

# Anuroop Wiwaha achieved 500% growth in Leads with IKF

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## About Client:

Anuroop Wiwaha is a trusted matrimonial platform dedicated to fostering meaningful connections. With decades of experience, it specializes in bringing families together through a seamless and personalized matchmaking process for relationships built on compatibility and trust.



## Results



5x

Increase in Paid Conversions



30%

Cost Saved Per Conversion



## Objective

- The objective was to drive potential customers to the matrimonial website using PPC Search, Display, and Video ads, while simultaneously generating a quality database and maximizing conversions for both free and premium registrations.



## Strategy & Execution

- Segmentation & Campaigns:** Developed separate audience segments for free and premium services, enabling targeted messaging and tailored campaigns for each group.
- Remarketing Efforts:** Implemented remarketing campaigns to re-engage users who visited the landing page but didn't complete the registration process.
- Keyword Strategy:** Leveraged a mix of generic and niche-specific keywords along with ad extensions to improve engagement and maximize click-through rates.
- Video Ads:** Created captivating video ads for YouTube to extend the campaign's reach and attract audiences beyond traditional search platforms.