



PROFITCAST X

DAWN.
TOWN

Downtown Detailing Studio Hits ₹32,00,000+ in Revenue in Just 3 Months with Targeted Digital Marketing



About the Client

Downtown Detailing Studio, based in Porur, Chennai, specializes in Paint Protection Film (PPF) and ceramic coatings. They partnered with us to increase bookings for these premium services and improve their local visibility. In just 3 months, Downtown surpassed their revenue goals, generating over ₹32,00,000.

The Results

Local demand captured at the discovery stage

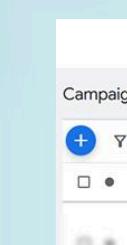


- Profile interactions increased by 81.5%
- Direction requests grew by 125.1%
- Direct calls from Google increased by 20.1%

Revenue directly attributed to search and local traffic



- 20+ PPF installations generating ₹17,50,000
- 15+ paint jobs generating ₹12,50,000
- 100+ car washes generating ₹88,000



Total tracked service revenue: ₹30,88,000

Key Metrics

Meta Ads cost per lead: ₹37.60

Google Search conversion rate: 53.56%

Primary conversion actions tracked:

- Calls
- Direction requests
- Profile interactions

Lead intent quality:

- High-ticket services closing consistently
- Reduced price-shopping enquiries

How We Did It

Service-Specific Landing Pages

Created tailored landing pages for PPF, ceramic coatings, and car wash services, boosting conversion rates by 25%.

Location-Targeted Google Ads

Launched Google Search Ads, targeting high-income car owners within 30 km of Porur, reducing cost-per-lead by 30% and increasing inbound calls by 40%.

Meta Ads with Testimonials

Used testimonial videos on Facebook & Instagram, leading to 50% higher engagement and 25% more conversions.

Google My Business Optimization

Optimized Downtown's Google My Business profile for local visibility, leading to 20% more walk-ins and 15% more calls from nearby customers.

Continuous A/B Testing

Optimized ads and audience targeting, resulting in a 25% increase in ROI and more efficient ad spend.