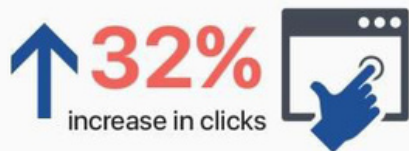- Daily community updates also played a huge role in making the event go viral.

SUCCESS STORY

Google Text ADS:

CPC reduced by
↓ **24 %**

↑ **32%**
increase in clicks

↑ **22%**
increase in Impressions

↑ **8X**
increases in ROI

82%
Conversions

Goal's achieved in a
short duration of 1 MONTH

ABOUT DENTYS:

- ◉ Dentys, India's Largest Dental Chain, Awarded Global Health Care Excellence in 2016 was established in 2009. With a vision to develop Dentistry as a reliable and comprehensive stream that gives patients Full Care & Cure that they deserve to change their lives for the better. Their motto being to strive towards treating their patients while giving them a wholesome and a transparent diagnosis.

- ◉ They promise only the most advanced infrastructure, meticulous sterilization and expert techniques and procedures that can help patients in the best possible manner.

CHALLENGES

- ◉ To Reduce cost per click for ongoing ppc campaigns in a duration of 1 Month
- ◉ Increase conversions for treatment specific landing pages
- ◉ Increase authentic clicks to landing pages & website

How did we address the need?

- To Increase the amount of clicks and reduce CPC, a City level optimization plan was initiated which resulted in considerable amount of achievement towards the first step of our goal.

- Key Keywords were optimized to leverage good results

- Addition of search intent specific Ad copies increased clicks and maximized the number of conversions on landing pages.