



*Growthians Marketing*



# COMPANY PORTFOLIO

Presented By:  
Growthians Marketing

 +91 90198 88640

 hello@mathewdigital.com

## **Address:**

Hustlehub Tech Park, 27th  
Main Road, Sector 2, HSR  
Layout, Bengaluru,  
Karnataka - 560102

 [www.mathewdigital.com](http://www.mathewdigital.com)

 [www.growthiansmarketing.com](http://www.growthiansmarketing.com)



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# FROM THE FOUNDER'S DESK



**Mathew Thomas**  
GROWTH EXPERT

“ It is my pleasure to welcome you to our digital marketing agency. Since our inception, we have been dedicated to delivering exceptional results and exceeding the expectations of our clients. At Growthians Marketing, we believe in the power of digital marketing to transform businesses and drive meaningful growth. Our team of experts is committed to staying ahead of the curve, leveraging the latest technologies and strategies to help our clients succeed in today's competitive landscape. We're a team of growth leads, creatives, designers, engineers and data scientists who help unlock rapid growth for brands looking to find a solution with digital marketing. We work together seamlessly, using our skillsets to create scalable solutions that get results. ”




# WHO WE ARE, WHAT WE BUILD.

## A Growth Agency Engineered for Measurable Impact

*Growthians Marketing* is a new-age growth agency built to transform how brands perform in the digital space. We connect creativity with data and design with technology to turn ideas into measurable results.

Rooted in strategy and powered by analytics, we engineer sustainable growth through insight, precision, and continuous optimization.

From search and performance marketing to web experiences and storytelling, we build systems that last — because real growth isn't a moment, it's a method.



## OUR GROWTH IN NUMBERS

**2.5Cr+**

Ad Spend  
Managed

**200+**

Campaigns  
Executed

**100K+**

Leads  
Generated

**40+**

Industries  
Served

# OUR SOLUTIONS

At *Growthians Marketing*, we don't just offer services — we build performance engines.

01



## Performance Marketing

***Growth that compounds.***

Our full-funnel systems focus on ROI — blending analytics, retargeting, and conversion optimisation to scale results sustainably.

02



## Search Engine Optimization (SEO)

***Visibility engineered through precision.***

From technical fixes to local and e-commerce SEO, we help brands become discoverable, trusted, and organically dominant across every search landscape.

03



## Web Design & Development

***Websites built for performance.***

From landing pages to full-scale platforms, we design digital experiences that are intuitive, high-performing, and built to convert with purpose.

04



## Paid Advertising (PPC)

***Every click counts.***

We design data-backed ad campaigns across Google, Meta, LinkedIn, and marketplaces — optimized for reach, relevance, and ROI.

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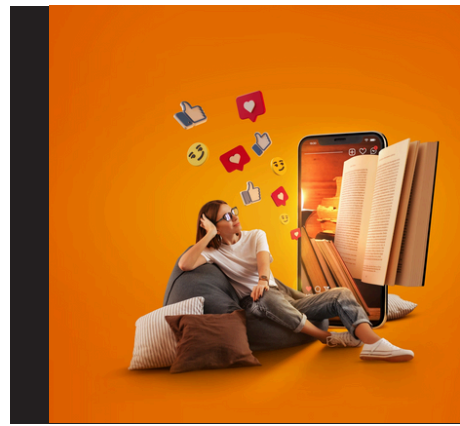
## Social Media Marketing

***Stories that create connection.***

Through strategy, content, and community engagement, we help brands earn attention that converts into advocacy.

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05



## Video Production

***Visuals that move audiences — and outcomes.***

We craft product films, brand stories, and social content that blend creativity with commercial purpose.

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06



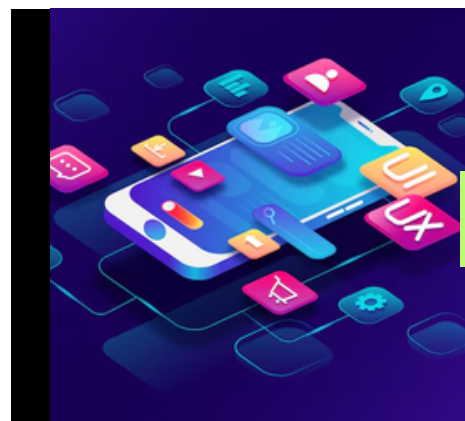
## App Development

***Ideas that live in your users' hands.***

We create high-performance mobile apps for Android and iOS — blending intuitive design with robust functionality.

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07





# THE GROWTH ENGINE

## Built for Results. Designed to Scale.

Every campaign we run, every design we create, and every click we track is part of a performance cycle that turns data into decisions and decisions into results.

01

### Discover

We start by understanding your business, your market, and your audience. Strategy is never guesswork — it's data decoded into direction.

02

### Build

We turn strategy into campaigns, websites, and experiences built to perform — where every detail drives one goal: measurable growth.

03

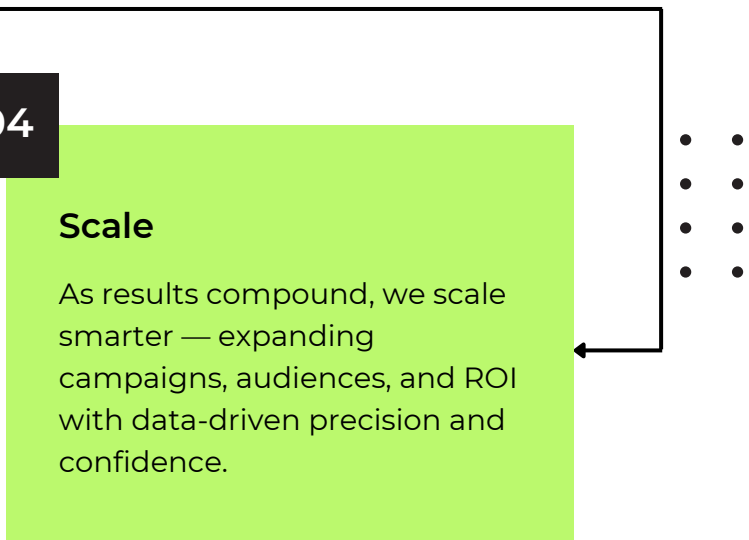
### Optimize

Using A/B testing, analytics, and user insights, we continuously refine what works and eliminate what doesn't — all in real time.

04

### Scale

As results compound, we scale smarter — expanding campaigns, audiences, and ROI with data-driven precision and confidence.



## OUR PROMISE

We don't chase numbers — we create systems that make numbers chase you. Because when creativity, data, and technology move together, growth becomes predictable.

**Growth isn't luck. It's engineered.**

# CASE STUDIES & SUCCESS STORIES

## 1. DENZONG FILMS

Industry: Media & Creative Production  
Services Provided: Web Development, SEO, Paid Advertising

### Overview:

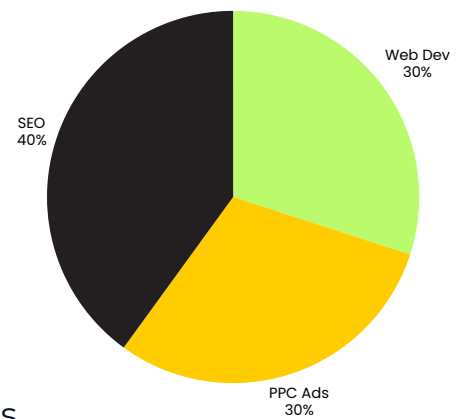
Denzong Films, a Bangalore-based production house, partnered with Mathew Digital to boost its online presence and attract quality video leads.

### Approach:

We revamped their website, optimized for niche SEO, and ran targeted Google and Meta ads to boost visibility and lead generation.

### Outcome:

- Enhanced website speed and engagement
- Higher Google rankings for key creative industry terms
- Consistent inbound leads from corporate and agency clients



### SEO Performance Snapshot

Metric	Before	After	Impact
• Primary Keyword – Video production company in Bangalore	Rank #14	Rank #1	Top Position
• Top 10 Target Keywords	Mostly outside Top 10	Now in Top 5	Strong Visibility
• Total Clicks	153	616	+302%
• Total Impressions	12.7K	64.2K	+405%
• Avg. Search Position	43.7	32.5	+11.2

### Google Ads Performance

Metric	Ad Spend	Conversions	CPC	Impressions
Result	₹7.68 Lakh	8,860	₹42.80	206K

## 2. VLCC INSTITUTE

Industry: Education & Wellness  
Services: Web Design, SEO, Performance Marketing

### Overview:

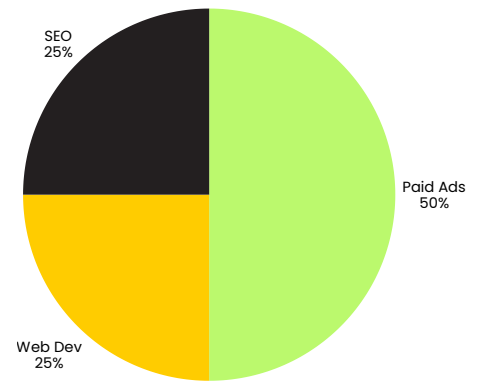
VLCC Institute needed to modernize its digital presence and increase enrolments for its wellness and beauty training programs.

### Approach:

We led a digital transformation with SEO-focused web design, high-converting landing pages, and performance marketing to drive admissions.

### Outcome:

- Significant growth in organic visibility
- Higher lead-to-admission conversion rates
- Improved brand presence across digital channels



### SEO Results

Keyword	Google Rank	Competition
• Beauty courses in Bangalore	Top 3	High
• Cosmetology course Bangalore	Top 3	High
• Makeup artist course Bangalore	Top 3	High

### Paid Campaign Performance

Metric	Platforms	Conversion Rate	Leads Generated
Result	Google Search + Meta Ads	25%+	2,000+ Qualified Leads

# 3. ASPIRE FERTILITY CENTER

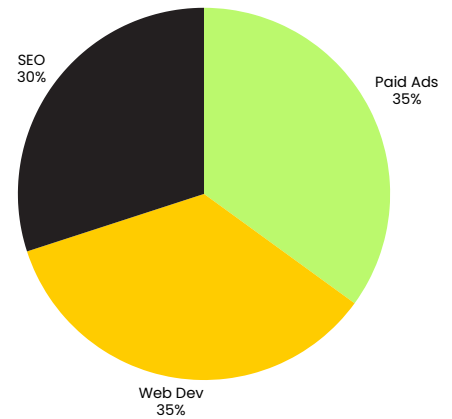
Industry: Healthcare / Fertility  
 Services: Website Optimization, Local SEO, Content & Performance Marketing

## Overview:

Aspire Fertility Center sought to enhance patient trust, visibility, and appointment bookings in a competitive healthcare segment.

## Approach:

We executed a full digital revamp with a mobile-friendly site, local SEO for fertility terms, and trust-building content marketing.



## Outcome:

- Major increase in local search visibility and website traffic
- Higher patient inquiries and appointment rates
- Improved brand trust and online reputation

## SEO Results

Keyword	Google Rank	Competition
• IVF treatment in Bangalore	First Page	High
• Fertility center Bangalore	First Page	High
• IUI treatment Bangalore	First Page	High

## Google Ads Performance

Metric	Clicks	Conversions	Cost per Conversion	Total Ad Spend
Result	53.1K	2.59K	₹272	₹7.06 Lakh

## Meta Ads Performance

Metric	Ad Spend	Impressions	Reach	Link Clicks	Post Engagements
Result	₹1.96 Lakh	12.1M+	3.9M+	62.6K	1.37M+

## 4. NUMPY NINJA

Industry: EdTech / Professional Training  
Services: Performance Marketing

### Overview:

Numpy Ninja RISE, a women-focused tech empowerment program, partnered with us to scale online enrollments and optimize their recruitment funnel.

### Approach:

Our team optimized landing page UX, and ran high intent Meta ad campaigns targeting women seeking careers in data science and technology.

### Outcome:

- Surge in qualified organic traffic and leads
- Improved ROI from performance campaigns
- Strengthened brand authority in the data science niche



### Campaign Performance Summary

Metric	Total Leads (Conversations Started)	Total Ad Spend	Average Cost per Lead (CPL)
Result	1,372+	₹10,97,141.95	₹503.48

### Top Performing Campaigns

Campaign	Location	Leads	CPL (₹)
● 28th Nov Campaign	United States	814	641.90
● 28th Nov Campaign	Canada	395	503.48
● 4th Sep Campaign	United States	163	770.49

# OUR CLIENTS

Trusted by Brands That Believe in Growth



*Growthians Marketing*



# THANK YOU!

Let's connect, collaborate, and create measurable growth together.



#### **Our Phone**

+91 90198 88640



#### **Our Location**

Hustlehub Tech Park, 27th Main Road, Sector 2, HSR Layout, Bengaluru, Karnataka - 560102



#### **Our Website**

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#### **Our Email**

[hello@mathewdigital.com](mailto:hello@mathewdigital.com)  
[info@growthiansmarketing.com](mailto:info@growthiansmarketing.com)