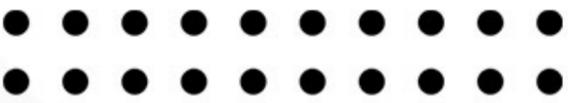




DIGITAL REPORT CARD 2024



A YEAR IN **REVIEW**

CONTENTS

- 01 Introduction
- 02 SEO Report
- 04 Client Performance Based on Selected Keyword Plan
- 06 Performance Comparison on the Basis of B2B vs B2C
- 07 Performance Comparison on the Basis of Industry Vertical
- 09 Content Marketing – Organic
- 11 Content Marketing – Digital Press Releases (DPRs)
- 12 SERP First Page Ranking
- 14 Performance Comparison on the Basis of Monthly Traffic
- 16 Performance on the Basis of Client Age with Techmagnate
- 19 Google Business Profile
- 20 Growth Analysis of the Organic Results

CONTENTS

- 21 | PPC Report
- 23 | App Store Optimization (ASO) Report
- 24 | Transformational Growth Delivered
- 27 | How Did we Calculate this Data?



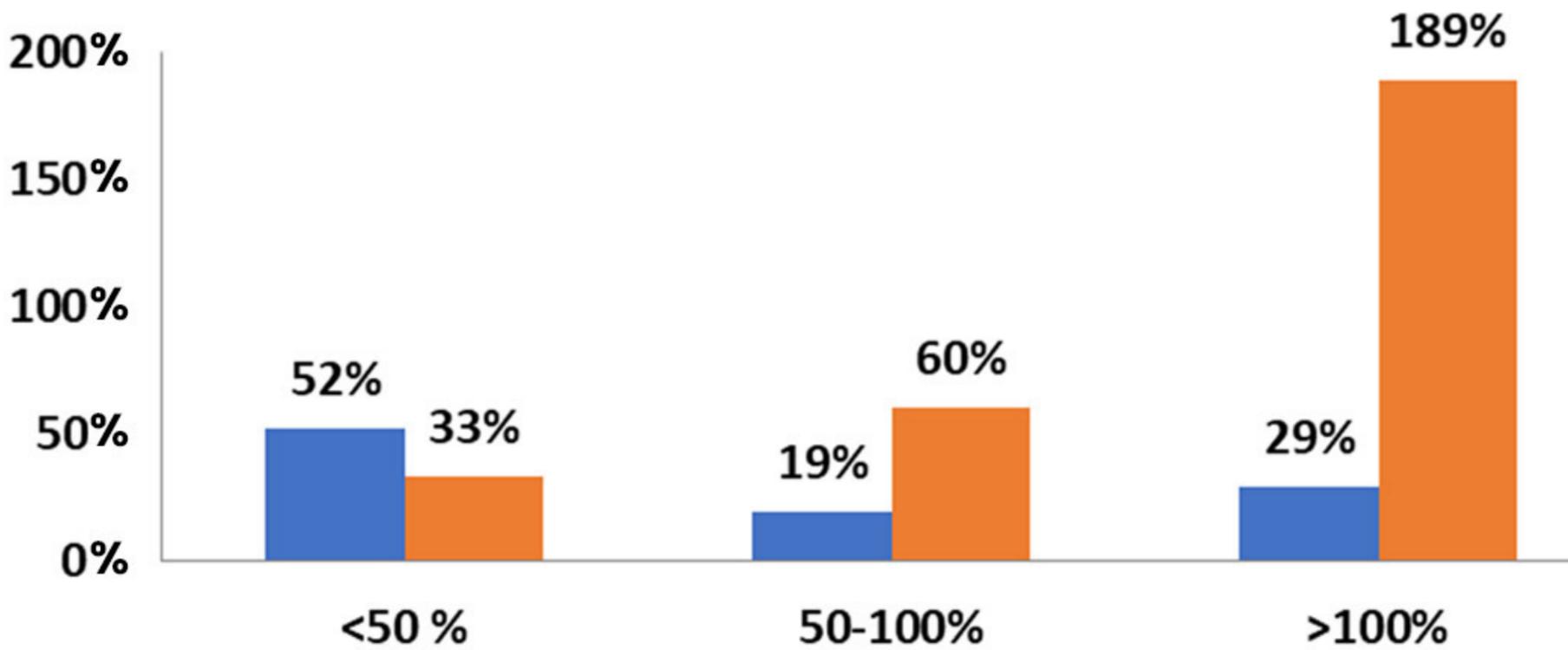
INTRODUCTION

This is the 6th 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.

2023 was a fantastic year – for us and our clients. On average, we delivered a **whopping 121.27 % increase in web traffic** across all our clients.

SEO REPORT

Growth In Leads: 2024



% Growth By Traffic in 2024

- 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 121.27% traffic and 83.10% leads**– across all clients!

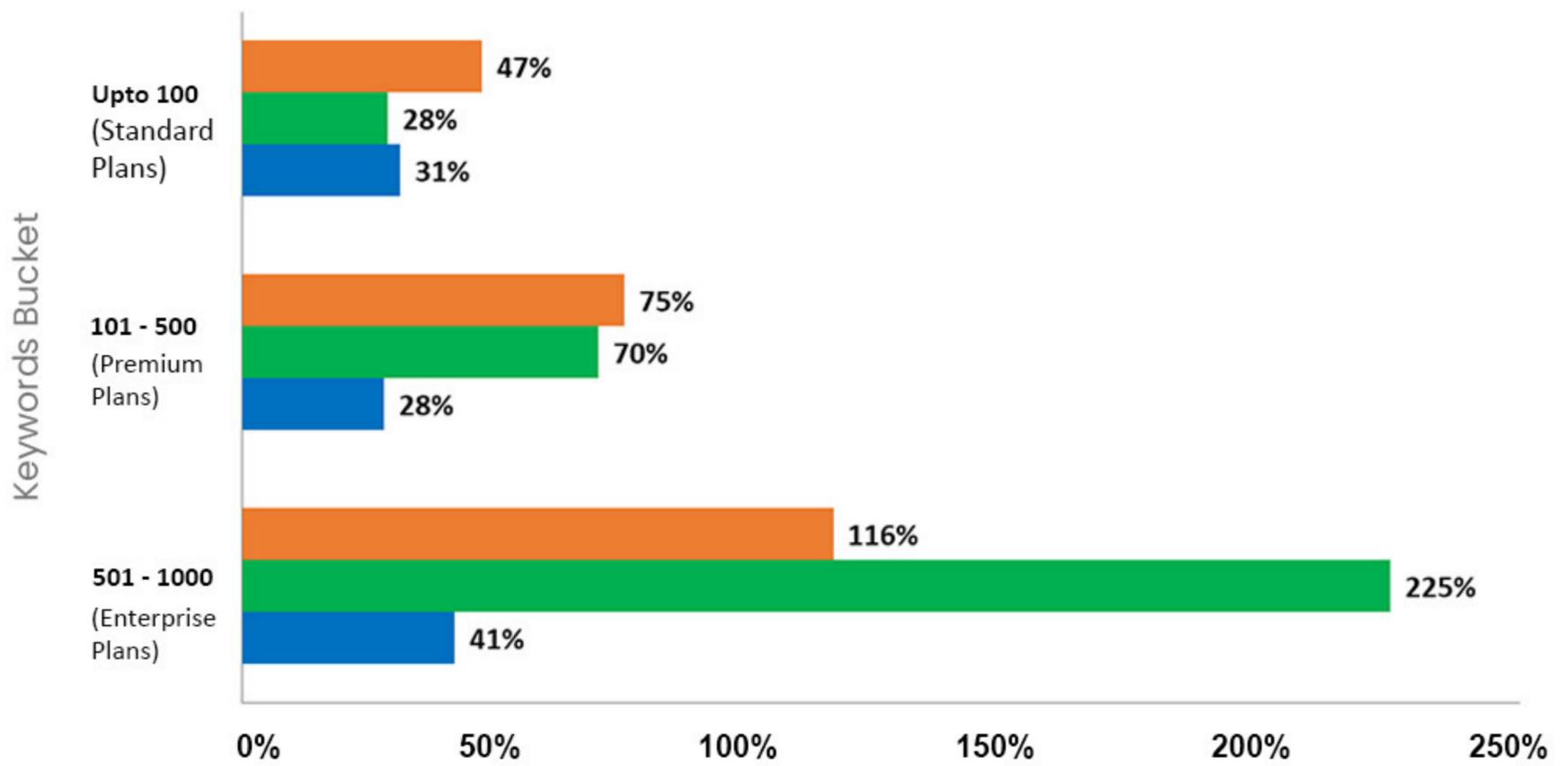
HIGHLIGHTS:

- 52% of clients who had a less than 50% increase in traffic in 2023, saw an **average increase of 33%** in their **lead volumes**.
- 19% of all projects whose growth in traffic was between 50% to 100% in the previous year, saw their **leads increase by an incredible 60%**.
- 29% of projects with an over 100% increase in traffic, saw their **leads volume surge by 189% 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**



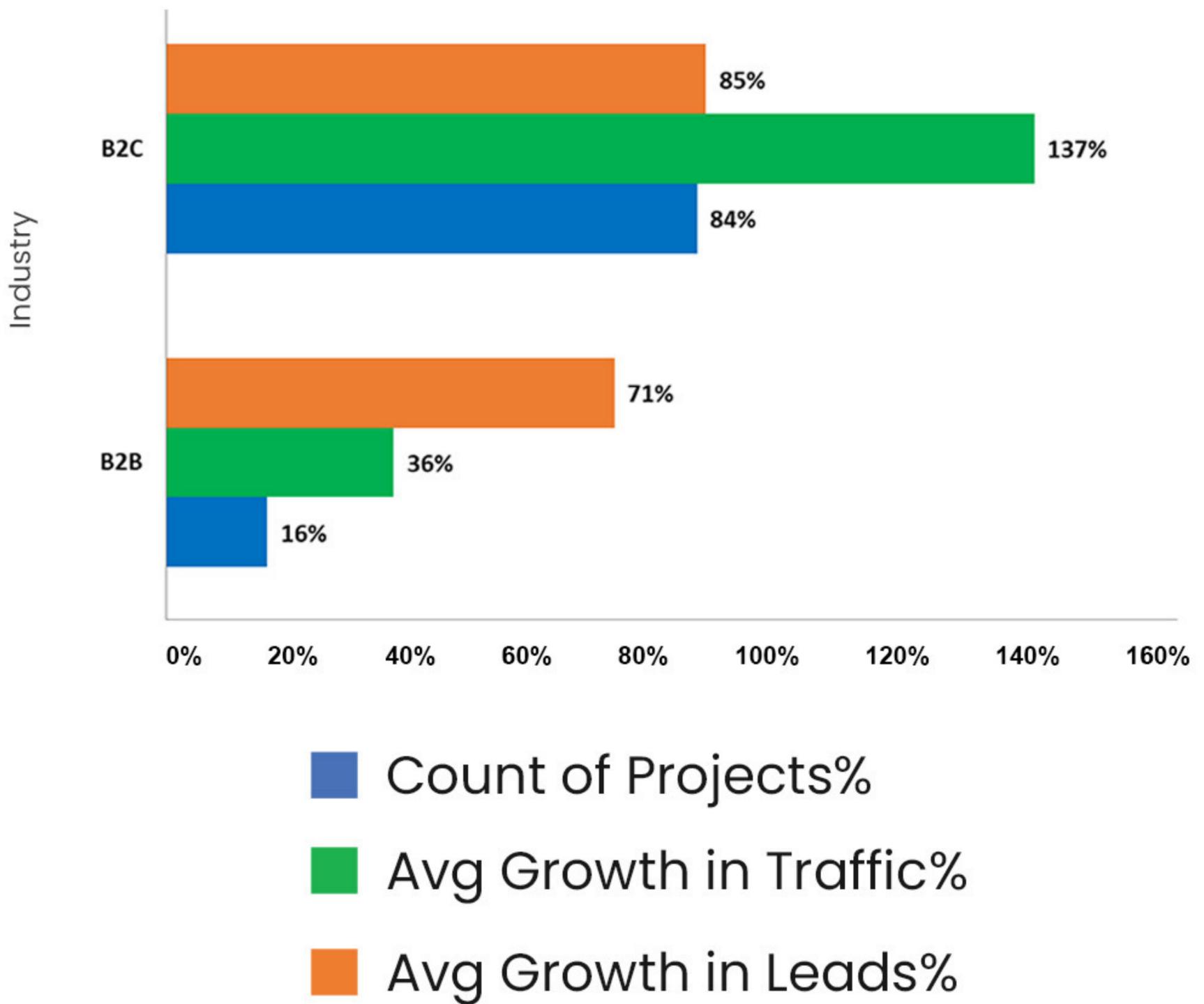
- Count of Projects%
- Avg Growth in Traffic%
- Avg Growth in Leads%

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

HIGHLIGHTS:

- Standard Plan clients saw an **average growth of 28% in traffic and 47% in leads.**
- Premium Plan clients saw an **average growth of 70% in traffic and 75% in leads.**
- Clients who opted for the Enterprise plan benefited greatly with an **average of 225% growth in traffic and 116% growth in leads in 2023–24.**

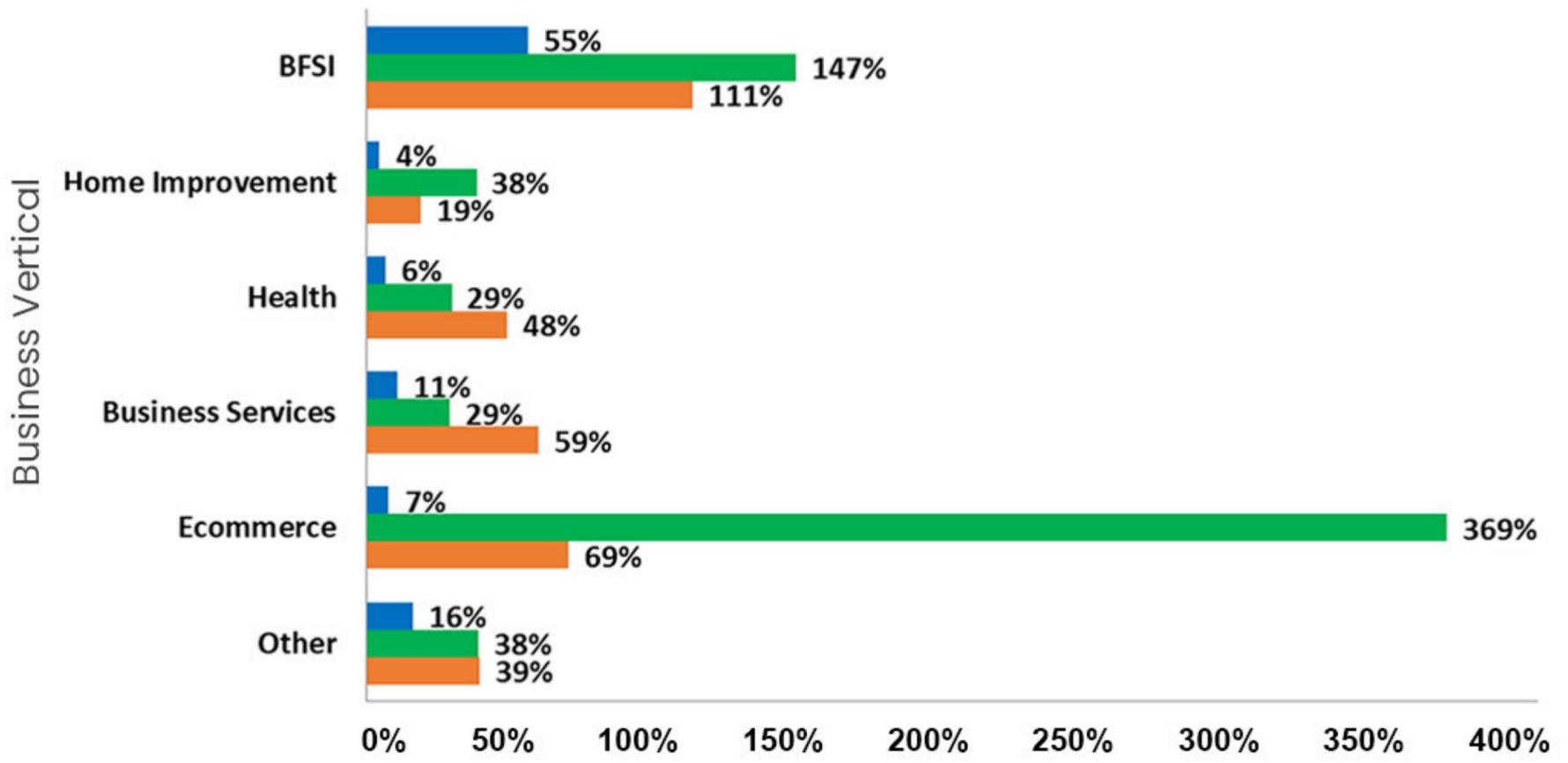
PERFORMANCE COMPARISON ON THE BASIS OF **B2B VS B2C**



HIGHLIGHTS:

- Our B2C customers did really well! They saw an **average growth of 137% in traffic and 85% in leads.**
- Our B2B customers saw an **average growth in leads of 71%** and an **average growth in traffic of 36%.**

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



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

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 147% in traffic and 111% in leads.**

- While all our clients across industries saw a significant increase in traffic, it was our **Ecommerce** clients that shone with a phenomenal **average growth of 369%.**
- For our clients in the **health** sector, we secured **48% average growth in leads** and **29% average growth in traffic.**

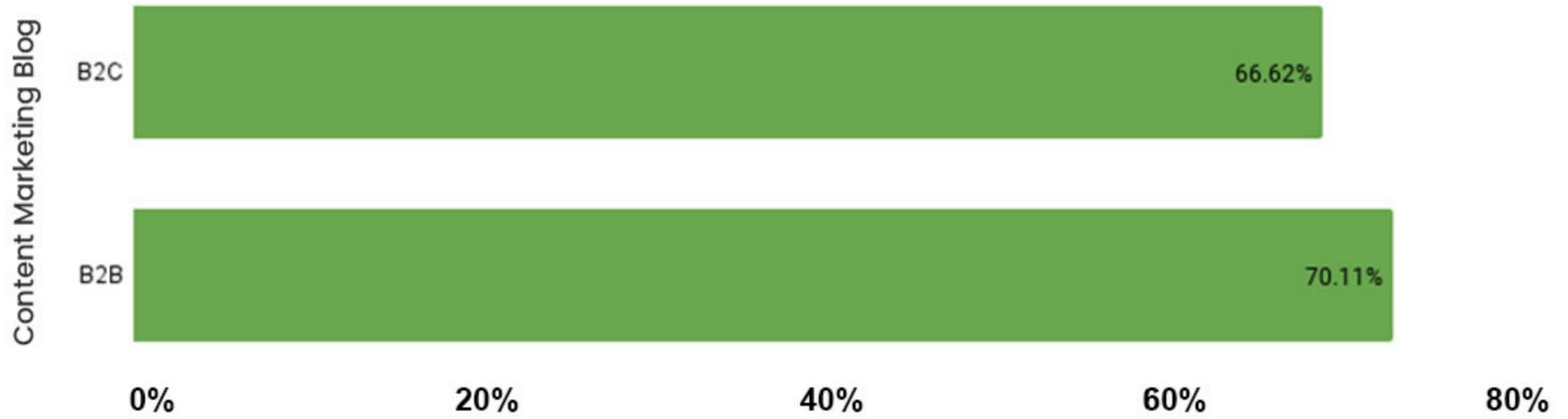
"Our incredible results would not have been possible without the dedication and hard work of the [Techmagnate] team. Your commitment to excellence and continuous improvement has been instrumental in driving our success."

Rohit Singh Chouhan
Senior Unit Manager,
Bajaj Finserv



DIGITAL CAMPAIGN AWARD

CONTENT MARKETING – ORGANIC



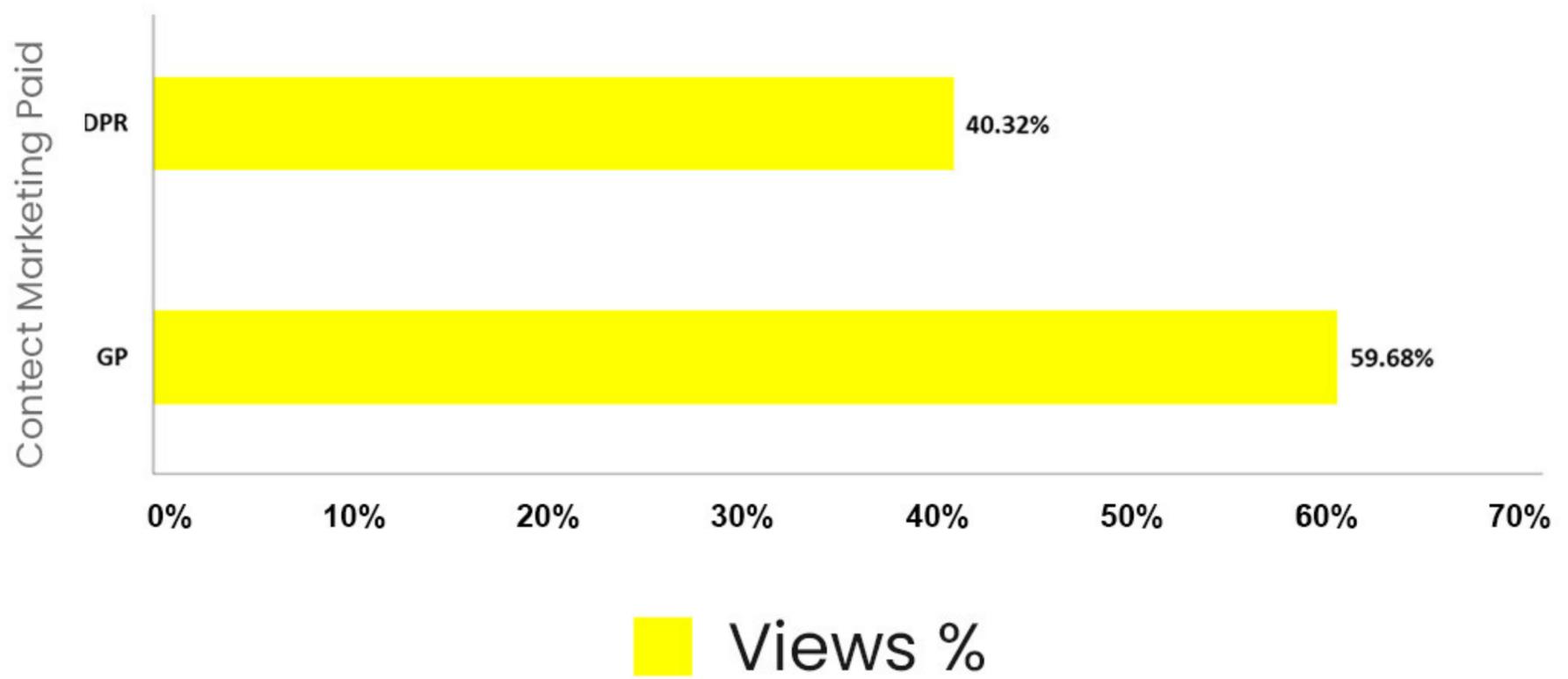
■ Avg Growth in Blog Traffic %

Content marketing is an important aspect of SEO. Organic content marketing helps readers gain valuable information about a brand's products and services, answers to their questions, and insights that guide their decision-making process – which eventually increases the lifetime user engagement with the brand.

HIGHLIGHTS:

- In 2023–24, we published approximately 12,000 blogs which saw an **average traffic growth of 265%**, as compared to the previous year.
- Traffic for B2C blogs grew by 66.62% in 2023–24, as compared to the previous year. However, traffic for B2B blogs saw a higher **average growth, increasing by 70.11%**.

CONTENT MARKETING – DIGITAL PRESS RELEASES (DPRs)



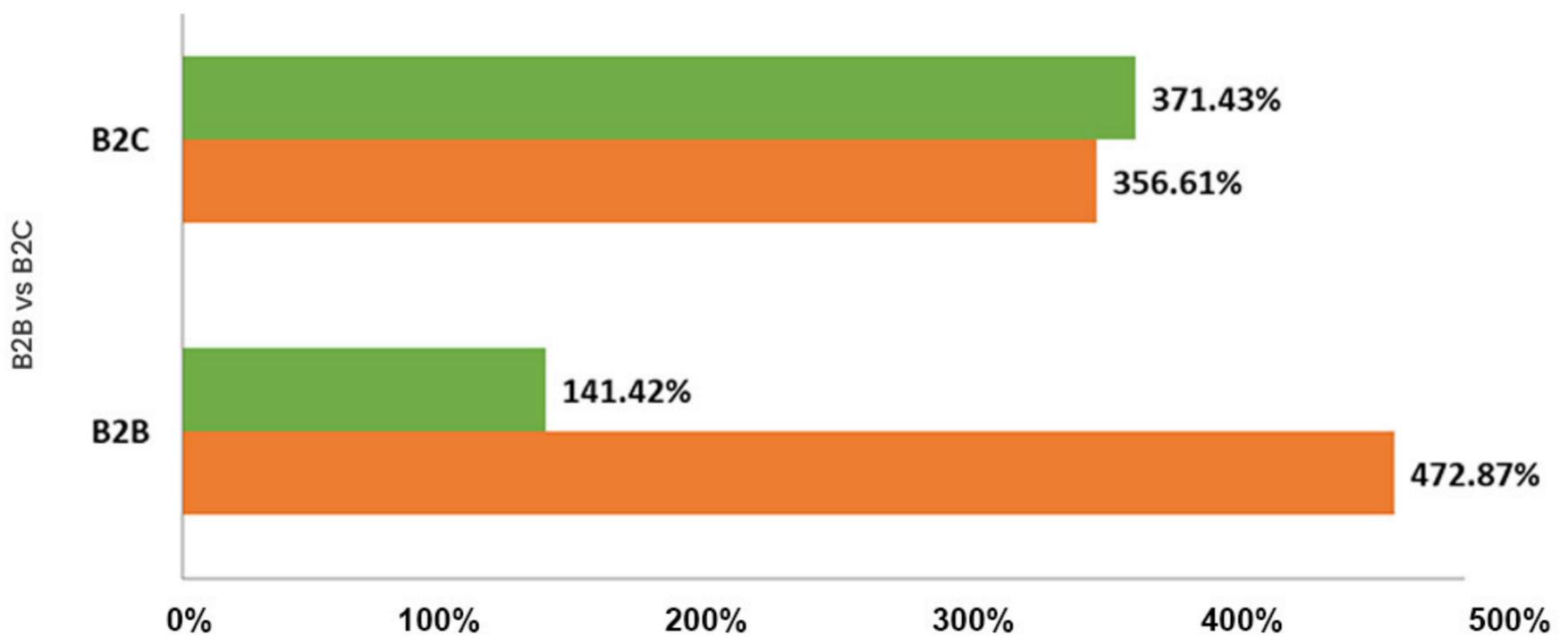
Paid content marketing efforts – through digital press releases (DPRs) and Guest Posting (GP) – are an equally important aspect of SEO. Our paid content marketing services help brands increase their overall awareness and build credibility.

HIGHLIGHTS:

- For paid content marketing, **40.32% of the views** came from Digital PR (DPR) campaigns, while **59.68% of the views** were generated through Guest Posting (GP).

SERP FIRST PAGE RANKING

For first page SERP rankings on Google, we have bifurcated our results based on Search Volume (SV) for the Top 5 and Top 10 keyword rankings. A lion's share of the user engagement was driven because of higher Click-Through-Rates (CTRs) on the first page.

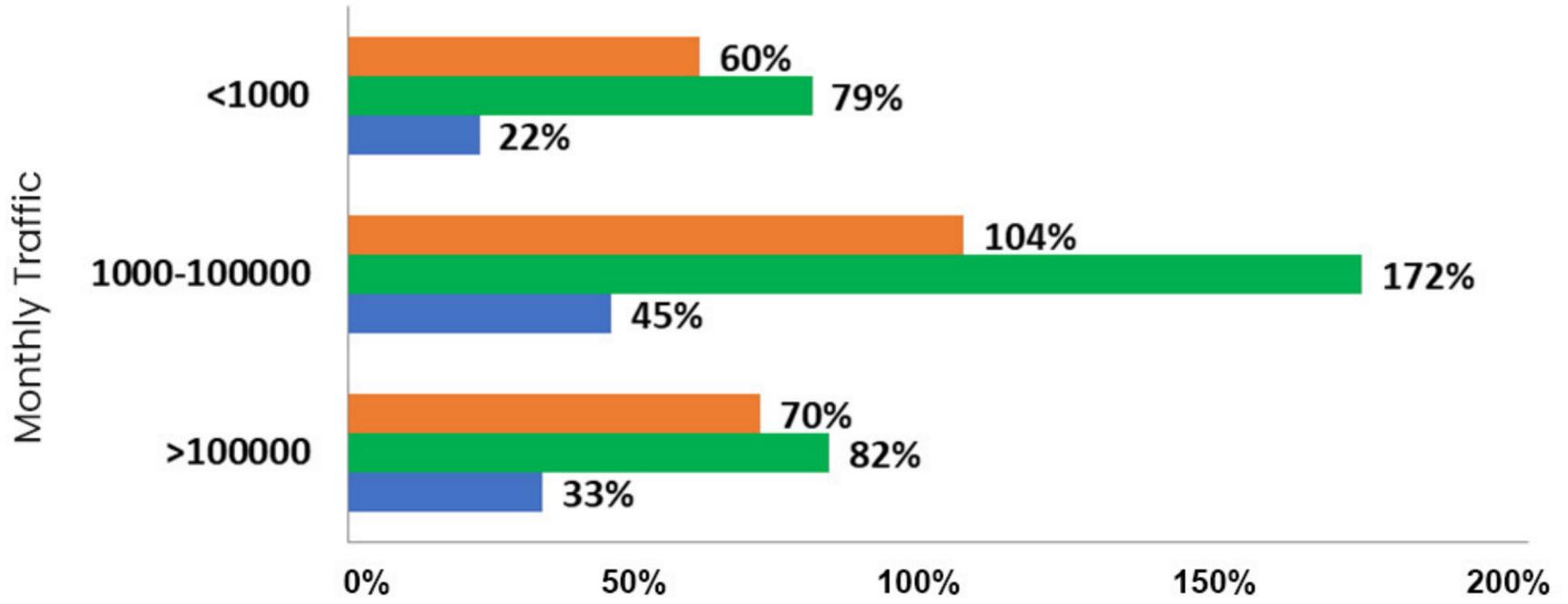


- Top 5 Growth % (Apr'23 vs Mar'24)
- Top 10 Growth % (Apr'23 vs Mar'24)

HIGHLIGHTS:

- In FY 2023–24, the **Top 5** Search Volume (SV) for B2C **grew by 371.43%** whereas the **Top 10** SV **grew by 356.61%**, as compared to the previous year.
- The **Top 5** SV for B2B **grew by 141.42%**. The **Top 10** SV saw a tremendous growth of **472.87%**.
- Our clients in the following industries demonstrated the strongest growth on the first page of Google SERPs, for both **Top 5** and **Top 10** keyword rankings.
 - BFSI clients grew by 323% for the **Top 5** and **377%** for **Top 10**.
 - Ecommerce clients saw a growth of **4892%** for the **Top 5** and **411%** for **Top 10**.

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



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

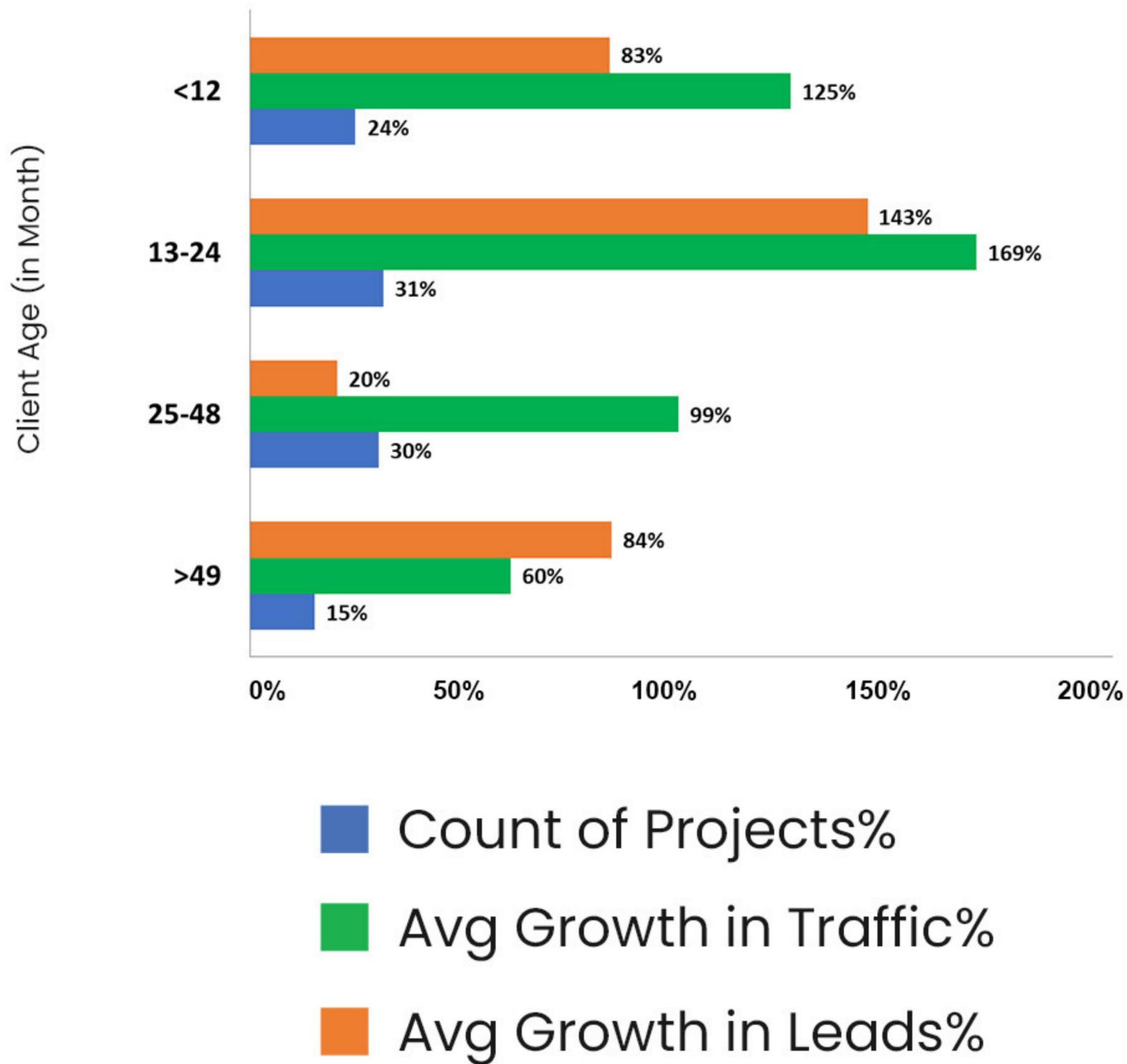
IRRESPECTIVE OF THE BUSINESS SIZE, WE ENSURE YOUR **WEB TRAFFIC THRIVES**

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

HIGHLIGHTS:

- 22% of Small Website Clients (those who had a monthly traffic of <1000) saw an **amazing average growth of 79%** in traffic and **60% in leads**.
- Those in the middle (with monthly traffic between 1,001 and 100,000) fared well too. They saw an **average increase of 172%** in traffic and **104% 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. 33% of our large website clients saw **an average growth of 82% in traffic** and **70% in leads**.

PERFORMANCE ON THE BASIS OF CLIENT AGE WITH TECHMAGNATE



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:

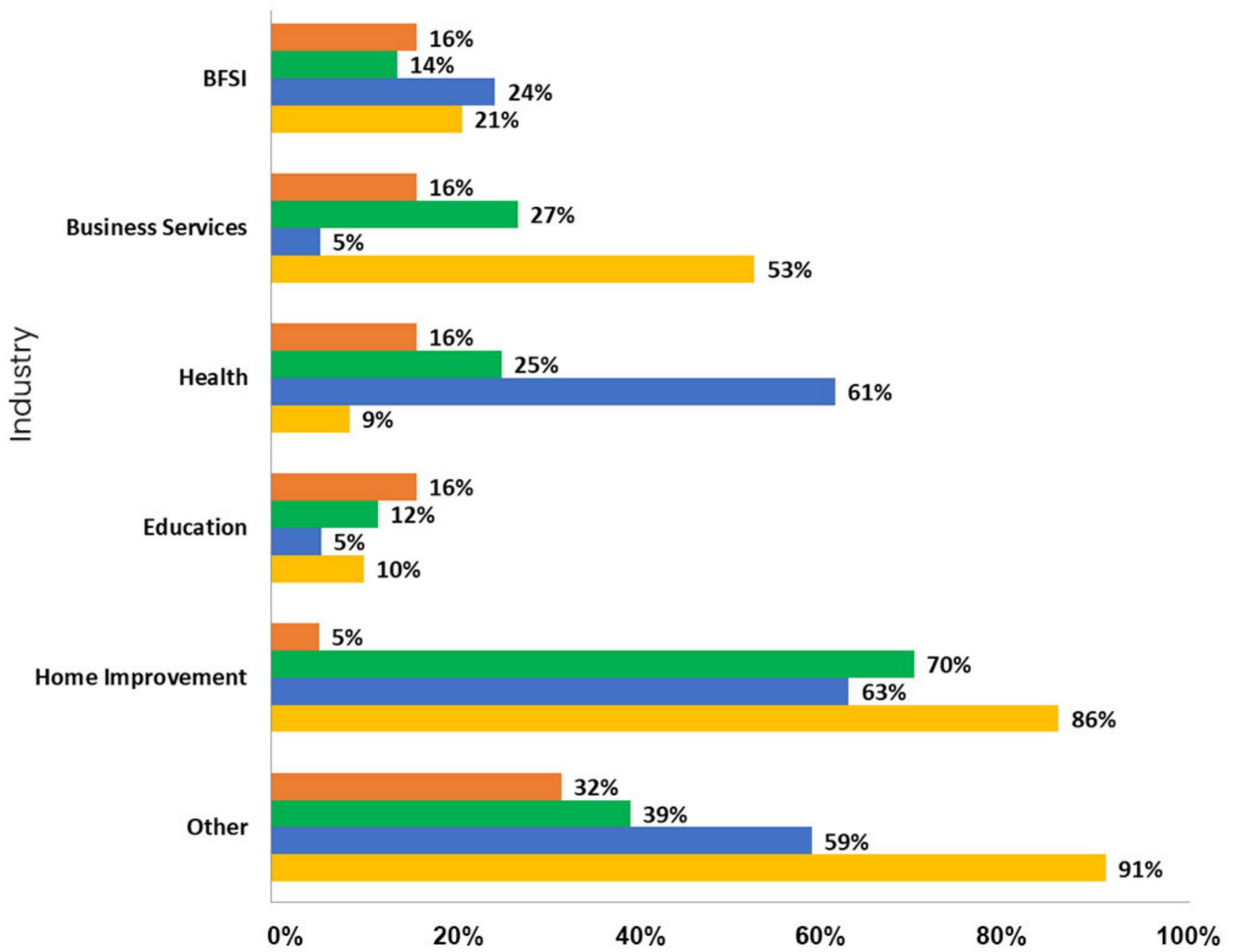
- Clients see the maximum spike in performance within their first year with us (compared to their performance before onboarding Techmagnate as their agency).
- With time and a greater understanding of client objectives, we move towards qualitative success. The average growth in leads and traffic doesn't plateau but continues to increase year-on-year.
- With that understanding, clients who've been with us less than 12 months saw a massive spike immediately - an impressive **average growth of 83% in leads and 125% in traffic.**

- Clients who have been with us for 13 – 24 months witnessed **143% growth in leads and 169% growth in traffic**. This can be attributed to bigger campaigns and better performance as client trust builds.
- Finally, our incredible clients, who've been with us for over 40 months continue to thrive over competitors. **They saw an 84% 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, we saw a tremendous increase in organic results by creating optimized listings for our clients.

HIGHLIGHTS:

- While all industries saw a spike in phone calls, visits, and direction requests, the BFSI Industry benefited massively from optimized GBP listings. **Their phone calls increased by 21%** and saw a **24% increase in direction requests.**

Across all clients, we saw an average growth of:

28%

In Website
Visits

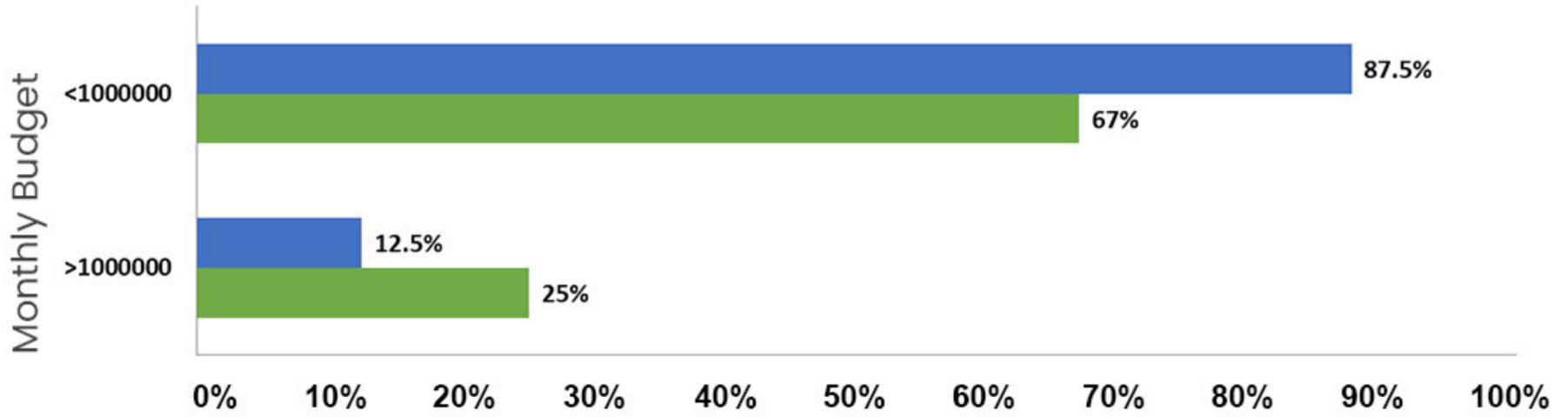
37%

In Direction
Requests

48%

In Phone
Calls

PPC REPORT



■ Count of Projects%

■ Increase in Conversions %
[period vs period] or
(month vs month)

GREAT RESULTS
NO MATTER WHAT
THE MONTHLY BUDGET!

HIGHLIGHTS:

- 87.5% of clients, with a monthly budget of less than INR 10 Lakh saw an **average growth of 67% in the number of conversions.**
- The remaining 12.5% – our Enterprise Clients, with monthly budgets of over INR 10 Lakh, saw an **average growth of 25% in conversions.**
- All in all, we delivered an impressive overall **average growth of 61%** in conversions across our clientele!



APP STORE OPTIMIZATION (ASO) REPORT

184%

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

03

SEO

57

Avg. Growth in
Traffic

Avg. Growth in
Leads

Avg. Growth in
Conversions

191.79%

134.88%

57%

In FY 23-24, 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 60 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 sixth 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

2023-24

WE DELIVERED

TRANSFORMATIONAL

GROWTH TO

600

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:** 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 2023–24** i.e. for the period from April'23 to March'24
- The engagement period of projects varies from **6 months to 5+ years**, 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.



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