


# DIGITAL REPORT

CARD  
2022

A YEAR —  
IN REVIEW



# CONTENTS

- 
- 01** Introduction
  - 02** SEO Report
  - 03** Client Performance on the Basis of Keyword Plan Selected
  - 04** Client Performance on the Basis of B2B vs B2C
  - 05** Client Performance on the Basis of Business Vertical
  - 06** Google Discover Report
  - 07** Client Performance on the Basis of Monthly Traffic
  - 08** Google My Business Report
  - 09** Reputation Management Report
  - 10** PPC Report
  - 11** PPC Performance on the Basis of Business Vertical
  - 12** Video Marketing Report
  - 13** Quora Marketing Report
  - 14** App Store Optimization (ASO) Report
  - 15** Transformational Growth Delivered
  - 16** How do we calculate the data?



## INTRODUCTION

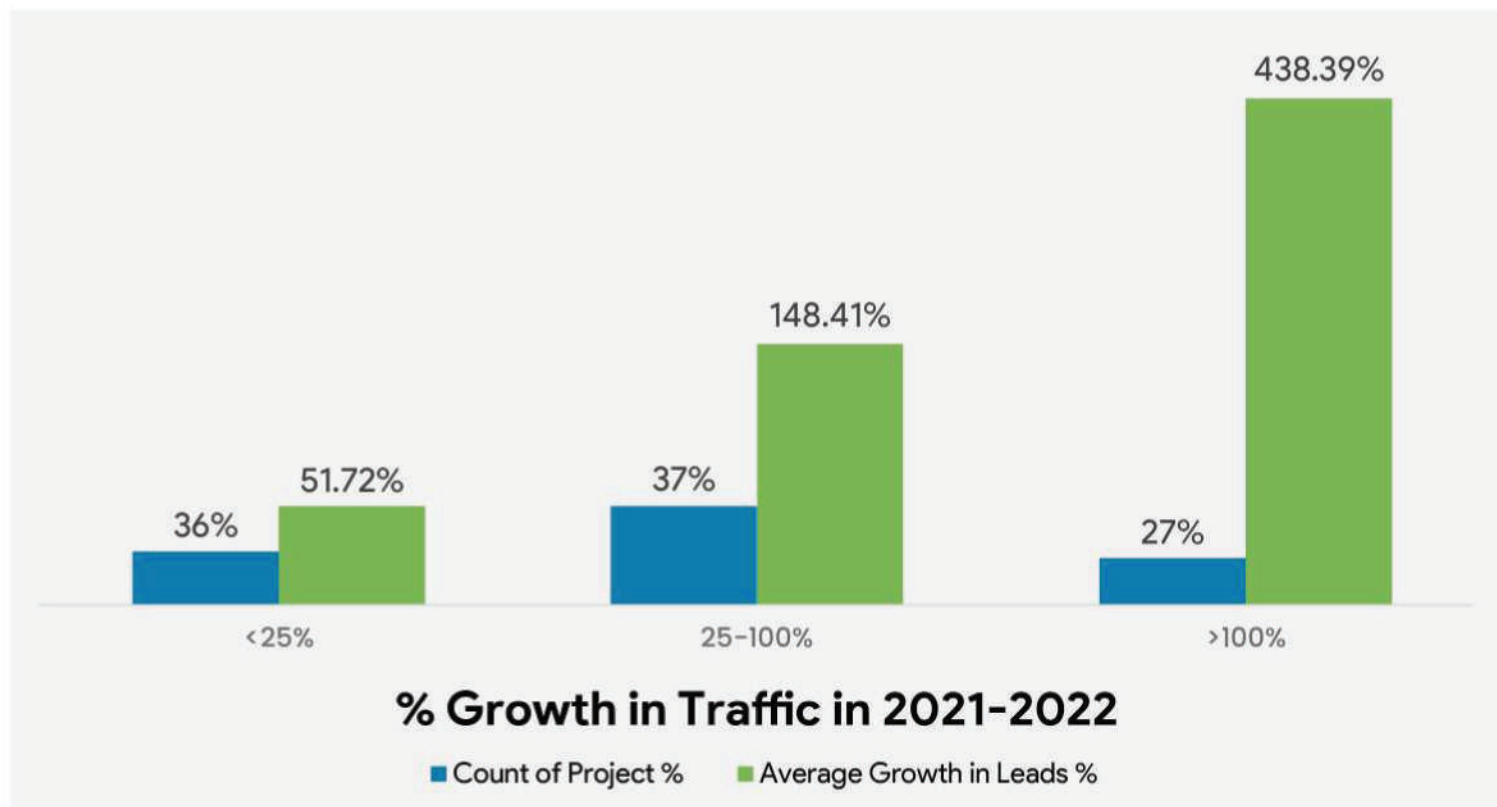
**In 2021-2022,**

We delivered a phenomenal growth of an average 103% increase in traffic across all our customers here at **OBIYAN INFOTECH**. The OBIYAN INFOTECH Digital Report Card was launched in 2018-2019 and this is our fourth edition.

Despite the pandemic, we have achieved exemplary results across industries and services.

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## SEO REPORT

### DRIVEN TO LEAD - ANALYSIS

#### BUSINESS VALUE DELIVERED

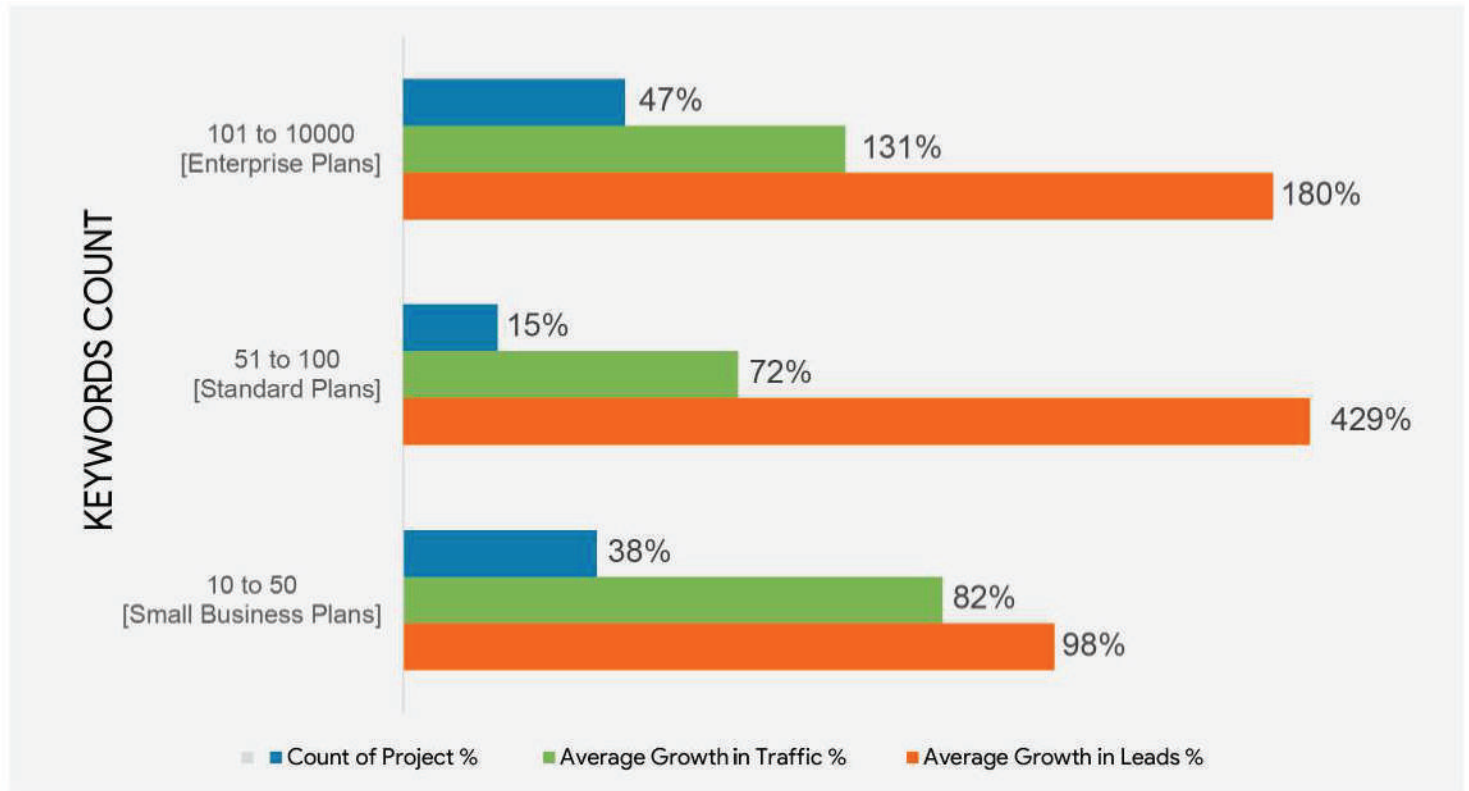
**OBIYAN INFOTECH** has delivered phenomenal business value to all its SEO customers in 2021-2022 in terms of growth in traffic and leads.

We delivered an average growth of 103% in traffic and 186% in leads across the entire clientele.

📈 27% of all projects which received growth in traffic of over 100%, saw an average growth in leads of 438.39%.

📈 38% of all projects, which received growth in traffic between 25% and 100%, saw an average growth in leads of over 148.41%.

📈 36% of all projects, which received growth in traffic under 25%, saw an average growth in leads of over 51.72%.



## DELIVERING DIGITAL EXCELLENCE - NO MATTER WHAT

**OBIYAN INFOTECH** has delivered fantastic results irrespective of the plan a client selects.

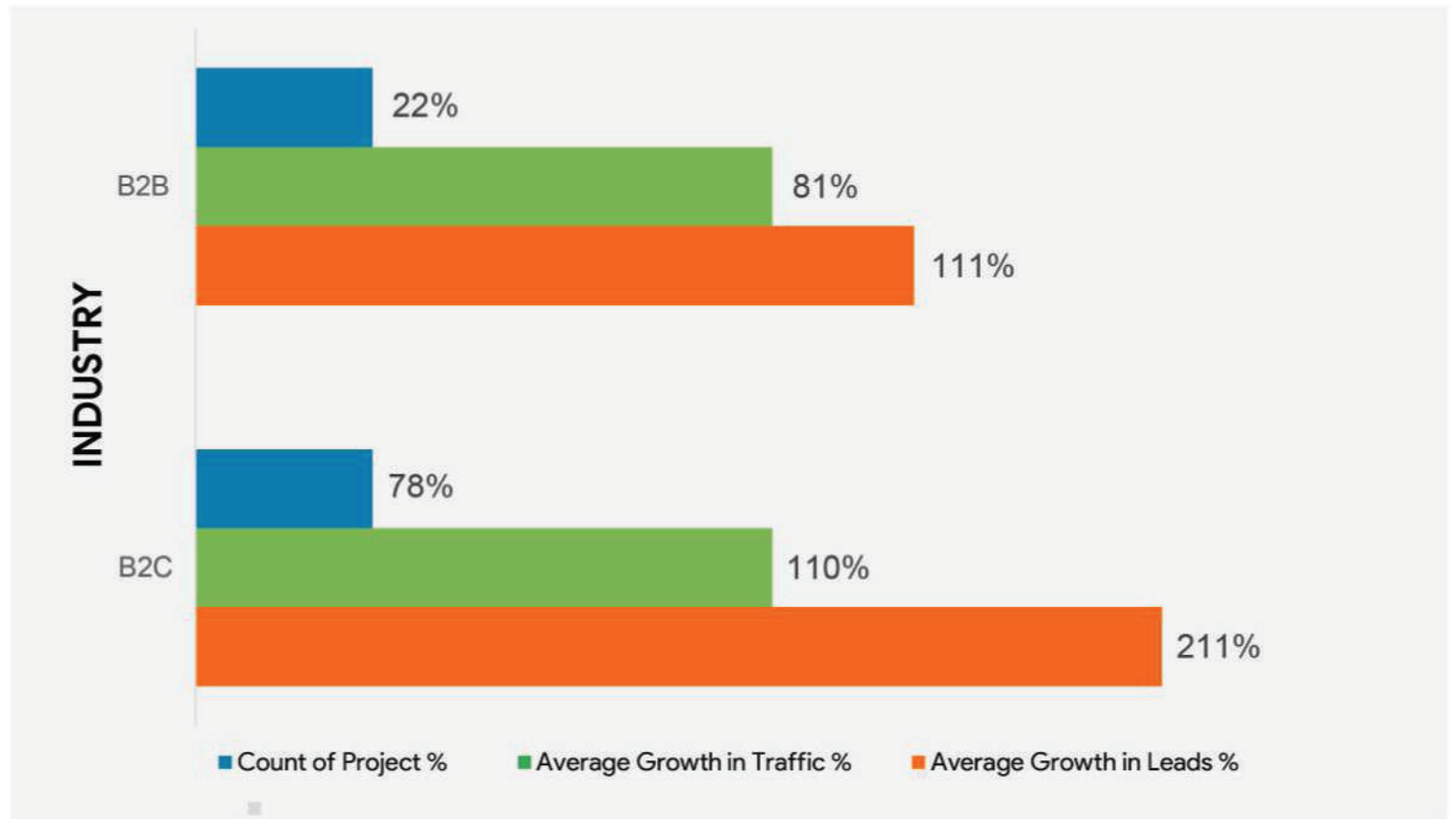
📈 Clients who opted for the Enterprises plans benefitted the most with an average of 131% growth in traffic and 180% growth in leads in 2021 2022.

📈 Clients who opted for the Standard Plans saw an average of 72% growth in traffic and 429% growth in leads.

📈 Our small business clients fared well too. They received an average of 82% growth in traffic and 98% growth in leads.



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

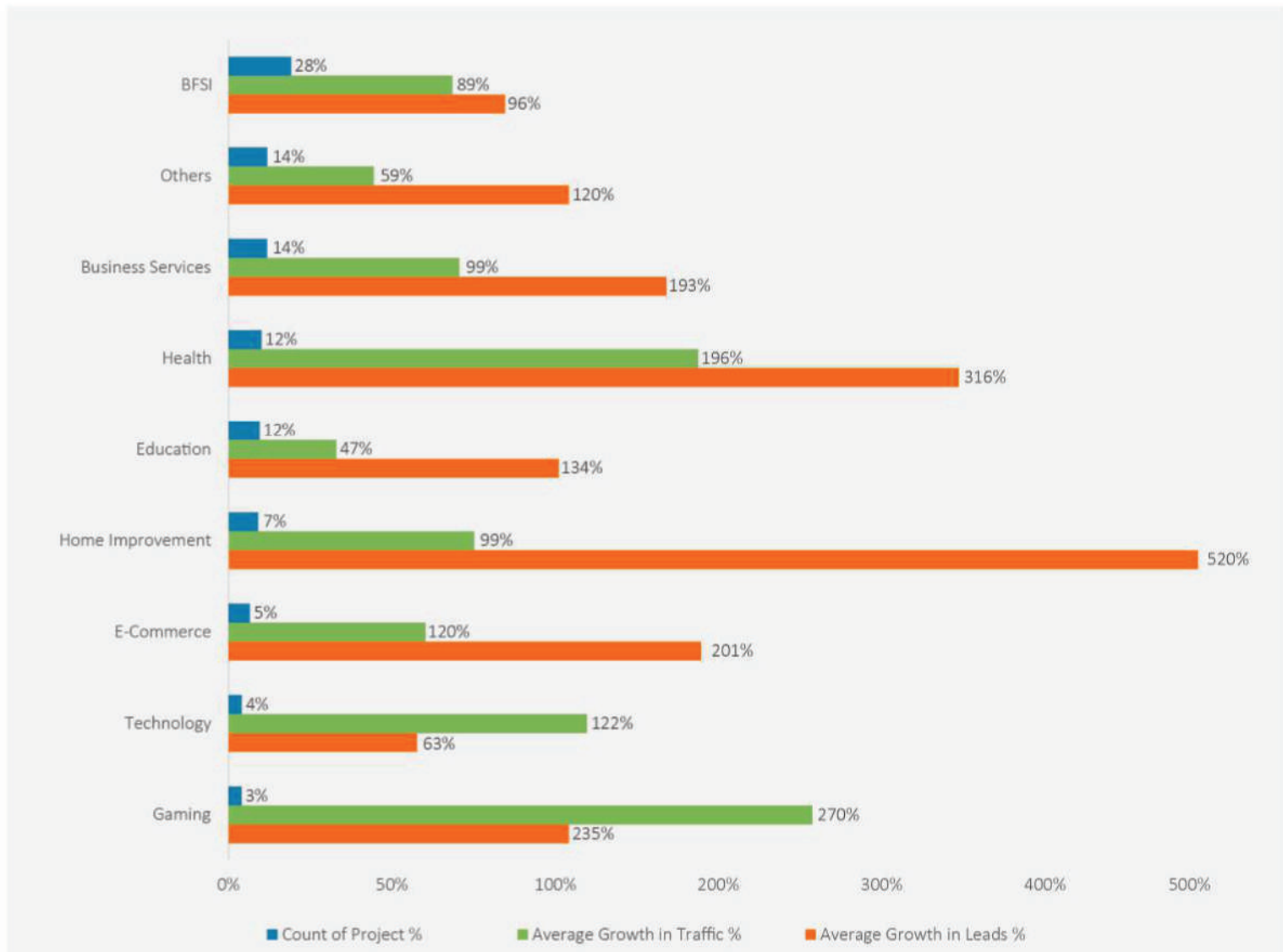


📈 Our B2C customers did really well! They saw an average growth of 110% in traffic and 211% in leads.

📈 Our B2B customers saw an average growth in leads of 111% and an average growth in traffic of 81%.



## CLIENT PERFORMANCE ON THE BASIS OF BUSINESS VERTICAL



While **OBIYAN INFOTECH** 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 89% in traffic and 96% in leads.

Our Healthcare clients saw a remarkable Average growth of 196% in traffic and average growth of 316% in leads.



Our client in Education saw an average growth in traffic of 47% and average growth in leads of 134%.

In E-commerce, we delivered an average growth of 120% in traffic and a whopping 201% in sales.

Proud of **Obiyan Infotech Pvt.Ltd.** 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.

**Bibhash Sharma**

Founder

Elite IAS, Leading Education Portal In India



Our Home Improvement clients thrived as well with an outstanding 99% growth in traffic and 520% growth in leads.



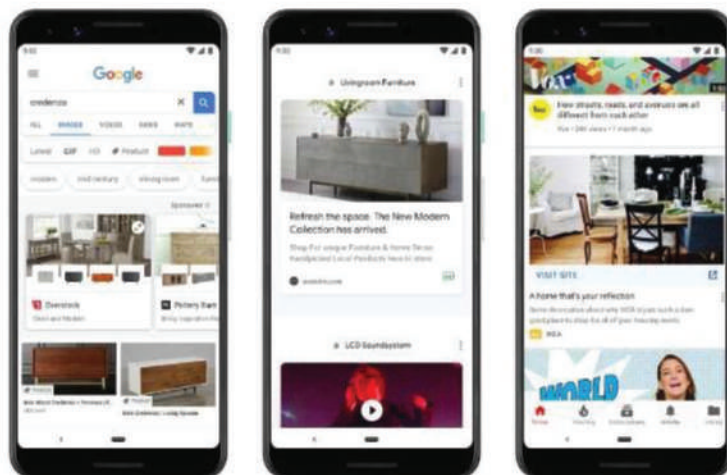
# 160%

## AVERAGE GROWTH IN TRAFFIC

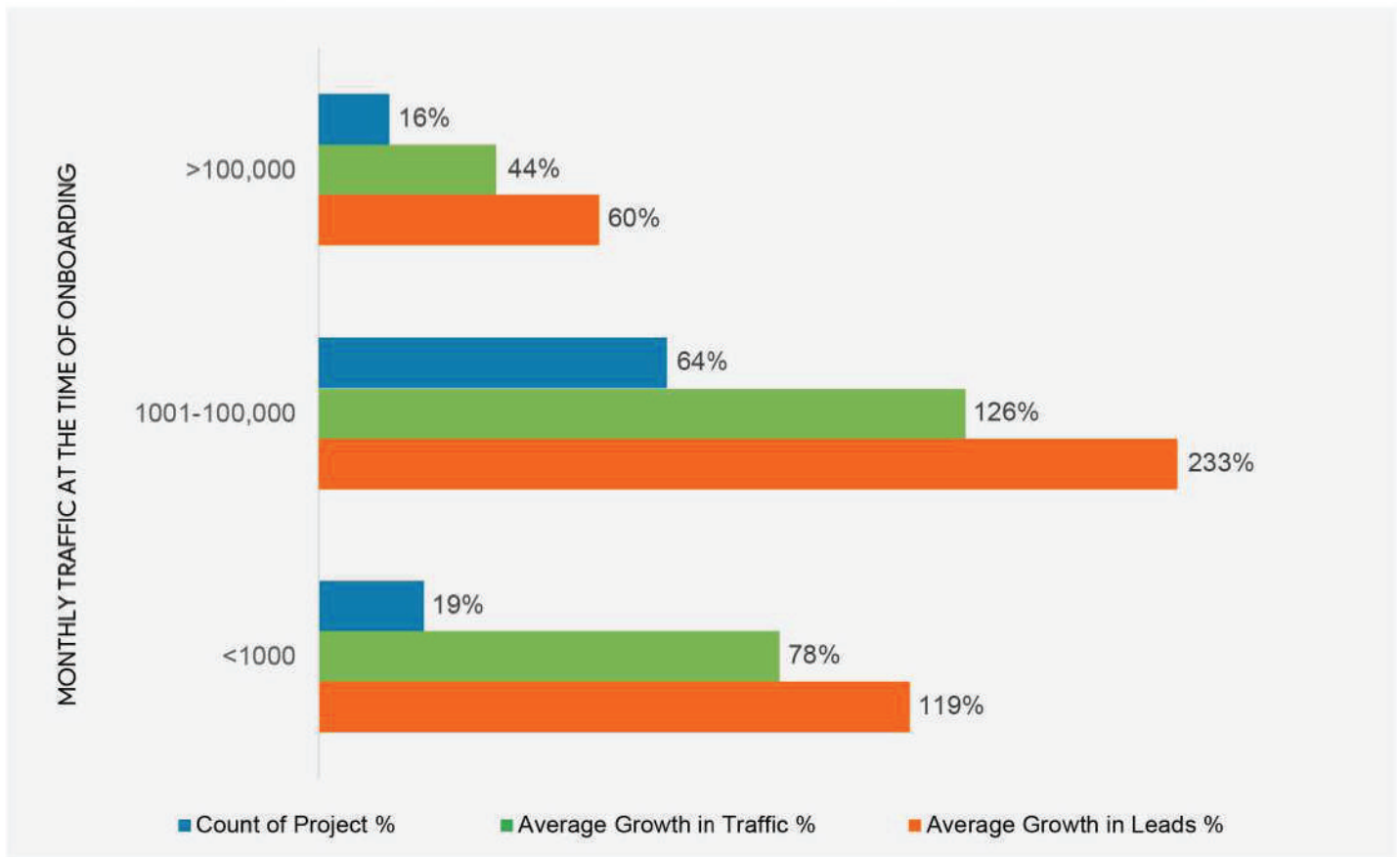
### GOOGLE DISCOVER REPORT

Google Discover presents an opportunity for content-rich companies - especially leading media houses and online publications - to scale their online visibility.

At **OBIYAN INFOTECH**, we used this tool to optimize content and deliver increased visibility, credibility and traffic to our clients.



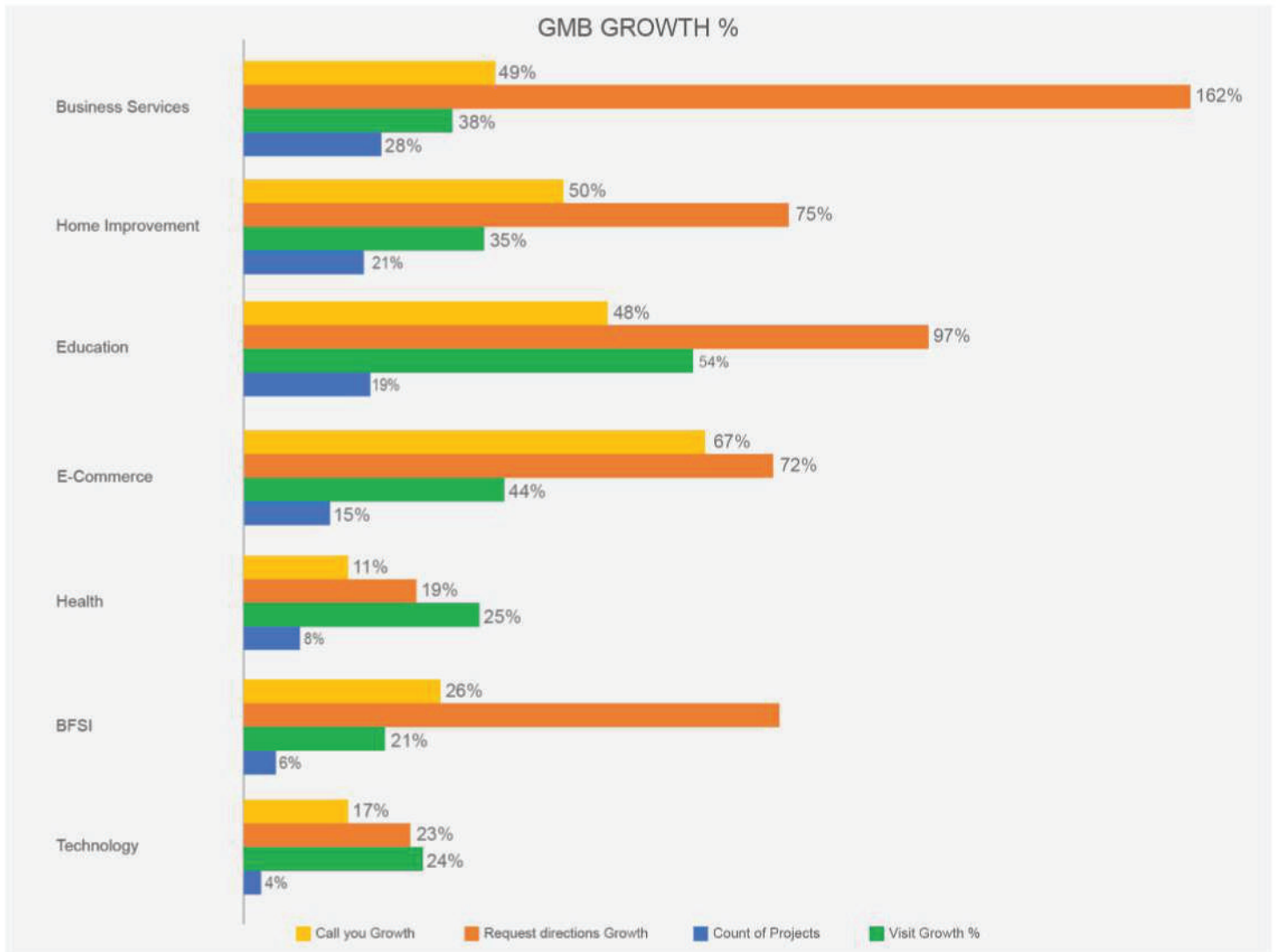
## CLIENT PERFORMANCE ON THE BASIS OF MONTHLY TRAFFIC



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

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

- 📈 19% Small Websites with monthly traffic <1000 saw an average growth of 78% in traffic and 119% in leads.
- 📈 64% Medium Websites with monthly traffic between 1,001 and 100,000 saw an average growth of 126% in traffic and 233% in leads.
- 📈 16% Large Websites with monthly traffic >100,000 saw an average growth of 44% in traffic and 60% in leads.



# GOOGLE MY BUSINESS

## ANALYSIS FOR GROWTH IN ORGANIC RESULT

Google My Business (GMB) is an excellent free tool made by Google to help businesses manage their presence online which includes gaining more exposure locally.

📈 At OBIYAN INFOTECH, by creating optimized listings for our clients across multiple industries on GMB, we saw a tremendous increase in organic results, especially website traffic.

Across all clients we saw an average growth of:

- 34% in Website Visits
- 76% in Request Directions
- 38% in Phone Calls



# 100%

## 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.

OBIYAN INFOTECH has delivered tremendous business value to all its Online Reputation Management (ORM) customers in 2021 - 2022. By removing negative links from Google SERPs, we have helped these brands repair and enhance their reputation online.



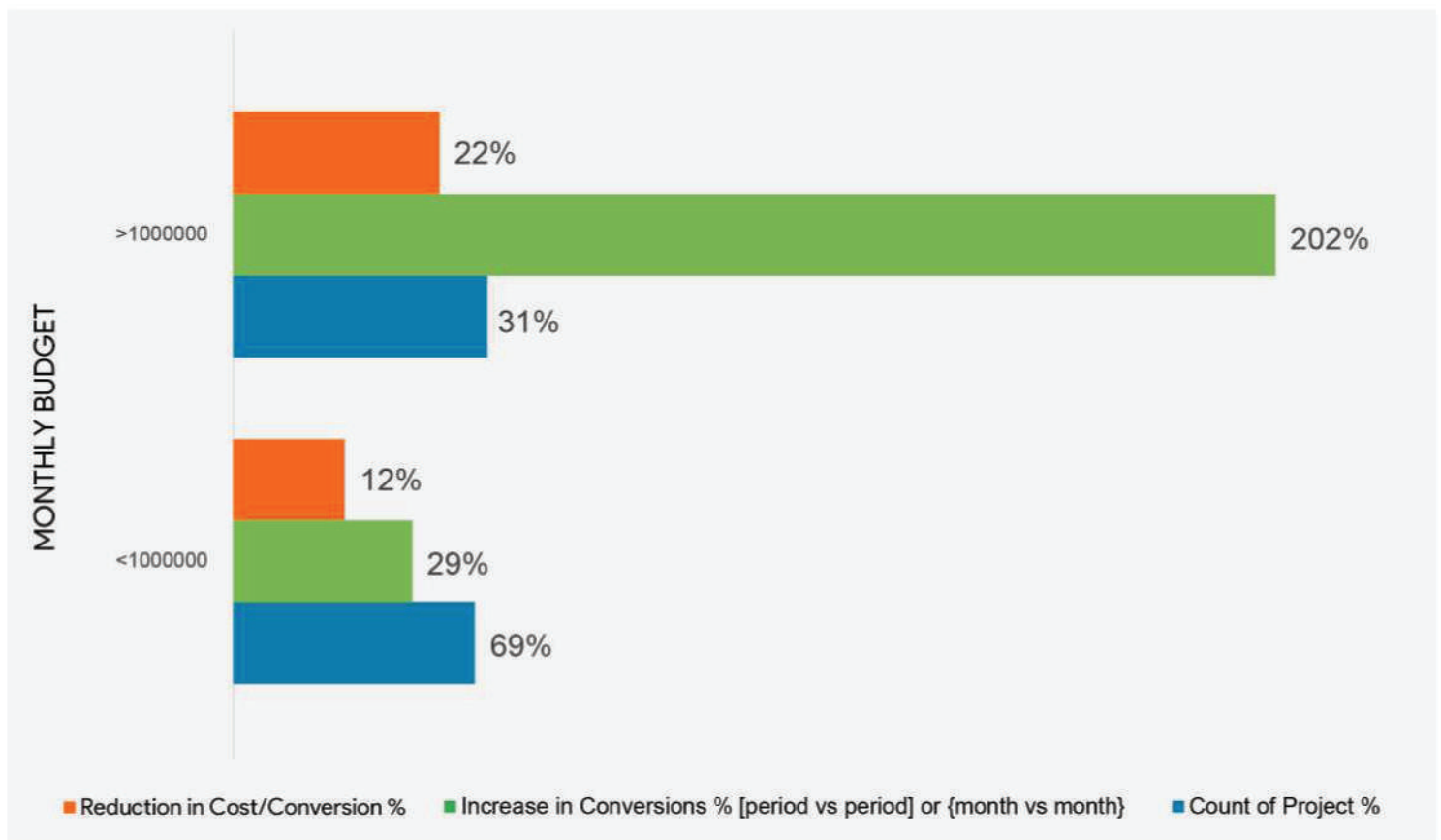
We pushed down average 100% of negative links beyond top 10 search results for each keyword across all our clients.



We pushed down average 87% of negative links beyond top 20 search results for each keyword across all our clients.

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## PPC REPORT

### GREAT RESULTS NO MATTER WHAT THE MONTHLY BUDGET!

- 69% of clients, with a monthly budget of less than Rs. 10 Lakh, saw an average growth of 29% in number of conversions. There was also an average reduction of 12% in Cost per Acquisition (CPA).
- The remaining 31% - our Enterprise Clients, with monthly budgets of over Rs. 10 Lakh, saw an average growth of 202% in conversions and reduction of 23% in Cost per Acquisition (CPA).
- All in all, we delivered an impressive overall average growth of 115% in conversions along with an average reduction of 17% in CPA across our clientele!
- While clients across all industries saw transformational growth with OBIYAN INFOTECH, a Google Premier Partner, the Hospitality industry stands out.  
Our clients saw a growth of 100% in conversions!

# 37%

## VIDEO MARKETING REPORT

### ANALYSIS FOR GROWTH IN ORGANIC VIEWS

Video Marketing is here to stay.

No matter what the monthly organic views on the Youtube Channel were at the time of onboarding, OBIYAN INFOTECH customers have seen a substantial growth because of our Video SEO services.



All in all, we delivered an average growth of 37% in organic views across clientele!

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# 90%

## QUORA MARKETING ANALYSIS

### **GROWTH** IN ORGANIC VIEWS

Using Unique marketing tools for unprecedented growth

Our strategies involve using unique content marketing tools like Quora for unprecedented growth for our clients.

We delivered an average growth of 90% in organic views across our clientele!

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## APP STORE OPTIMIZATION ANALYSIS (ASO)

# 175%

**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.

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## TRANSFORMATIONAL GROWTH DELIVERED!

In FY 21-22, 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 64 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 fourth 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 2022?

WE DELIVERED  
TRANSFORMATIONAL  
GROWTH TO





64

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 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.
-  Reduction in CPL: We took the average CPL for the engagement period and compared that with the average CPL for the previous period. Average was calculated by dividing total PPC spend during the period with the total leads generated during that same period.
-  Growth in Organic Views (Video & 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 21-22 i.e. for the period from April'21 to March'22
-  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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