

How did we build a predictable sales engine for **TDM OMR** delivering **5-10 PPFs**, **10-12 Ceramic**, and **60+ Washes** every month



## About the Client

The Detailing Mafia OMR is a newly acquired franchise operating in one of Chennai's most competitive detailing corridors. Despite offering premium services, the outlet struggled with low walk-ins, poor local trust, and inconsistent lead quality due to fragmented digital visibility and non-strategic past marketing efforts.

## The Results



**5-10**

Paint Protection Film installations every month



**10-12**

Ceramic Coating jobs consistently closed monthly



**60+**

maintenance and wash services driving daily footfall



High-ticket services converting instead of stalling



Franchise positioned as one of the fastest-growing units in the city



Competitors displaced from top local search positions

## Key Metrics

- ✓ **Google Ads Conversion Rate: 35.1%**
- ✓ **Search Enquiries Generated: 2,200+ from Google Ads alone**
- ✓ **Meta Ads Conversations: 250+ WhatsApp conversations per month**
- ✓ **Cost per Lead (Meta): Sub-₹100**
- ✓ **Primary Channels: Google Search, Google Maps, Meta WhatsApp**
- ✓ **Lead Quality: Pre-qualified before showroom visits**

## How We Solved It

### Conversion-Focused Local Landing Page

Built a mobile-first, local SEO landing page with service segmentation, proof of work, and strong CTAs to establish authority and drive enquiries.

### High-Intent Google Ads Engine

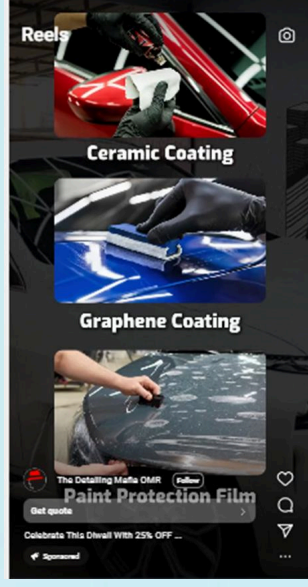
Launched Search and Performance Max campaigns targeting PPF, ceramic, wash keywords with location modifiers, driving ready-to-buy traffic.

Campaigns										
View (2 filters) All campaigns										
All time Apr 5, 2023 - Dec 24, 2025										
Add filter										
Campaign	Budget	Status	Optimization score	Campaign type	Cost	Imp.	Clicks	Avg. CPC	Results	Conversions
Drafts in progress: 1										
PPF - Chennai - Google Ads		On		Search	₹25,057...	84,926	7,068	₹3.55	Get directions (Website): 227.00 Phone call leads (Website): 3,156.00 Interacts (Other, Google hosted): 26.00 Page views (Google hosted): 318.00 Page views (Google hosted): 31.00 Phone calls (Google hosted): 6.00 Phone visits (Google hosted): 6.00	1,877.00
PPF - Chennai - Google Ads		On		Search	₹25,057...	84,926	7,068	₹3.55	Get directions (Website): 227.00 Phone call leads (Website): 3,156.00 Interacts (Other, Google hosted): 26.00 Page views (Google hosted): 318.00 Page views (Google hosted): 31.00 Phone calls (Google hosted): 6.00 Phone visits (Google hosted): 6.00	1,877.00
PPF - Chennai - Google Ads		On		Search	₹222.65...	6,221,288	178,170	₹1.25	Contacts (Google hosted): 2,248.00 (Google hosted, Website): 16,768.00 Interacts (Other, Google hosted): 26.00 Phone call leads (Website): 3,156.00 Phone calls (Google hosted): 6.00 Phone visits (Google hosted): 6.00 Interacts (Other, Google hosted): 26.00 Page views (Google hosted): 318.00 Page views (Google hosted): 31.00 Phone calls (Google hosted): 6.00 Phone visits (Google hosted): 6.00	37,517.00

### Meta Ads with WhatsApp Pre-Qualification

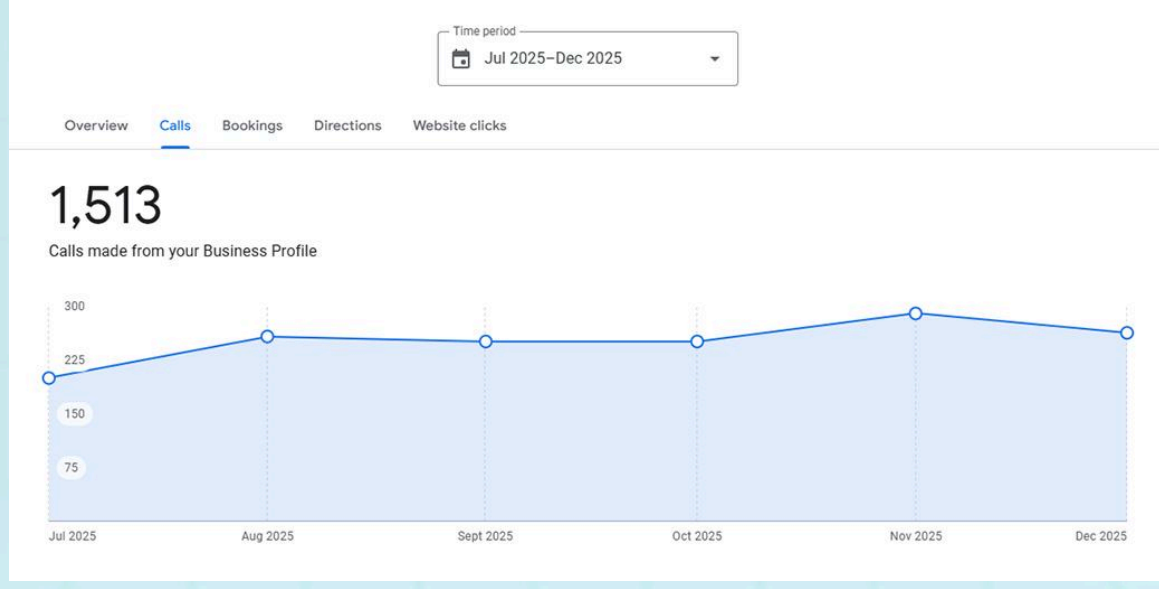
Deployed lead and WhatsApp campaigns using testimonials and time-bound offers to filter serious buyers before showroom visits.

Campaigns										
Ad sets										
Ads										
Maximum: 24 Nov 2022 - 24 Dec 2025										
Off/On	Campaign T1	Delivery T1	Actions	Results	Cost per result T1	Budget T1	Amount spent T1	Impressions T1	Reach T1	Conversions
On	WhatsApp - Chennai - Awareness/Lead	On	Lead generation	1,078 Leads (Form)	₹61.03 Per lead (Form)	₹62,129.32	₹62,129.32	834,204	307,868	
On	WhatsApp - Chennai - Awareness/Lead	On	Lead generation	422 Leads (Form)	₹93.19 Per lead (Form)	₹39,324.18	505,705	220,122		
On	WhatsApp - Chennai - Awareness/Lead	On	Lead generation	336 Leads (Form)	₹76.30 Per lead (Form)	₹25,636.62	342,315	134,703		
On	WhatsApp - Chennai - Awareness/Lead	On	Lead generation	270 Leads (Form)	₹70.67 Per lead (Form)	₹19,080.78	287,105	154,948		
On	WhatsApp - Chennai - Awareness/Lead	On	Lead generation	212 Leads (Form)	₹23.11 Per lead (Form)	₹6,967.16	154,150	77,274		
On	WhatsApp - Chennai - Awareness/Lead	On	Lead generation	382 Messaging convs...	₹48.40 Per messaging conv...	₹9,066.92	99,780	29,383		
On	WhatsApp - Chennai - Awareness/Lead	On	Lead generation	113 Leads (Form)	₹70.42 Per lead (Form)	₹7,957.05	114,779	69,876		



### Google Business Profile Authority Build

Strengthened Maps visibility using reviews, geo-tagged posts, keyword updates, and consistent citations to capture local intent.



### Offer-Led Momentum Strategy

Used tailored offers for PPF and ceramic to accelerate high-ticket closures while keeping washes always-on to fuel daily footfall.