

₹30+ Lakhs of confirmed detailing jobs in **2 Months**



About the Client

Indian Detailing Garage operates in one of Bangalore's most competitive detailing zones, where price-led garages dominate search results and premium services struggle to convert. The challenge wasn't demand—it was visibility, intent filtering, and attribution. Profitcast rebuilt their digital acquisition system to capture high-intent customers and convert them into booked services across PPF, paint jobs, and washes.

The Results



₹30.88,000 in booked service revenue

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



Local discovery turned into action

- Profile interactions increased sharply
- Direction requests surged, driving walk-ins
- Direct calls increased from search-ready customers



Paid traffic converted with precision

- Meta Ads delivering leads at ₹37.60 CPL
- Google Search converting at 53.56%

Key Metrics



Revenue breakdown

- Total booked revenue: ₹30,88,000
- High-ticket services dominated revenue mix



Local visibility

- Profile interactions up by 81.5%
- Direction requests up by 125.1%
- Direct calls up by 20.1%



Paid performance

- Meta Ads CPL: ₹37.60
- Google Search conversion rate: 53.56%



Tracked actions

- Calls
- Form submissions
- WhatsApp chats
- Map direction requests

How We Solved It

Meta Ads Built for Buyer Intent

Separate campaigns for PPF, paint jobs, ceramic, and washes ensured each lead matched a specific service intent.

Campaigns				Ad sets		Ads		10 Oct 2025 - 30 Nov 2025			
<div>+ Create Duplicate Edit A/B test More</div>				Columns: Performance				Breakdown		<div>📄 📊 📅 📌</div>	
Off/On T1	Campaign T1	Delivery T1	Actions	Results ↓	Cost per result T1	Budget T1	Amount spent T1	Impress... T1	Reach T1		
	2025-10-20 - 2025-10-28 Lead	1,000		386 Leads (Form)	\$24.04 Per lead (form)	\$13,159.38	\$13,159.38	19,275	96,531		
	2025-10-20 - 2025-10-28 Post Paid Lead	Active View report		265 Leads (Form)	\$28.71 Per lead (form)	\$7,609.07	\$7,609.07	122,856	61,393		
	2025-10-20 - 2025-10-28 Post Paid Lead	1,000		199 Leads (Form)	\$13.55 Per lead (form)	\$2,656.95	\$2,656.95	66,406	42,433		
	2025-10-20 - 2025-10-28 Post Paid Lead	1,000		153 Leads (Form)	\$38.45 Per lead (form)	\$5,883.07	\$5,883.07	65,311	29,195		
	2025-10-20 - 2025-10-28 Post Paid Lead	1,000		137 Leads (Form)	\$69.56 Per lead (form)	\$9,519.28	\$9,519.28	119,915	68,817		
	2025-10-20 - 2025-10-28 Post Paid Lead	1,000		101 Leads (Form)	\$56.24 Per lead (form)	\$5,680.55	\$5,680.55	46,683	25,199		
	2025-10-20 - 2025-10-28 Post Paid Lead	1,000		55 Leads (Form)	\$48.07 Per lead (form)	\$2,643.99	\$2,643.99	41,367	27,896		
	2025-10-20 - 2025-10-28 Post Paid Lead	1,000		29 Leads (Form)	\$77.98 Per lead (form)	\$2,261.48	\$2,261.48	15,408	11,475		



Google Ads Captured Ready-to-Act Searches

Search and Performance Max campaigns targeted service + location queries to convert demand already looking to buy.

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Landing Page Optimisation

Clear CTAs, proof of work, and faster mobile experience reduced friction between click and enquiry.

which channels produced revenue.

conversion quality, not vanity metrics.