

Increased **Heat Exchanger Sales** by **70%** in the Last 6 Months with Our PPC Strategy

Challenges From The Client's perspective:-

- **Insufficient Sales:** Despite offering superior products, sales figures were not meeting the company's goals.
- **Irrelevant Traffic:** A significant portion of website visitors were not prospective buyers, leading to low conversion rates.
- **Highly Competitive Market:** The market was dominated by well-known brands, making it difficult for Pragma Associates' to differentiate themselves.

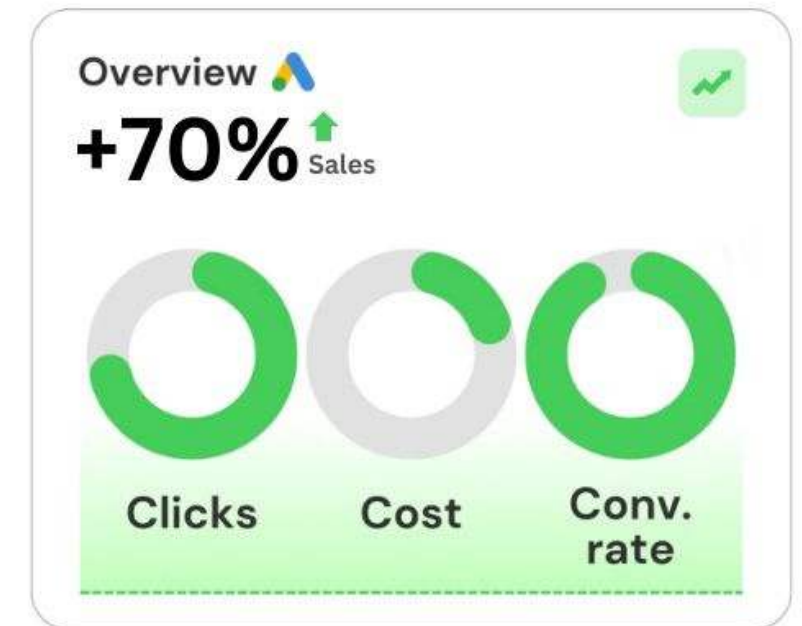
The Approach:-

- 1. Lead Generation Campaign Focus:**
 - Direct efforts towards lead generation campaigns for immediate impact.
- 2. Distinctive Value Propositions:**
 - Highlight unique product features to stand out from competitors.
- 3. Targeted Audience Segmentation:**
 - Identify and target specific buyer personas to maximize conversion rates.
- 4. Continuous Performance Analysis:**
 - Implement rigorous tracking and analytics to measure campaign effectiveness.

The Results:-



70% ↑
Increase Sales

60% ↑
Increase Quality Traffic



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READY TO GROW YOUR BUSINESS?

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