

SERVICE OVERVIEW

# Paid Marketing Services: Performance Spending That Compounds Instead of Evaporates

Key insights and actionable frameworks

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## **What our paid marketing services cover**

Google Ads management: Search, Shopping, Display, YouTube, and Performance Max campaigns. We structure accounts for both immediate performance and long-term learning. Keyword strategies account for where your organic rankings already exist, so paid spend focuses on gaps rather than redundancy.

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## **How we integrate paid with organic and AI strategy**

This integration is the core of our value proposition. Here's how it works in practice. Paid informs organic priorities: We use paid campaign data to identify which keywords convert at the highest rates, then prioritize those for organic content development.

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## **Paid marketing results**

Lendingkart (fintech) : Scaled performance marketing spend 4x while maintaining efficiency. 30% reduction in cost per lead. The integration with organic and AI channels meant that as organic traffic grew, paid budget shifted to higher-funnel prospecting rather than competing with organic for the sam

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## **The reporting you'll get**

Monthly reporting includes channel-level and blended metrics. By channel: Spend, impressions, clicks, conversions, CPA, ROAS, and trend analysis for each platform and campaign type. Blended view: Total marketing investment, total conversions, blended CPA, and revenue attribution across paid, organic

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## **Paid marketing pricing**

Paid marketing audit: Rs 15K-25K. Account structure review, wasted spend analysis, organic overlap assessment, and optimization roadmap. Performance marketing management: Flat rate or 12% of ad spend, whichever is higher.

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## Conclusion

Paid marketing at most agencies operates in isolation from organic and AI visibility strategies. This creates structural waste: paid search competes with existing organic rankings, brand campaigns defend against queries where AI already recommends you, and landing pages contradict the organic content.

# Ready to Take Action?

Get expert guidance tailored to your business goals.

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