



DIGITAL

MARKETING

SINIS 

Because Your Brand Needs To Be Online

Web Design/Development, Online Branding, SEO, Social Media, Online Marketing, Online Ads, Lead Generation, Online Campaigns, Email Marketing, Online Content and Blogs, Concepts, Direct Marketing, Video Production and more....

Case study of: One-N (Performance Marketing)

Website: <https://onen.in/>

One-N is your one and only entertainment partner! They have a huge collection of movies, web-series, songs, shows, novels, status videos, trending news, newspapers, health and lifestyle section and much more to choose from. To watch the latest web-series, shows or movies, it is your most affordable stop.

They have it all. You can read a novel or catch up with the live news or sports on it, with 10+ language variations. With 130,000+ happy users and 4.8 rating, they are always looking to include new and trendy content on their app for their users. The subscription rates are very minimalistic starting with rs.15 for one month to rs.59 for 6 months. That's not even one dollar!

With a view for this app to be on every mobile, we launched a promotional campaign for them. Due to our campaign, there were 15,000+ downloads of the app, and awareness about it. We believe that everyone should have access to entertainment on their fingertips at affordable rates, especially, at times like the pandemic.

Unfortunately, the app was removed by google play store because of some legal issues. So, a website dedicated to this app was developed by us and it was promoted through social media platforms. This resulted in 15k+ downloads of the app. Promoting it on social media also reduced cost per conversion, which made it super easy to promote the app.

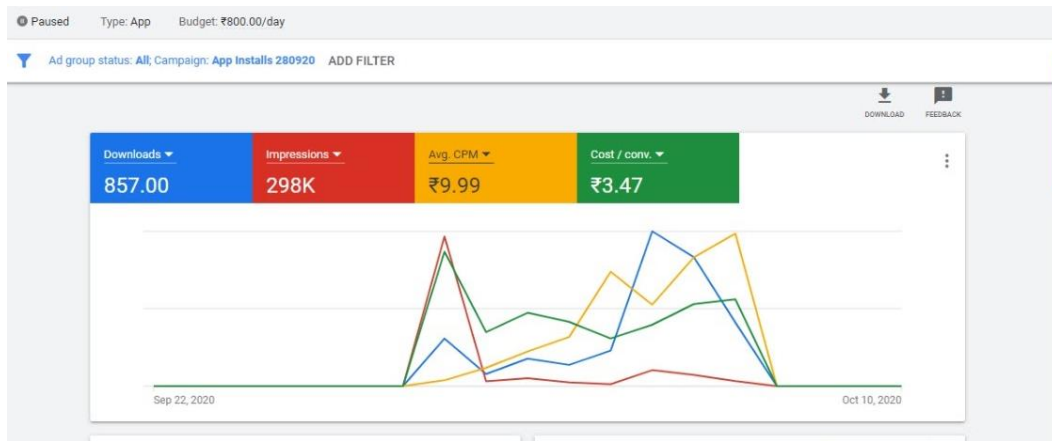
Departments involved:

- Integrated marketing solutions
- Business planning
- Website development

Digital impact:

- Total reach: 1,023,020
- Cost per result: 1.49
- Total downloads: 15,000
- Site visits:
- Conversion rate: 10%

Photo of the camping's stats:



Resource centre Campaigns 1 selected Ad sets 1 selected Ads 1 selected

Campaign name	Delivery	Attr set	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions
New campaign	In draft	-	-	-	-	-	Using a...	-	Ongoing	-
Conversion ONEN 080321	Off	7...	880 ONEN Conversion	67,061	1.24	₹1.66 Per ONEN Convers...	Using a...	₹1,464.84	Ongoing	83,46
Results from 2 campaigns			7...	880 ONEN Conversion	67,061 People	1.24 Per Person	₹1.66 Per ONEN Conversion	₹1,464.84 Total Spent		83,4 To

Resource centre Campaigns 2 selected Ad sets for 2 Campaigns Ads for 2 Campaigns

Campaign name	Results	Reach	Frequen	Cost per result	Budget	Amount spent	Endt	Impressions	CPM (cost per 1,000 impression)	Link clicks
Conversion One N 251120	12,764 Website start trials	426,626	1.74	₹1.55 Per website trial started	Using...	₹19,795.52	Ong...	743,627	₹26.62	21,289
Traffic One N 241120	2,971 Landing page views	171,199	1.14	₹1.10 Per landing page view	Using...	₹3,272.92	Ong...	195,929	₹16.70	3,776
Results from 2 campaign		555,010 Multiple conversions People	1.69 Per Person	Multiple conversions	-	₹23,068.44 Total Spent		939,556 Total	₹24.55 Per 1,000 impr...	25,065 Total