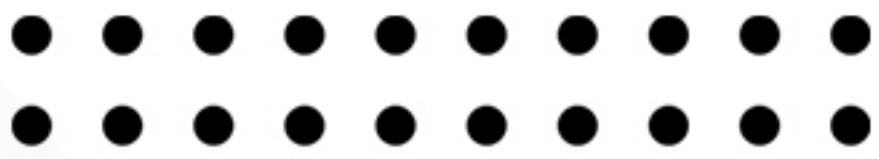




DIGITAL REPORT CARD 2023



A YEAR IN **REVIEW**

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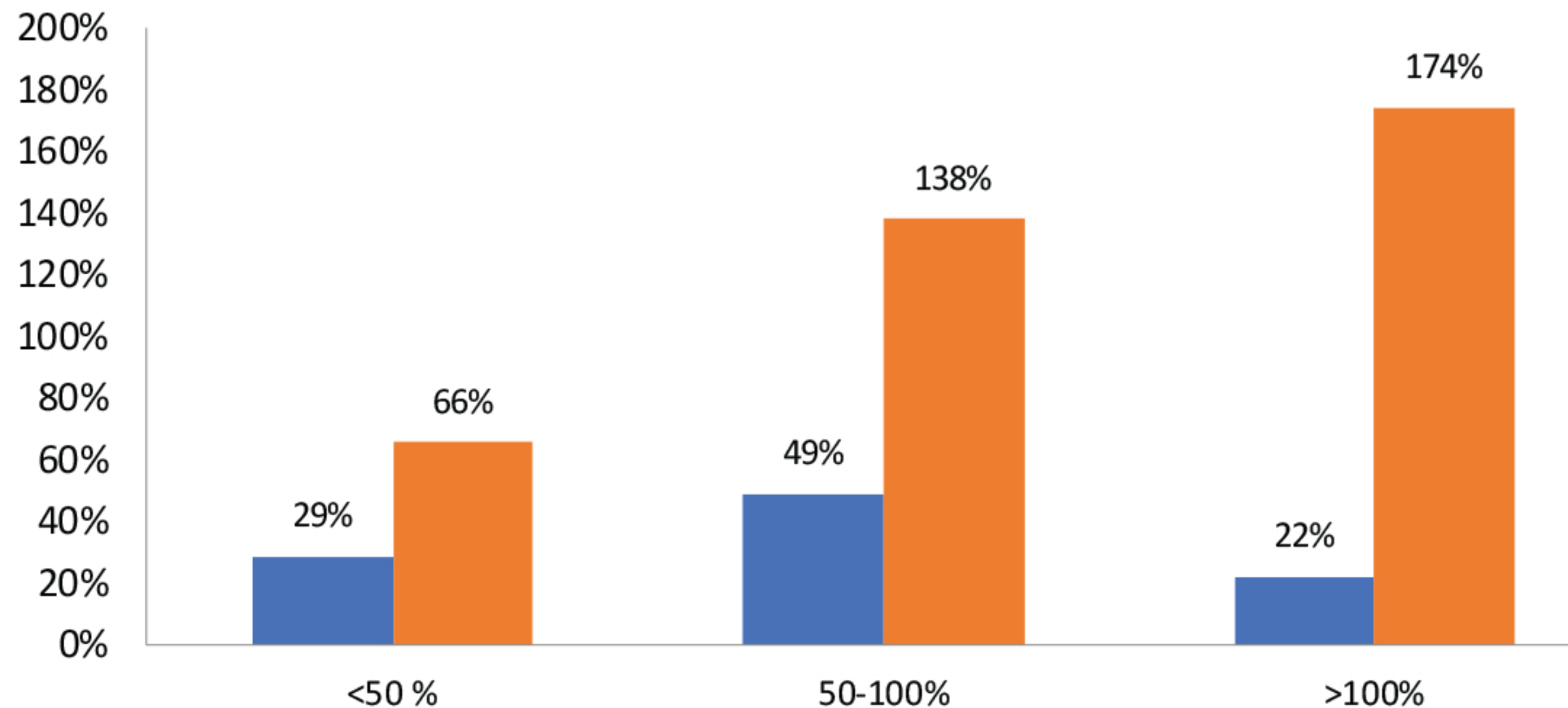
INTRODUCTION

This is the 5th edition of our annual Digital Report Card (first launched in 2018-19) where we deep-dive into the transformative results we've delivered across services, industries and clients.

2022 was a fantastic year – for us and for our clients. On average, we delivered **a whopping 78% increase in web-traffic** across all our clients.

SEO REPORT

Growth In Leads: 2023 vs 2022



% increase in traffic in 2022

- Count of Projects%
- Avg Growth in Leads%

WE'RE DRIVEN TO **LEAD** -
DELIVERING GROWTH
YEAR ON YEAR

The Overview: We unlocked phenomenal business value for all our SEO customers. We delivered an **average growth of 78% in traffic & 109% in leads** – across all clients!

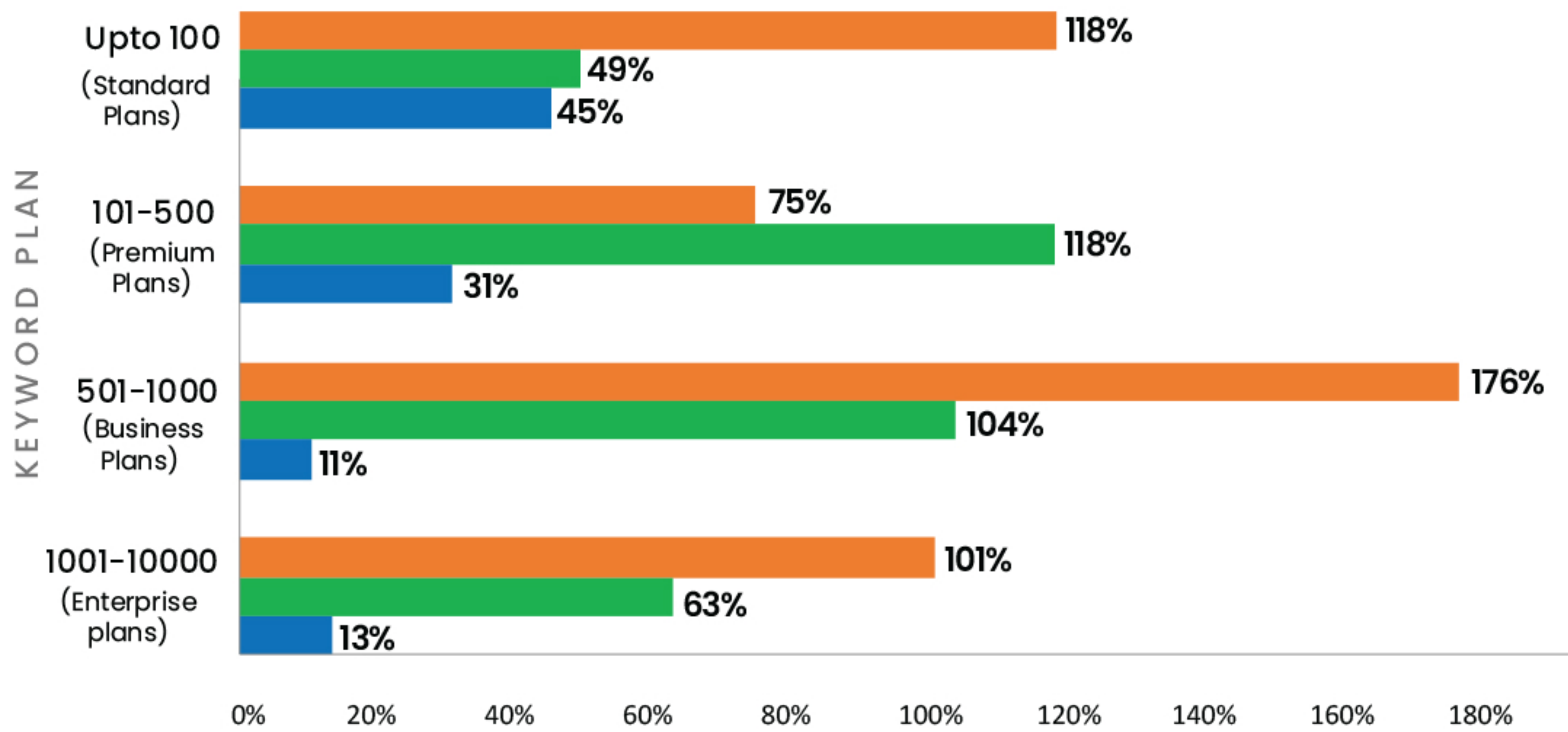
HIGHLIGHTS:

- 29% of clients who had a less than 50% increase in traffic in 2022, saw their **leads volume go up by 66%** this year.
- 49% of all projects whose growth in traffic was between 50% to 100% in the previous year, saw their **leads increase by an incredible 138%**.
- The icing on the lead cake? 22% of projects who had an over 100% increase in traffic in 2022, saw their **leads volume surge by 174%** in 2023.

How's that for consistent growth?

Bottomline: Consistency matters. Clients who worked with Techmagnate year-on-year saw a consistent increase in their leads volume.

CLIENT PERFORMANCE BASED ON **SELECTED KEYWORD PLAN**



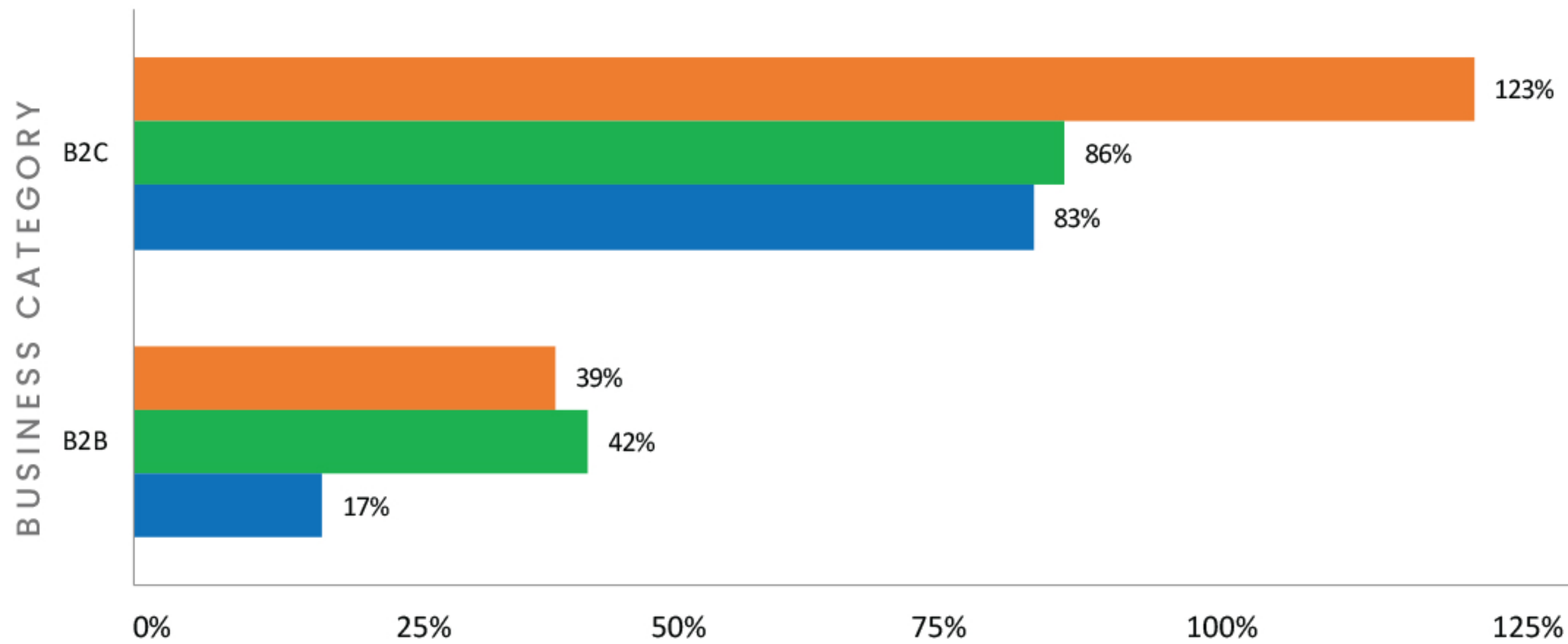
- Count of Projects%
- Avg Growth in Traffic%
- Avg Growth in Leads%

The Overview: We delivered stellar results to our clients irrespective of the keyword plan they selected.

HIGHLIGHTS:

- Standard Plan clients saw an **average growth of 49% in traffic and 118% in leads.**
- Premium Plan clients saw an **average growth of 118% in traffic and 75% in leads.**
- Clients who opted for the Enterprises plan benefitted greatly with an **average of 63% growth in traffic and 101% growth in leads in 2022–2023.**

PERFORMANCE COMPARISON ON THE BASIS OF **B2B VS B2C**

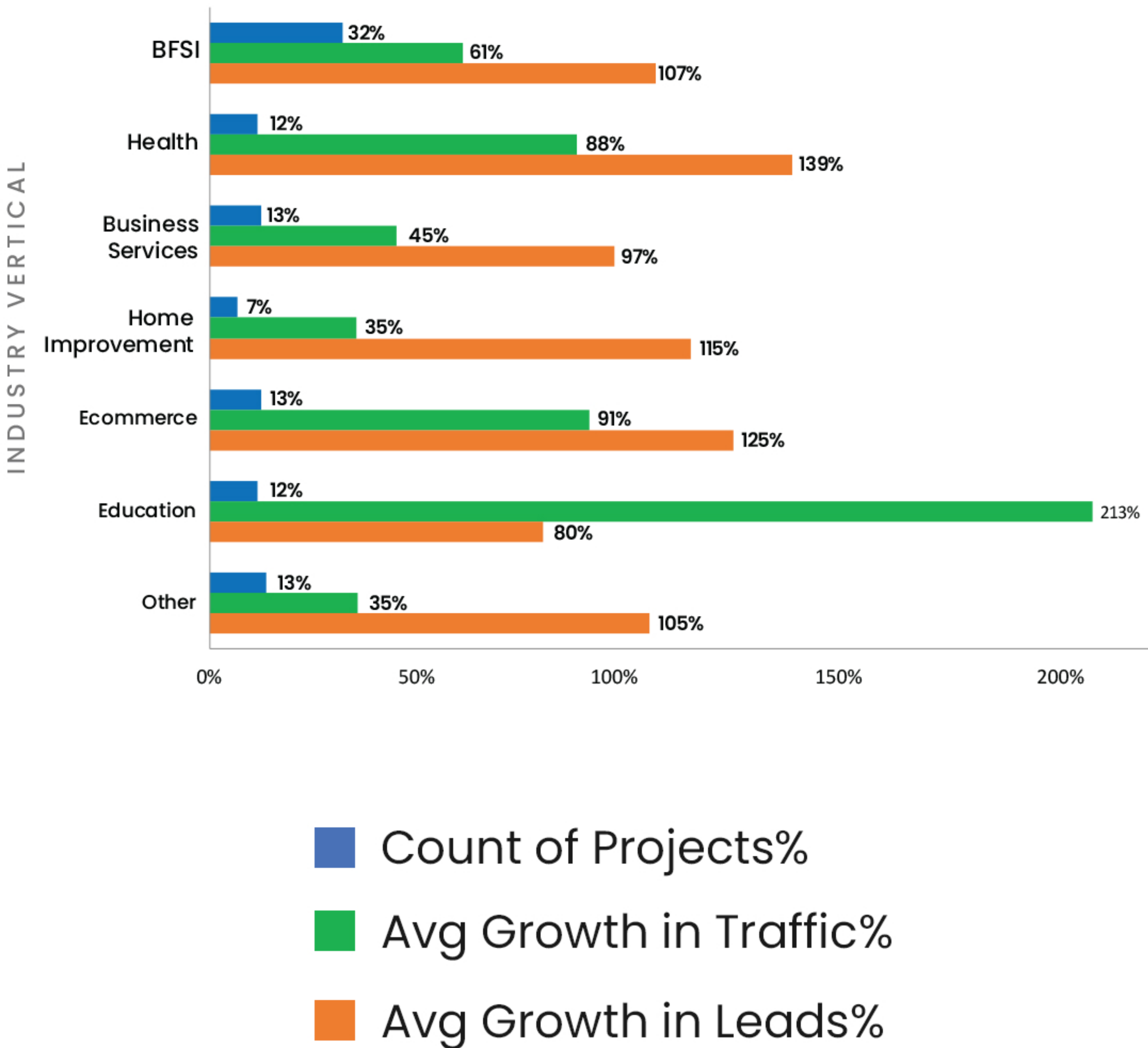


- Count of Projects%
- Avg Growth in Traffic%
- Avg Growth in Leads%

HIGHLIGHTS:

- Our B2C customers did really well! They saw an **average growth of 86% in traffic and 123% in leads.**
- Our B2B customers saw an **average growth in leads of 39%** and an **average growth in traffic of 42%.**

PERFORMANCE COMPARISON ON THE BASIS OF **INDUSTRY VERTICAL**



HIGHLIGHTS:

- While Techmagnate has a diverse clientele, our largest concentration of clients is in the **BFSI (Banking, Financial Services & Insurance) industry.**

Our customers in this sector received an **average growth of 61% in traffic and 107% in leads.**

- While all our clients across industries saw a significant increase in leads, it was our **Health and Ecommerce** clients that really shone with a phenomenal **average growth of 139% and 125% respectively.**
- No-one however could beat our Education clients when it came to **average growth in traffic - an incredible 213%!**

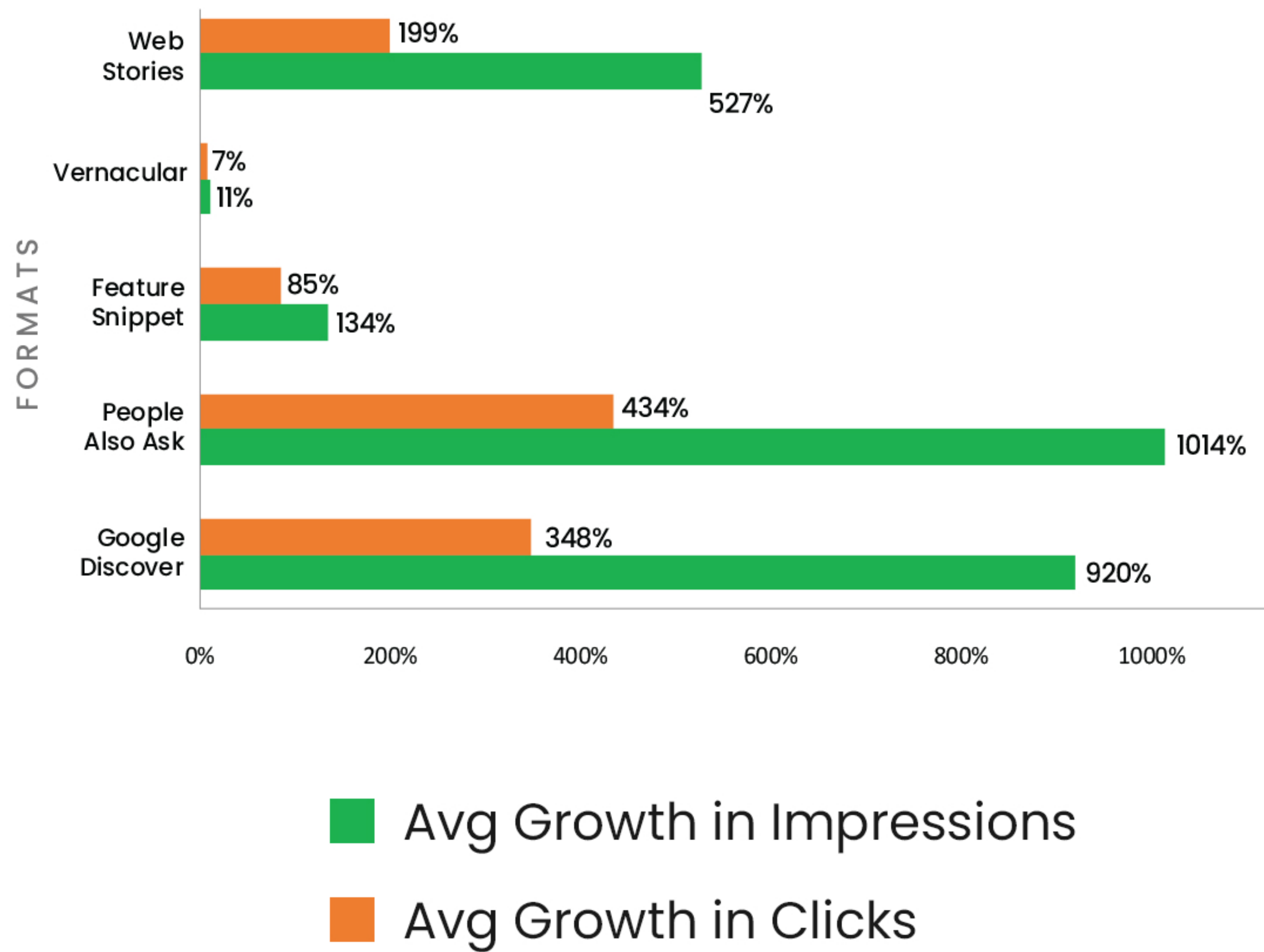
"Proud of Techmagnate's work! Their team has done an awesome job on our SEO project and we are very happy to see these fantastic results. We look forward to continuing this great engagement with them."

Anand M
Co-Founder
Aglasem, Leading Education Portal in India



DIGITAL CAMPAIGN AWARD

CONTENT MARKETING

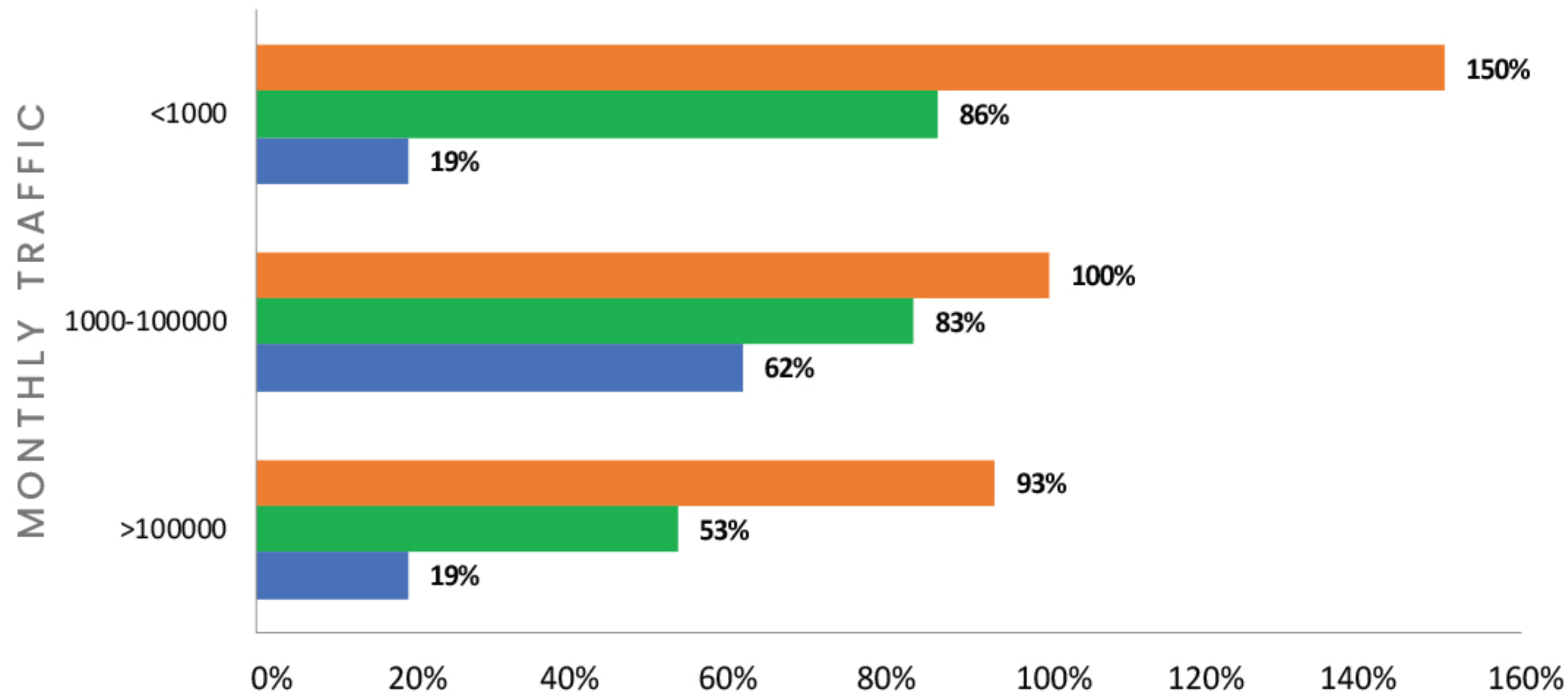


HIGHLIGHTS:

- The format that had the most clicks and saw the maximum increase in impressions? People Also Ask. **With an average growth of 434% and 1014% respectively** – it's a clear winner this year.

- Both Google Discover & Web Stories also delivered stellar results. With the **former seeing an average 348% and the latter a 199% increase in clicks.**
- For Featured Snippet, now a very popular content marketing format, our content continued to see a steady **average increase in clicks by 134%.**
- Our Vernacular Content also saw an **increase in clicks by 7% and in impressions by 11%.** This will continue to soar as the popularity of this format is set to grow in the coming years.

PERFORMANCE COMPARISON ON THE BASIS OF **MONTHLY TRAFFIC**



- Count of Projects%
- Avg Growth in Traffic%
- Avg Growth in Leads%

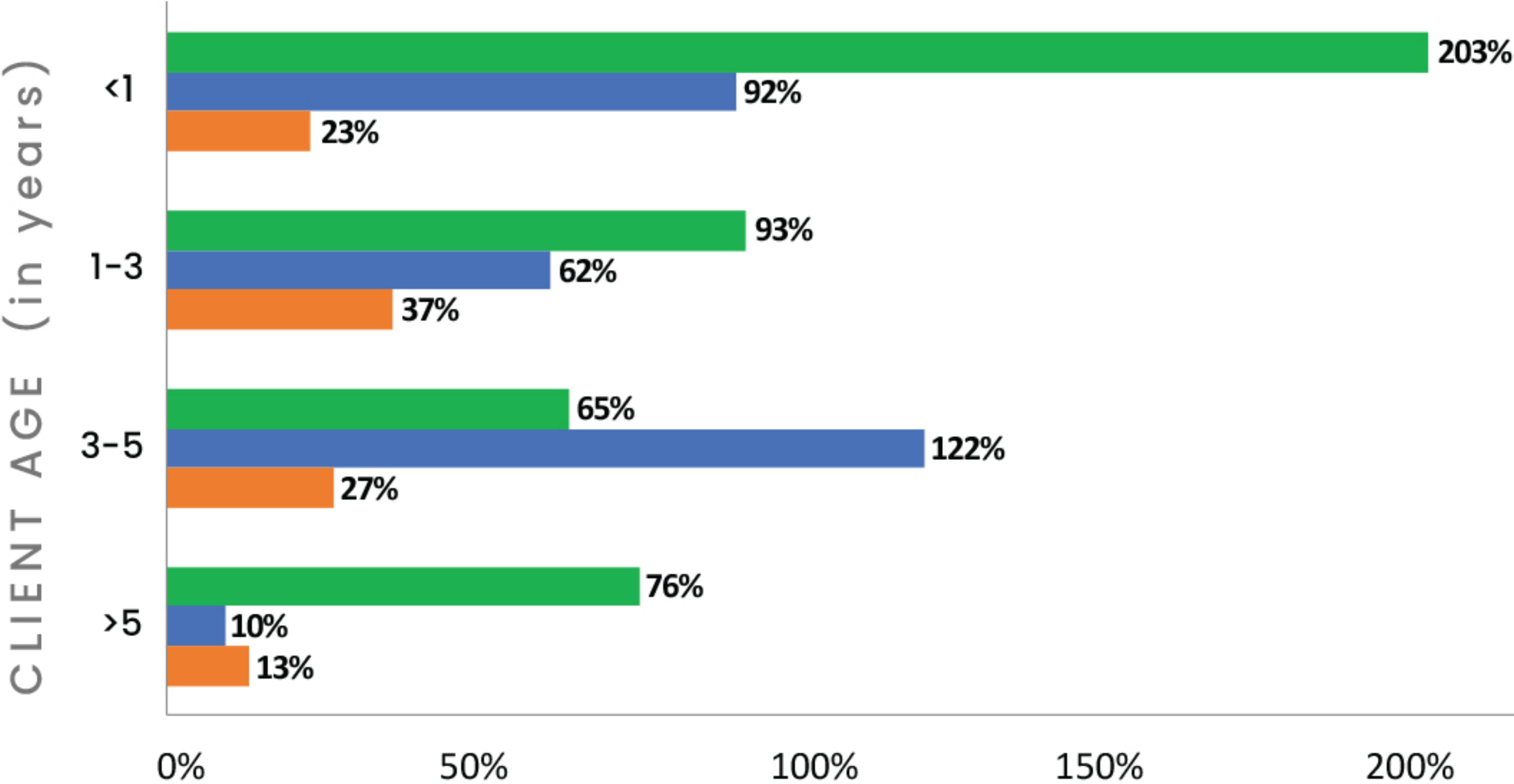
IRRESPECTIVE OF THE BUSINESS SIZE, WE ENSURE YOUR **WEB TRAFFIC THRIVES**

No matter what the monthly traffic was at the time of onboarding, Techmagnate **customers have seen solid growth in traffic and leads**, both. We've consistently delivered great results for websites of all sizes.

HIGHLIGHTS:

- Size does NOT matter: 19% of Small Website Clients (those who had a monthly traffic of <1000) saw a amazing **average growth of 86% in traffic and 150% in leads.**
- Those in the middle (with monthly traffic between 1,001 and 100,000) fared well too. They saw an **average increase of 83% in traffic and 100% in leads.**
- The larger the website (with monthly traffic >100,000), the bigger the challenge of increasing quality traffic and leads. We delivered and how. 19% of our large website clients saw an **average growth of 53% in traffic and 93% in leads.**

PERFORMANCE ON THE BASIS OF CLIENT AGE WITH TECHMAGNATE



- Count of Projects%
- Avg Growth in Traffic%
- Avg Growth in Leads%

WE BELIEVE IN LONG, MEANINGFUL AND RESULT-DRIVEN ASSOCIATIONS WITH OUR CLIENTS

The Overview: At Techmagnate, several of our clients have been with us for over 5+ years because of the steady growth they continue to see in their performance. Our long-range solutions ensure our clients grow consistently.

HIGHLIGHTS:

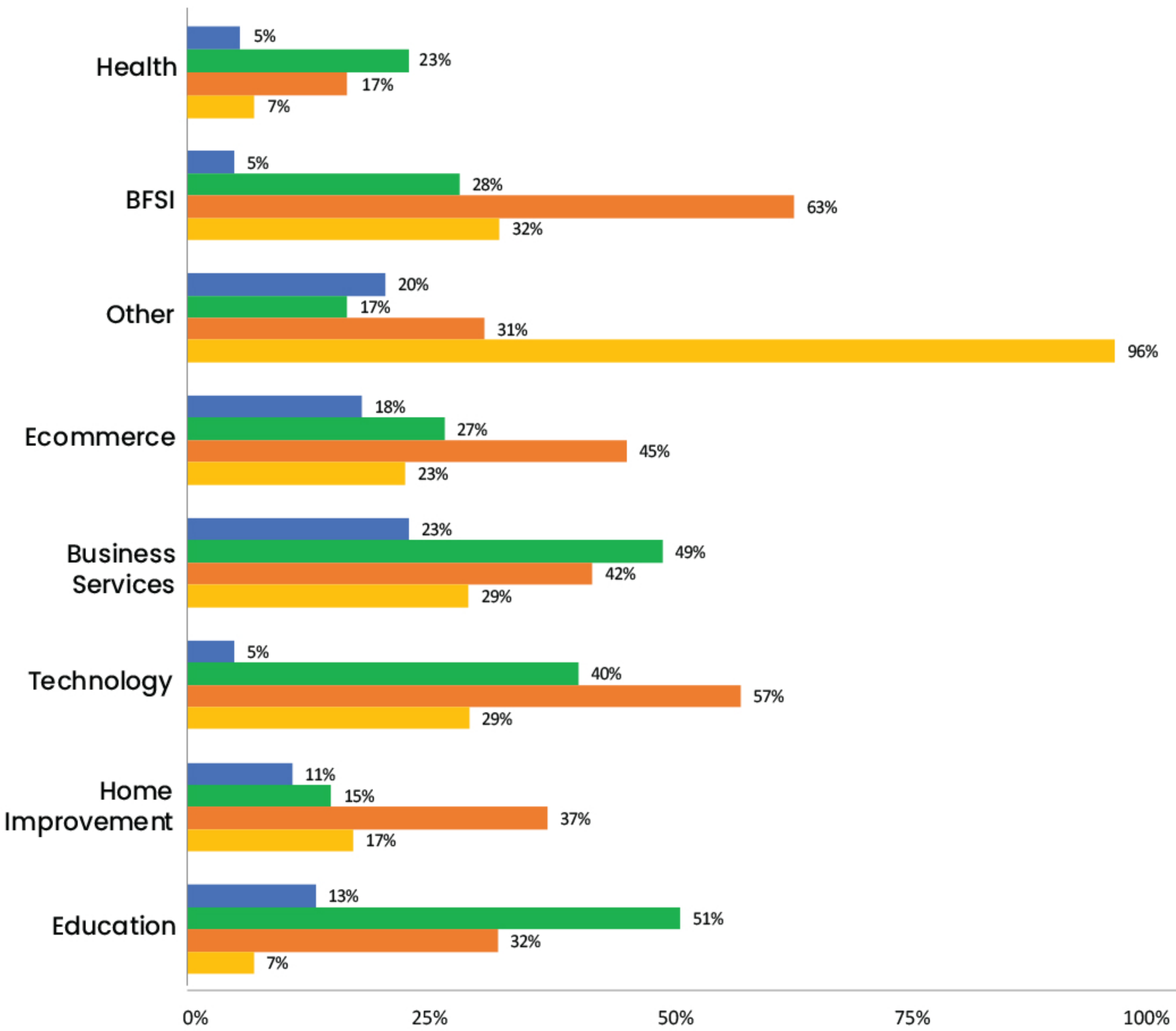
- Clients see the maximum spike in performance within their first year with us (compared to their performance before onboarding Techmagnate as their agency).
- With time and a greater understanding of client objectives, we move towards qualitative success. The average growth in leads and traffic doesn't plateau but continues to increase year-on-year.
- With that understanding, clients who've been with us less than 1 year saw a massive spike immediately - an impressive **average growth of 203% in leads and 92% in traffic.**

- Clients in the 3 to 5-year range, not only continued to see a growth in leads but, in fact, their %age growth in traffic nearly doubled from the previous years. This can be attributed to bigger campaigns and better performance as client trust builds.
- Finally, our incredible clients, who've been with us for 5+ years continue to thrive over competitors. **They saw a 76% average growth in leads.** How amazing is that?

Bottomline: We value our association with our clients deeply. If we deliver great success one year, we don't sit back and relax. We aim for greater success in the following year. And that's

#TheMagnateWay.

GOOGLE BUSINESS PROFILE



- Count of Projects%
- Visit Growth%
- Request Directions Growth%
- Calls Growth%

GROWTH ANALYSIS OF THE ORGANIC RESULTS

The Overview: Google Business Profile was formerly known as Google My Business. It's vital in helping businesses manage their online presence and gain local exposure. At Techmagnate, by creating optimized listings for our clients we saw a tremendous increase in organic results.

HIGHLIGHTS:

- While all industries saw a spike in phone calls, visits and direction requests, it was the BFSI Industry in particular which benefitted massively from optimized GBP listings. **Their phone calls increased by 32%** and they saw a **63% increase in direction requests.**

Across all clients we saw an average growth of:

31%

In Website
Visits

41%

In Request
Directions

30%

In Phone
Calls



1000%

REPUTATION MANAGEMENT REPORT

ANALYSIS OF OUR CLIENTS' **REPUTATION MANAGEMENT**

Our clients' online reputation is our priority and responsibility - that's where our reputation management services come in.

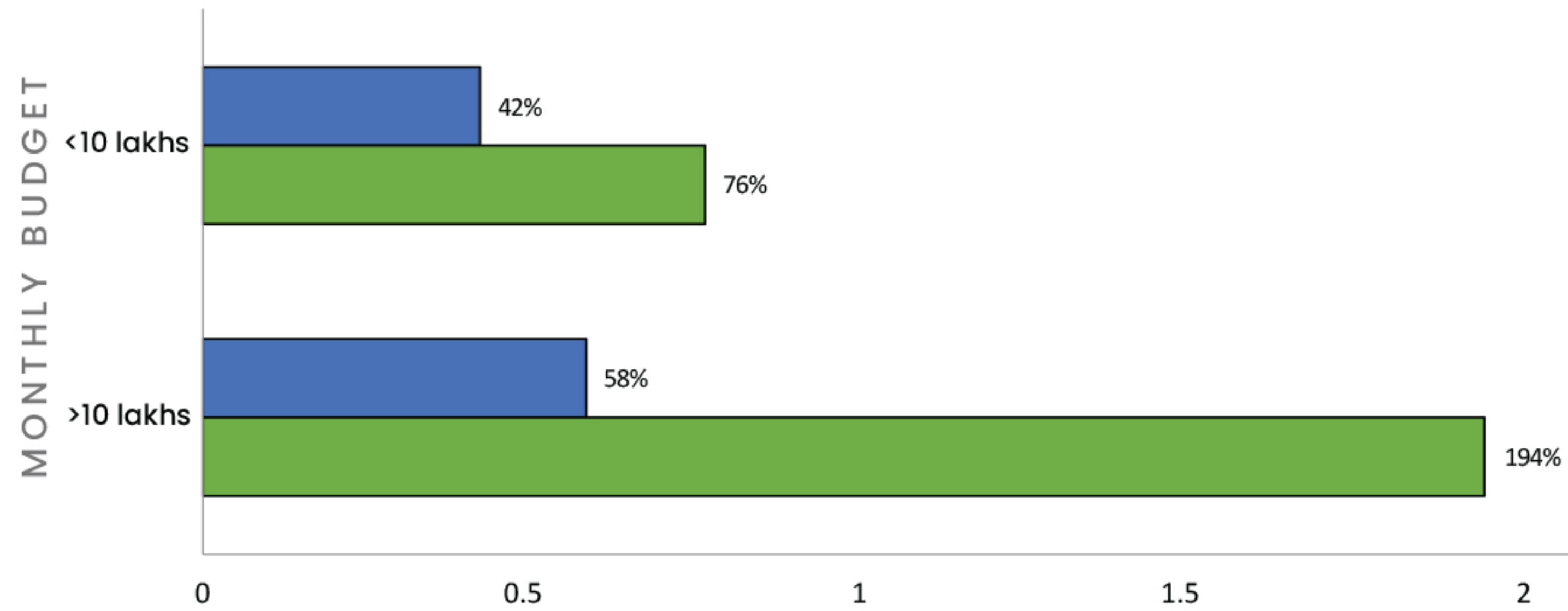
Techmagnate has delivered tremendous business value to all its Online Reputation Management (ORM) customers in 2022-2023.

By removing negative links from Google SERPS, we have helped these brands repair and enhance their reputation online.

HIGHLIGHTS:

- We **pushed down average 100% of negative links** beyond top 10 search results for each keyword across all our clients.
- We **pushed down average 97% of negative links** beyond top 20 search results for each keyword across all our clients.

PPC REPORT



- Count of Projects%
- Increase in Conversions%
[period vs period] or
{month vs month}

GREAT RESULTS
NO MATTER WHAT
THE MONTHLY BUDGET!

HIGHLIGHTS:

- 42% of clients, with a monthly budget of less than Rs. 10 Lakh, saw an **average growth of 76% in number of conversions.**
- The remaining 58% – our Enterprise Clients, with monthly budgets of over Rs. 10 Lakh, saw an **average growth of 194% in conversions.**
- All in all, we delivered an impressive overall **average growth of 135%** in conversions across our clientele!



97%

QUORA MARKETING REPORT

WE DELIVERED EXCELLENT GROWTH IN ORGANIC VIEWS

The Overview: We utilize various digital channels and platforms to drive growth for our clients. One such platform is Quora. Leveraging Quora we delivered fantastic results to our clients.

HIGHLIGHTS:

- We delivered an **average growth of 97% in organic views** across our clientele!



APP STORE OPTIMIZATION (ASO) REPORT

304%

**INCREASE IN
ORGANIC APP DOWNLOADS
ACROSS ALL OUR CAMPAIGNS**

When choosing to work with us, our customers also chose to take their App Marketing to the next level.

TRANSFORMATIONAL GROWTH DELIVERED!

PROJECTS

PPC

04

SEO

61

Avg Increase in Organic Traffic*

118%

Avg Increase in Organic Leads*

147%

Avg Growth in Conversions*

194%

In FY 22-23, we pledged to deliver transformational growth to 250 clients via our Vision 2025 campaign.

This year, we continued to measure our performance and are proud to share that we delivered transformational growth to 65 clients.

➤ **How did we define transformational growth?**

Some key parameters we set in place were growth in organic traffic, growth in leads, reduction in cost per acquisition, growth in ecommerce sales and more.

We also had conversations with direct customers to understand what transformational growth meant to them.

➤ **What was our process?**

In our fifth year of creating the digital Report Card, the fact whether the nominated clients truly received transformational growth was subject to several internal reviews, debates and discussions with the senior management and leadership.

This was also built into the team's performance appraisals.

THE RESULT IN

2023 —

WE DELIVERED

TRANSFORMATIONAL

GROWTH TO

65

CLIENTS

HOW DID WE CALCULATE THIS DATA?

- **Growth in Organic Traffic:** We took the sum of monthly organic traffic for the engagement period and compared that with the sum of monthly organic traffic for the previous year.
- **Growth in Content Marketing:** We took the sum of all the clicks and impressions of the various formats and compared that with the sum of all the clicks and impressions of the same formats for the previous year.
- **Growth in Organic Leads:** We took the sum of monthly organic leads for the engagement period and compared that with the sum of monthly organic leads for the previous year.
- **Growth in PPC Leads:** We took the sum of monthly PPC Leads for the engagement period and compared that with the sum of monthly PPC leads for the previous year.
- **Growth in Organic Views (Quora):** We took the sum of monthly organic views for the engagement period and compared that with the sum of monthly organic views for the previous year.

OTHER THINGS TO NOTE

- Data includes all **Digital Marketing campaigns for the Financial Year 22-23** i.e. for the period from April'22 to March'23
- Engagement period of projects varies from **6 months to 12 months**, but each project was active for at least 6 months.
- The SEO data includes campaigns where we weren't able to deliver results because either the client didn't share FTP access or didn't implement on-page suggestions.
- The data doesn't include 19 digital campaigns which lasted less than 3 months for multiple reasons.



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