

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



About the Client

Dawntown 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, Dawntown 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

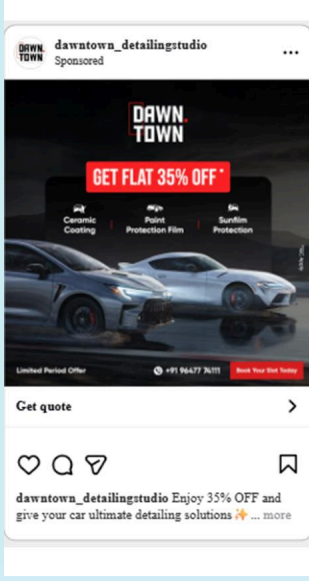
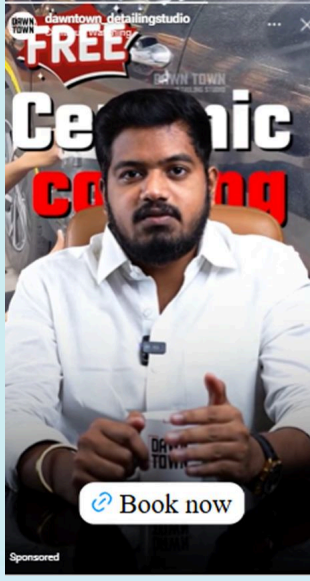
Launched Google Search Ads, targeting high-income car owners within 30 km of Porur, reducing cost-per-lead by 30% and increasing inbound calls by 40%.

Campaigns									
View (2 filters) All campaigns									
All time May 26, 2023 - Dec 26, 2025 Show last 30 days									
Add filter									
Campaign	Budget	Status	Optimization score	Campaign type	Cost	Imp.	Clicks	Avg. CPC	Results
Search - Performance Max	₹12,268.00	Active	100%	Performance Max	₹12,268.00	724,713	37,761	₹0.85	3,584.00
Search - Performance Max	₹19,160.00	Active	100%	Performance Max	₹19,160.00	218,139	7,980	₹2.40	1,342.00
Search - Search	₹37,867.00	Active	100%	Search	₹37,867.00	25,000	2,588	₹14.63	993.00
Search - Smart	₹15,444.00	Active	100%	Smart	₹15,444.00	120,803	2,008	₹7.69	426.00

Meta Ads with Testimonials

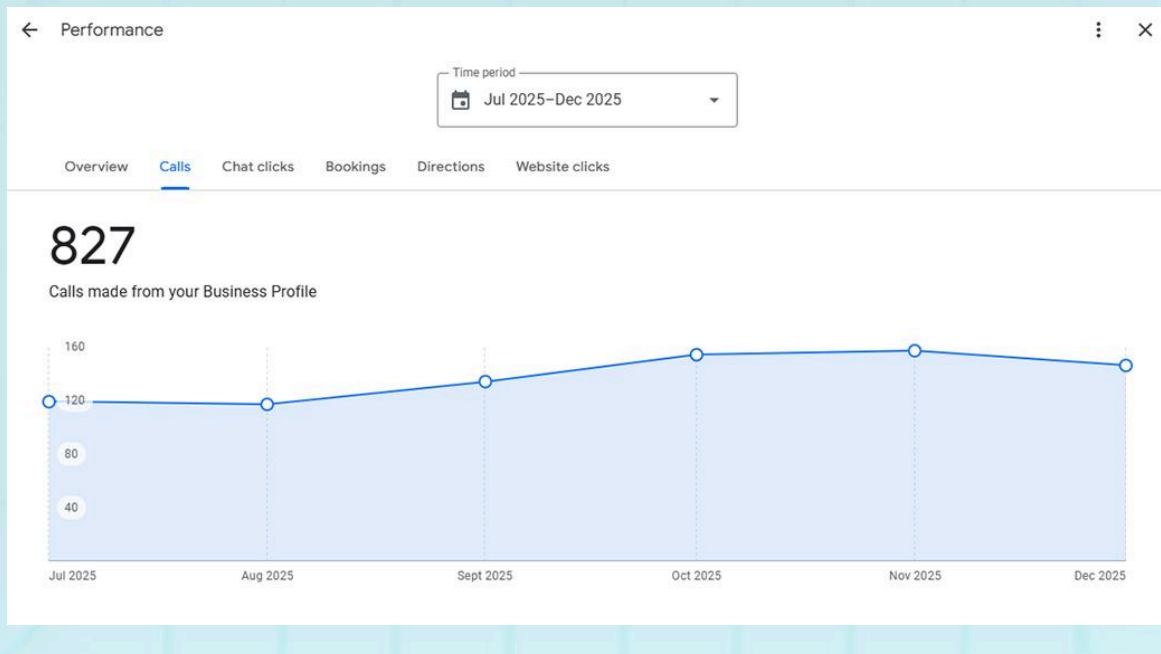
Used testimonial videos on Facebook & Instagram, leading to 50% higher engagement and 25% more conversions.

Campaigns									
1 Sep 2025 - 30 Nov 2025									
Columns: Performance Breakdown									
Off/On	Campaign	Delivery	Ac...	Results	Cost per result	Budget	Amount spent	Impressions	Reach
On	Search - Performance Max	On	237	237	₹25.01	₹1,426.50	₹1,426.50	154,387	70,668
On	Search - Performance Max	On	129	129	₹138.54	₹17,871.38	₹17,871.38	91,935	29,206
On	Search - Performance Max	On	65	65	₹154.75	₹8,759.01	₹8,759.01	75,363	38,123
On	Search - Performance Max	On	40	40	₹101.18	₹4,047.34	₹4,047.34	68,859	50,278
On	Search - Performance Max	On	30	30	₹143.66	₹4,309.82	₹4,309.82	28,125	13,155
On	Search - Performance Max	On	20	20	₹183.49	₹3,669.85	₹3,669.85	398,773	212,227
On	Search - Performance Max	On	15	15	₹202.68	₹3,145.25	₹3,145.25	1,449,498	692,175



Google My Business Optimization

Optimized Dawntown'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.