

Our Lead Generation Success STORY

“
**YOUR SUCCESS
IS OUR STORY**



Multiples Consulting is a leading Digital Marketing firm helping start-ups, SMEs, and established brands to multiply their presence in the digital space. We provide end-to-end digital marketing solutions that range from consulting and strategic solutions to managing your entire digital brand presence.

- Creating digital experiences every single day.
- 360 Degree Digital Advantage.
- Elevating Brands, optimizing lead generation, enhancing ROIs.
- 14 Years, 140+ projects and 90% repeat customers.
- 175+ years of collective experience.
- Strong presence in India, USA, Indonesia & Australia.

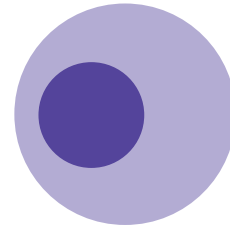


ADITYA SCIENTIFIC

Aditya Scientific offers a wide range of laboratory equipment for applications in academia, pharmaceuticals, life sciences industry and in the research of new chemical entities. We have the right mix of engineering and chemistry domain knowledge which helps in designing and commercializing key chemistry equipment. We manufacture and market magnetic stirrers, recirculation chillers, diaphragm vacuum pumps, rotary evaporator (also known as rotavapor), lab mixers, parallel blocks, Industrial rotary evaporator, laboratory reactors, magnetic stirrers, overhead stirrers and specially developed software for laboratory and analysis applications, as well as temperature control products such as circulators and chillers.



With everything in place, they needed a little push to leap onto the awareness, assertion, and adoption of the brand wagon.



This is where Multiples Consulting stepped in to add a touch of brilliance to this exciting journey. Using the combined forces of **Brand Messaging, SEO & PPC**. Multiples Consulting enriched Aditya Scientific's digital presence.

There was a noticeable increase in page impressions – from organic and inorganic web traffic which led to an amplified count of page views across various channels. The push and this flight raised the brand's trust base across a diverse global audience.



37%

Increase in
Search Engine Traffic



12X

Increase in
Web Leads



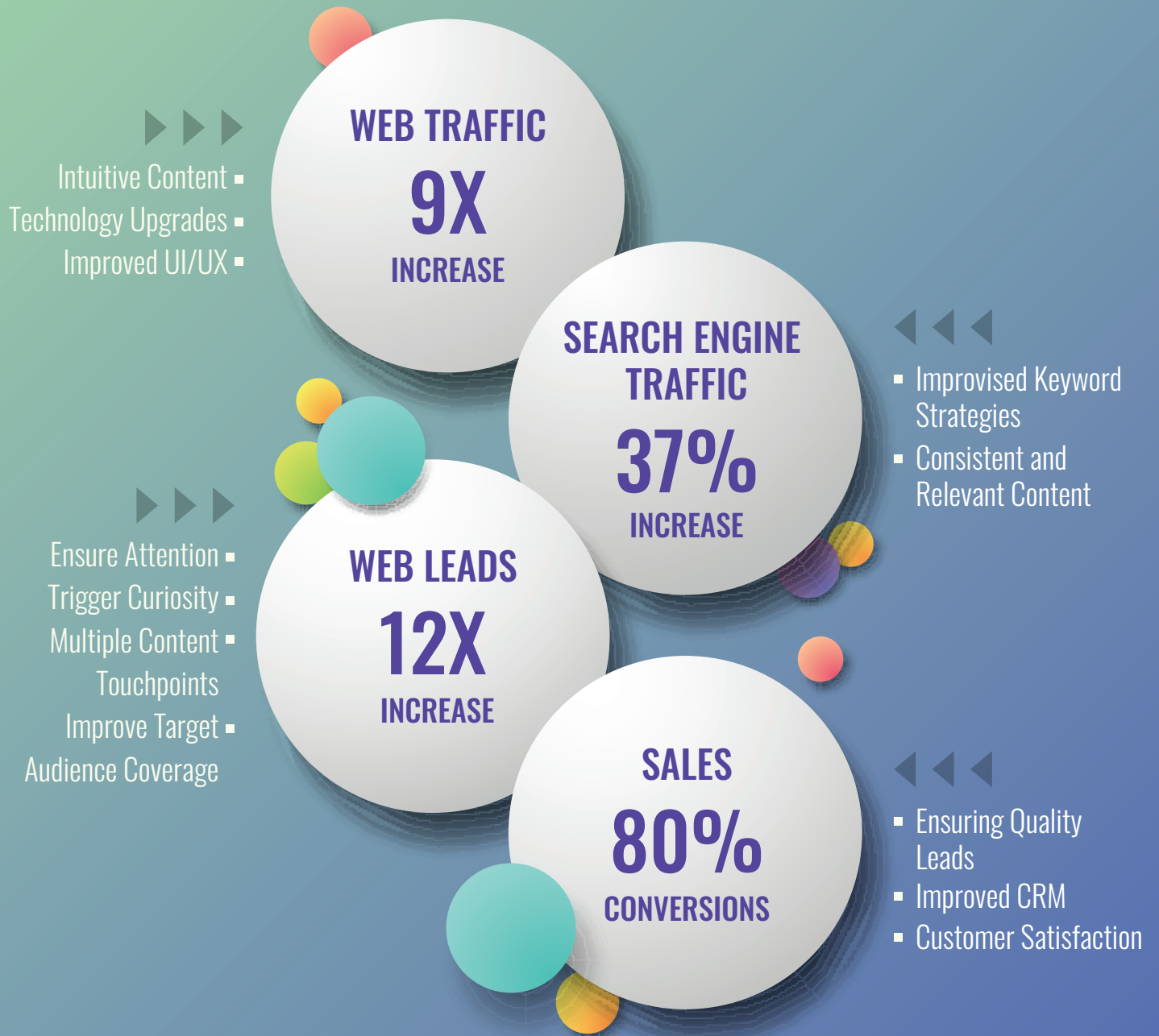
9X

Growth in Overall
Website Traffic

The outcome was a remarkable improvement in relevant organic traffic and leads, converting into reliable repeat revenue for the company.



Our expertise in SEO and PPC helped our client



Pay per-Click Advertising-Leads Funnel

CTR 3.3%

4,759,762 IMPRESSIONS

AVERAGE CPC INR 3.30

156,891 CLICKS

CONVERSION RATE 4%

**8178
WARM LEADS**

**COST PER HOT LEAD
INR 1465**

**327
HOT
LEADS**



The accomplishment left a positive footprint in the international markets they served (Sri Lanka, Bangladesh, Vietnam, Africa, Pakistan, and more), through more visibility, conviction, and adoption, resulting in continuous revenues.

SEO & PPC was tactfully collaborated to substantiate Aditya Scientific as a brand and to reckon it in the global landscape of laboratory equipment manufacturing.

Aditya Scientific witnessed a significant flow of leads converting to sales that propelled the group to apply its profound domain knowledge of Chemistry and Engineering to critical fields such as Life Sciences, Pharmaceuticals, Chemistry Research, and more. With the backing of prestigious institutions in Academics and Research, Aditya Scientific is a forerunner in the manufacturing of precision-inspired lab equipment.

"From being a strong player in Indian markets competing with MNCs to spreading our wings in international markets, we were looking at end-to-end marketing support. We chose Multiples Consulting because of their deep understanding of the subject and experience. SEO services yielded substantial leads and rebranding initiative, website relaunch, and a whole bunch of marketing collaterals were executed with high quality. Now they are an extended arm to Aditya Scientific delivering complete Digital Marketing services. Kudos to their extensive planning and seamless execution."



NARESH REDDY AERRA
FOUNDER AND CEO