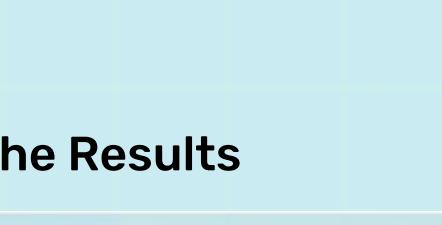


## Seyasoft generates ₹19 Lakhs in revenue with Meta Ads in a highly competitive HRMS Market



### About the Client

Seyasoft, a leading provider of custom HRM and software solutions, faced challenges standing out in a crowded HRMS market and convincing businesses to transition from existing systems. However, through a targeted Meta Ads strategy, they successfully generated ₹19 Lakhs in revenue from 116 leads for their HRMS solution.

### The Results

**₹19 Lakhs**



in Revenue from HRMS Client

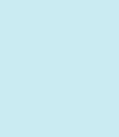
**116 Leads**



Generated from Meta Ads



High-Intent Leads:  
Focused on key decision-makers



Conversion to Enterprise Project:  
Resulted in a ₹19 Lakhs deal

### Key Metrics

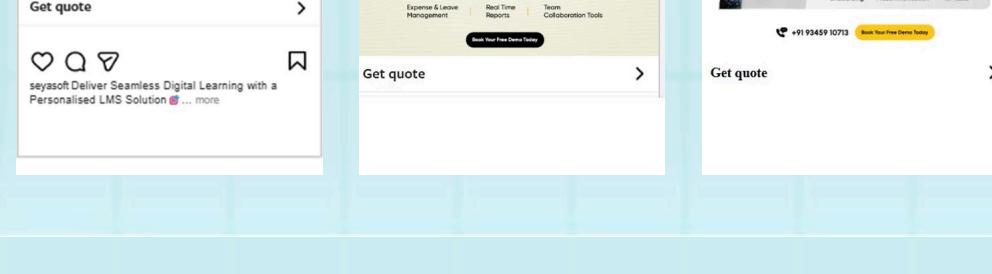
- ✓ Lead Generation: 116 high-quality leads
- ✓ Revenue from HRMS Client: ₹19 Lakhs
- ✓ Conversion Rate: High-quality leads effectively converted into sales
- ✓ Targeting: Focused on HR professionals and business decision-makers

### How We Solved It

#### Strategic Targeting

Focused Meta Ads on high-intent sectors and key decision-makers to ensure each lead had strong purchase potential.

Category	Sub-Category	Value
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
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9	9	9
10	10	10
11	11	11
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114	114	114
115	115	115
116	116	116



#### Value-Led Messaging

Developed ad creatives that emphasized ROI, efficiency, and business outcomes, moving beyond just product features.

#### Consultative Approach

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