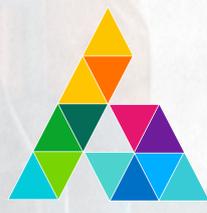


 **CRYSTAL**  <sup>TM</sup>

S H  A D E S

***Creative Solutions to Digital Challenges***



**Company Profile**

# DESIGN WEB AND ADVERTISING COMPANY

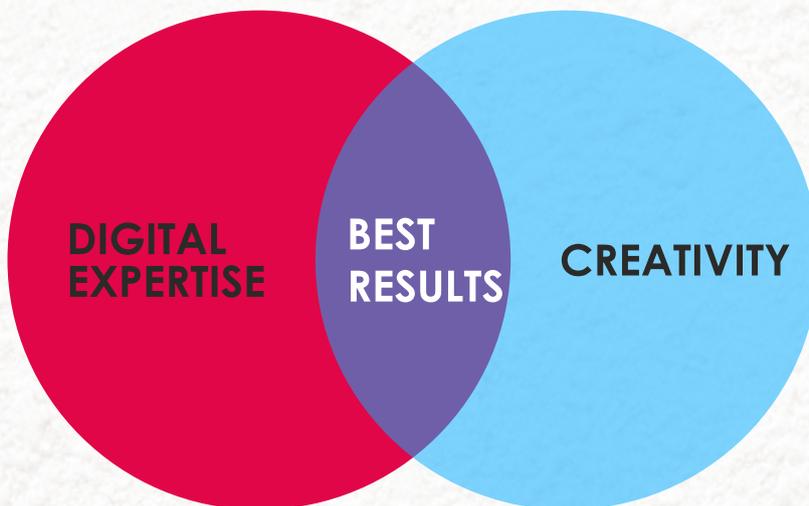


# WHAT WE DO ?

As a multi-disciplinary agency, we engineer creativity using digital and print media to deliver brand solutions that will grow your business.

We understand the importance of a brand's **digital media presence.**

Once we get to know them and their target audiences intimately, we create, develop and communicate brands and their messages in an impactful & engaging way on relevant **digital media platforms.**



# WHO ARE WE ?

We are your **offline and online** media partner.

We are a **design-led and results-driven** company that works as a **bridge between your customer and your brand.**



## SOCIAL MEDIA MANAGEMENT

- ✓ SOCIAL ACCOUNT SETUP
- ✓ SOCIAL MEDIA STRATEGY
- ✓ SOCIAL MEDIA PLAN
- ✓ CONTENT CREATION
- ✓ POSTING
- ✓ BUSINESS PAGE OPTIMIZATION
- ✓ KEY PERFORMANCE METRICS REPORTING

## Social Media Marketing (Facebook and Instagram Ads)

## SEARCH ENGINE MARKETING (Google Ads)

- ✓ **INDUSTRY AND KEYWORD RESEARCH**  
To create relevant ads and specific targeting
- ✓ **CREATIVES DEVELOPMENT**  
Creatives that are catchy and follow norms of advertisement on SM
- ✓ **CAMPAIGN MANAGEMENT**  
Creating Ads set and campaign
- ✓ **MEDIA BUYING**  
Improving ROI
- ✓ **REMARKETING PIXEL DEPLOYMENT**  
To increase conversion

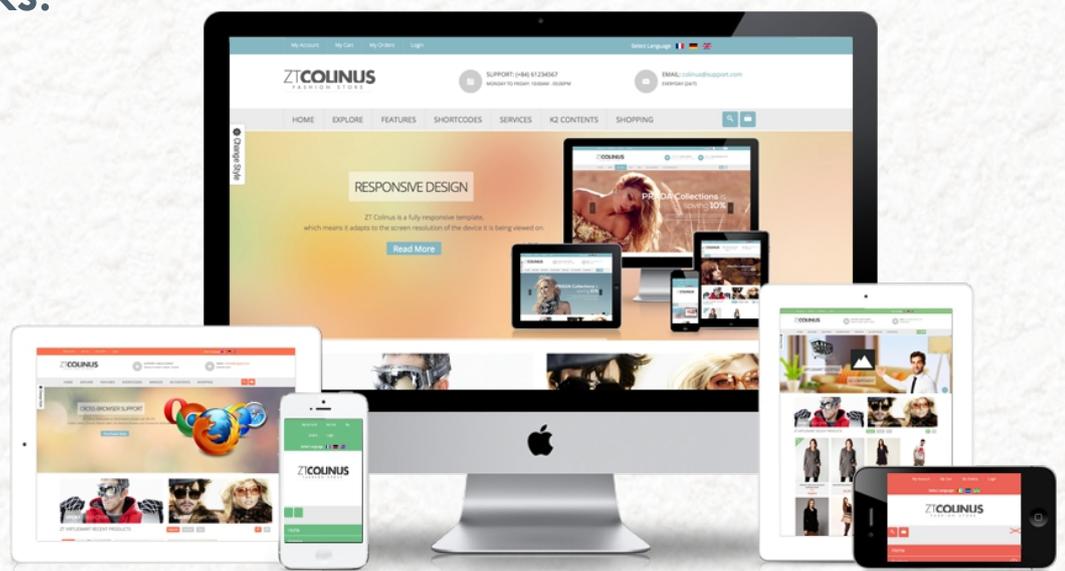


## WEBSITE DEVELOPMENT

We build a functional digital experience for your customers through every medium, transforming your online presence with creative website design, development and technology that perform – all driven by user experience.

**We give you a website that is:**

- Unique to your business
- User-friendly
- Responsive
- Found
- Has a purpose
- Works.



*Get the most out of your website*

# PORTFOLIO

<https://hansulapharma.com/>

<https://ikshanaa.in/>

<https://yogkalametalart.com/>

<https://cureitherb.com/>

<https://patternsandluxury.com/>

<http://vividnaturally.com/>

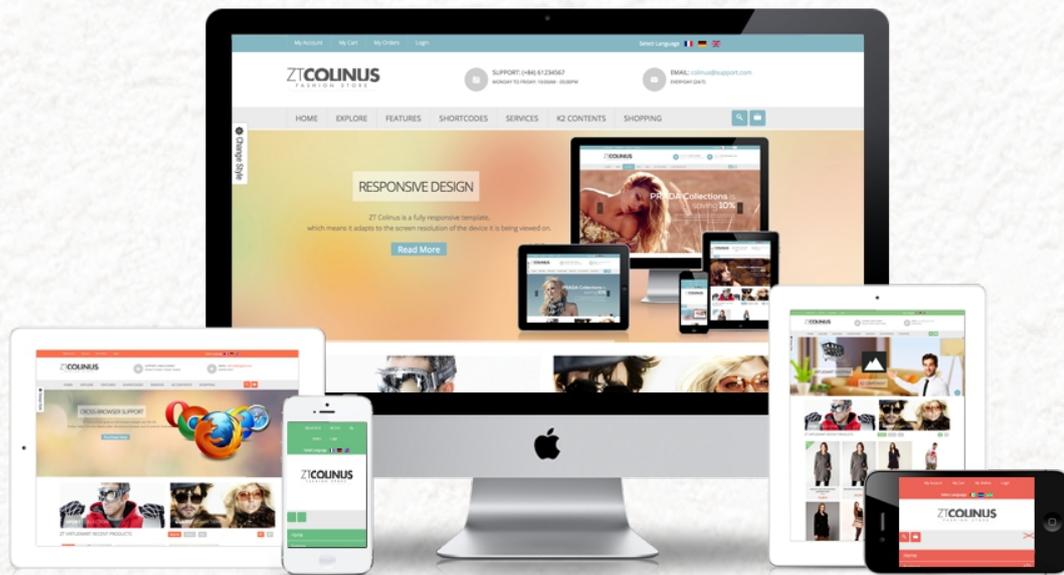
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<https://universaltradesphere.com/>

<https://felixaprofessional.com/>

<https://royaldevelopers.in/>

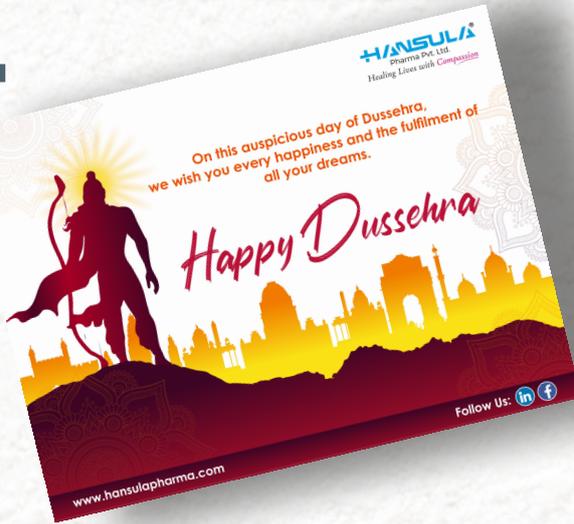
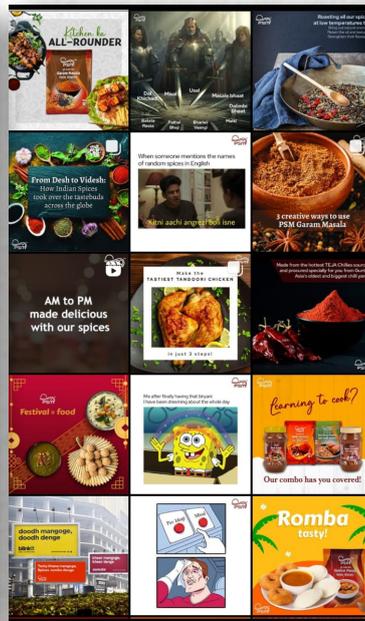
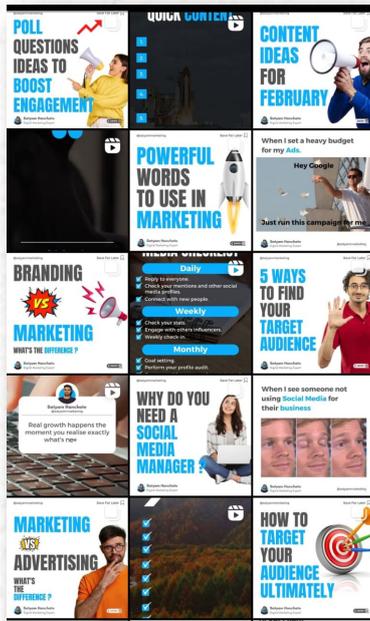
<https://kartheekvadlamani.com/>



*Our Top Websites*

[www.crystalshades.in](http://www.crystalshades.in)

# PORTFOLIO



Creativity at its best

# PORTFOLIO

### Overview

You reached **+26.9%** more accounts compared to Oct 1 - Oct 31

Accounts reached	432K	+26.9%	>
Accounts engaged	3,225	+5.9%	>
Total followers	11.8K	--	>

### Overview

You reached **+560%** more accounts compared to Mar 1 - Mar 31

Accounts reached	46.7K	+560%	>
Accounts engaged	2,373	+421%	>
Total followers	10.7K	--	>

### Overview

You reached **+14.8%** more accounts compared to Mar 1 - Mar 31

Accounts reached	1.2M	+14.8%	>
Accounts engaged	12.3K	+27.6%	>
Total followers	1,313	--	>

### Overview

You reached **+655%** more accounts compared to Feb 1 - Feb 28

Accounts reached	300K	+655%	>
Accounts engaged	3,504	+449%	>
Total followers	140	--	>

Accounts reached	166K	+155%	>
Accounts engaged	6,739	+97.7%	>
Total followers	15.5K	+29.9%	>
Content you shared	45		>

Accounts reached	22.2K	+303%	>
Accounts engaged	286	+214%	>
Total followers	66	--	>

Accounts reached	39.5K	+165%	>
Accounts engaged	2,385	+145%	>
Total followers	11.1K	+1.7%	>
Content you shared	33		>

*Client's Insta Insights*

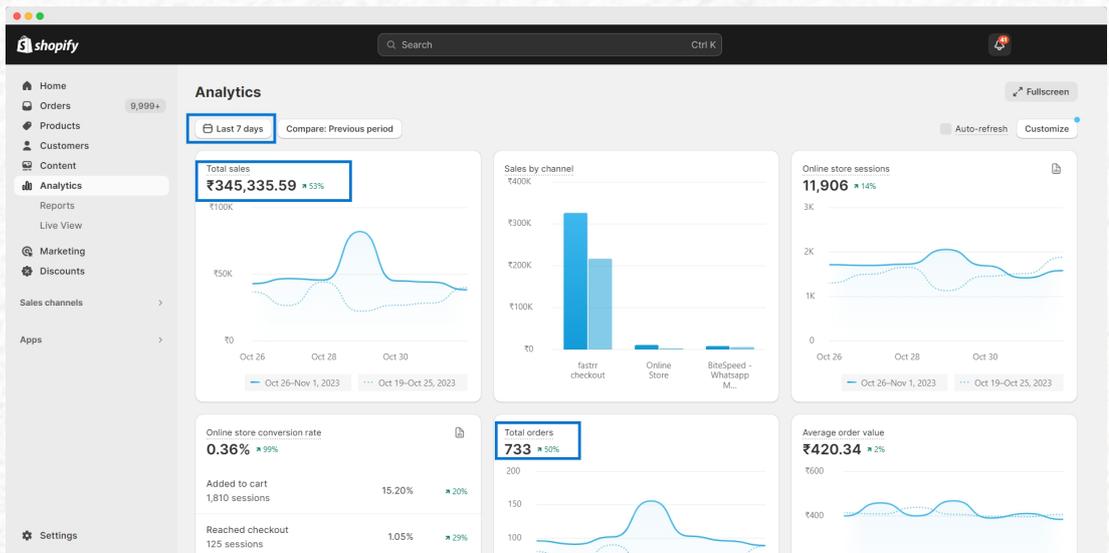
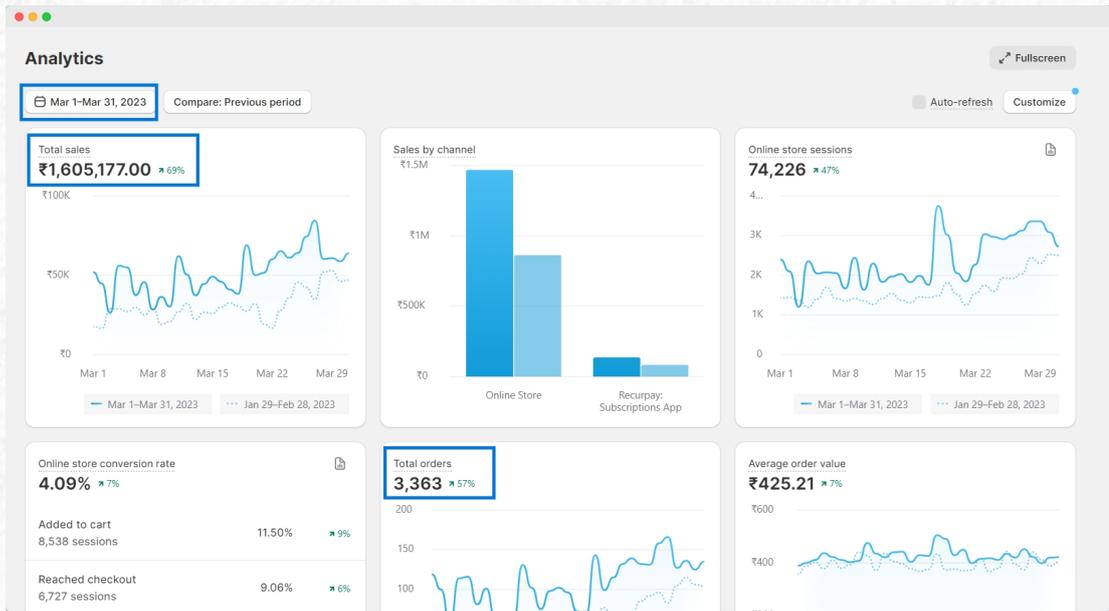
# PORTFOLIO

Search and filter 24 Oct 2023 - 30 Oct 2023

**Campaigns** **Ad sets** 2 selected **Ads for 2 Ad sets**

[+ Create](#) [Edit](#) [A/B test](#) [Rules](#) [View Setup](#) [Reports](#) [Export](#)

Off/On	Campaign	Category	Budget	Adds to cart	Results	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)
<input type="checkbox"/>		ad set bid...	Using ad set bu...	805 <sup>[2]</sup>	193 <sup>[2]</sup> Website purchases	₹28,907.74	₹83,806.65 <sup>[2]</sup>	2.90 <sup>[2]</sup>
<input type="checkbox"/>		est volume	₹2,000.00 Daily	234 <sup>[2]</sup>	75 <sup>[2]</sup> Website purchases	₹21,003.15	₹33,020.05 <sup>[2]</sup>	1.57 <sup>[2]</sup>
<input type="checkbox"/>		est volume	₹4,500.00 Daily	622 <sup>[2]</sup>	149 <sup>[2]</sup> Website purchases	₹31,518.17	₹73,352.24 <sup>[2]</sup>	2.33 <sup>[2]</sup>
<input type="checkbox"/>		ad set bid...	Using ad set bu...	831 <sup>[2]</sup>	196 <sup>[2]</sup> Website purchases	₹35,116.81	₹87,566.45 <sup>[2]</sup>	2.49 <sup>[2]</sup>



Client's Online Sale

# PORTFOLIO

Search and filter 1 Jan 2023 - 31 Jul 2023

Campaigns Ad sets Ads

+ Create Edit A/B test Preview Rules View Setup Reports Export

Off/On	Ad	Attr set	Results	Impressions	Budget	Ad set	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
<input type="checkbox"/>		7-...	87 On-Facebook leads	33,129	₹300.00	Daily	₹54.64 Per on-Facebook lea...	-	-	-	₹4,753.48	C
<input type="checkbox"/>		7-...	275,397 Reach	315,158	₹100.00	Daily	₹4.60 Per 1,000 people rea...	-	-	-	₹1,267.81	C

Search and filter 1 Nov 2023 - 8 Dec 2023

Campaigns Ad sets Ads

+ Create Edit A/B test Preview Rules View Setup Reports

Off/On	Ad	Results	Impressions	Budget	Ad set	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
<input type="checkbox"/>		40 On-Facebook leads	9,902	₹300.00	Daily	₹46.47 Per on-Facebook lea...	Average	Above average	Above average	₹1,858.79	Or

Campaigns Ad sets Ads

+ Create Edit A/B test Preview Rules View Setup Reports

Off/On	Ad	Results	Impressions	Budget	Ad set	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
<input type="checkbox"/>		19 On-Facebook leads	3,534	₹300.00	Daily	₹22.03 Per on-Facebook lea...	Average	Above average	Above average	₹418.51	On

Campaigns Ad sets Ads

+ Create Edit A/B test Preview Rules View Setup Reports Export

Off/On	Ad	Results	Impressions	Budget	Ad set	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
<input type="checkbox"/>		79 On-Facebook leads	17,309	₹300.00	Daily	₹41.16 Per on-Facebook lea...	-	-	-	₹3,251.58	Ongoing

Lead Generation

# WHY CHOOSE US ?

There are several reasons why you should choose us for digital marketing and services:

**Experience:** Our team has extensive experience in the industry, and we have a proven track record of delivering high-quality results to our clients.

**Quality:** We use the latest technology and techniques to ensure that all of our digital marketing services are of the highest quality.

**Customer Service:** We place a strong emphasis on customer service and are dedicated to providing you with personalized attention and support throughout the entire process.

**Competitive Pricing:** We offer competitive pricing for our services, without sacrificing quality or results.

**Results-Driven Approach:** Our primary focus is on delivering results that meet or exceed your goals and expectations.

**Continuous Improvement:** We are constantly striving to improve our processes and services to stay ahead of the competition and deliver even better results for our clients.





# CRYSTAL<sup>TM</sup> SHADES

*Creative Solutions to Digital Challenges*

 07720030704

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Survey No. 177, Behind  
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Opp. Sharda Hospital,  
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Pune - 412308