PROFITCAST X INDIAN DETAILING GARAGE

How we converted local search intent into
₹30+ Lakhs of confirmed detailing jobs in **2 Months**
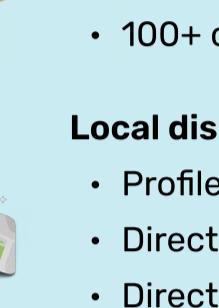
About the Client

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

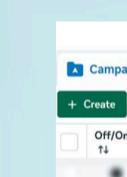**₹30,88,000 in booked service revenue**
- 20+ PPF installations generating ₹17,50,000
- 15+ paint jobs generating ₹12,50,000
- 100+ car washes generating ₹88,000

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
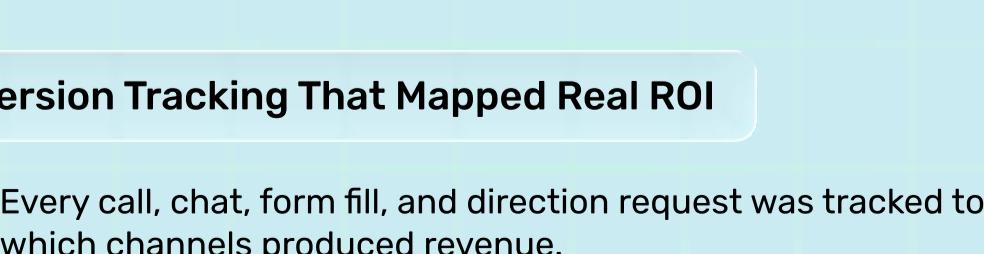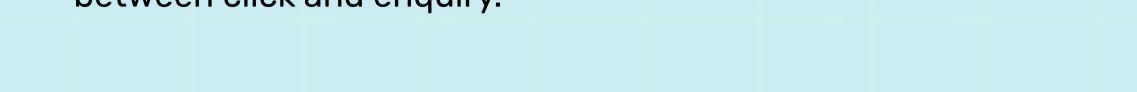- Google Search conversion rate: 53.56%

✓ **Tracked actions**
- Calls
- Form submissions
- WhatsApp chats
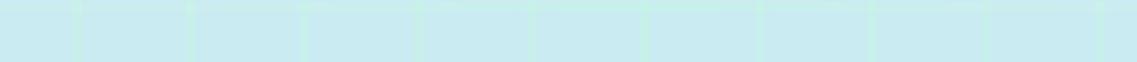- Map direction requests

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.

Google Ads Captured Ready-to-Act Searches

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

Landing Page Optimisation

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

Conversion Tracking That Mapped Real ROI

Every call, chat, form fill, and direction request was tracked to understand which channels produced revenue.

Weekly Optimisation and Scaling

Budgets and creatives were reallocated weekly based on CPL and conversion quality, not vanity metrics.