

teamv™

X

TEKIPOST

The image shows a screenshot of a web application interface. At the top, there are three colored dots (red, yellow, green). Below them, there are three integration cards: Flipkart, Amazon, and Shopify. Each card has a logo, a horizontal line, and a blue button with a white plus sign and the word 'Add'. The Shopify card is highlighted with a green dashed border and has a green checkmark below the 'Add' button. Below the integration cards, there is a photograph of a woman with long brown hair, wearing a light green sweater, sitting at a desk and working on a laptop. In the background, there are several cardboard boxes and a wooden shelving unit. To the right of the photograph, there is a white panel titled 'Top Courier Partners' with a horizontal line below the title. Below the title, there are three list items, each with a checkbox and a courier partner logo: 

- BLUE DART
- DELHIVERY
- XPRESS BEES Delivering Happiness



# **CASE STUDY**

**TEAM VARIANCE**

# **7.78% CONVERSION RATE FOR A B2B SAAS PRODUCT**

Higher than the industry standards, that is 3.04% in B2B Industry according to Wordstream

# ABOUT THE BRAND

Teki Post is India's best logistics company that offers an automated shipping solution. With this, you can ship anywhere in India and abroad with the best courier service and at affordable rates.



# CHALLENGES

## LOW CONVERSIONS

The absence of an optimized landing page resulted in poor conversion rates.

## INEFFICIENT KEYWORDS

Incorrect keyword targeting led to wasted budget and efforts.

## MISSING LEAD MAGNET

No mechanism in place to attract and capture leads.

## TRACKING ISSUES

Inability to effectively track and measure conversions.

## UNCLEAR GOALS

Lack of clear objectives on whether to focus on lead generation or brand awareness.

# TEAM VARIANCE APPROACH

## **SURVIVAL OF THE FITTEST**

A/B Testing multiple Ad groups with keywords. This helps us to optimize and scale Campaign.

## **COMPETITIVE INSIGHT**

Through different ideas we we created landing pages so that the best one could come out as the winner.

## **SEARCH FIRST**

We majorly focused on creating multiple search ads with different search intents to get a good CTR.

# Your Ultimate Ecommerce Shipping Solution

Streamline and simplify your online business operations with TekiPost.

[Sign up for Free](#)



## TRUSTED GROWTH PARTNER

Thousands of ecommerce business use TekiPost to automate their shipping process



10k

Trusted Growth Partner

18M+

Shipments Annually

28k+

Pincode deliverable worldwide

1B

Annual GMV

Simply Move your package from **Point A to Point B**

## Ecommerce Shipping

manage all your shipping tasks from one convenient location

[Sign up for Free](#)



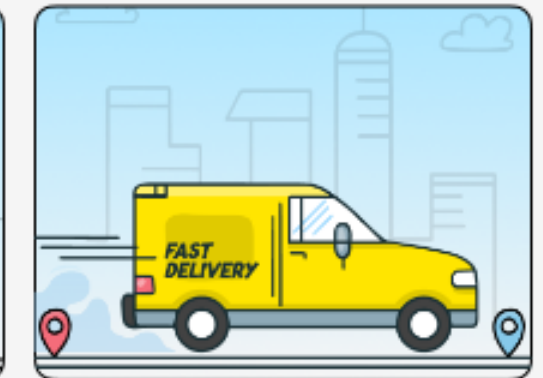
Ship with **Multiple Delivery Options**

[Sign up for Free](#)



### Standard Delivery

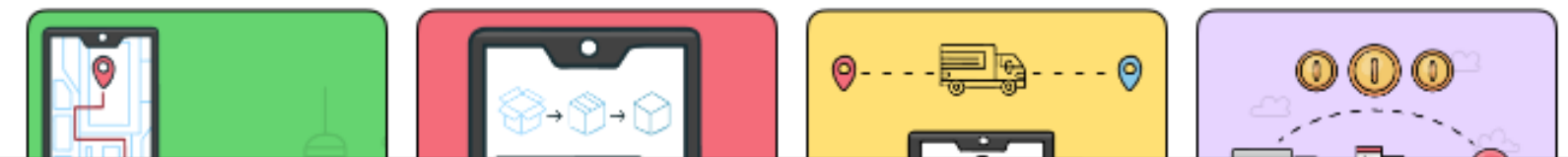
For non-urgent ecommerce goods and cross-country packages



### Express Delivery

Speedy delivery in all metro cities to meet tight schedules.

## Enhance Overall Customers Satisfaction



[Click here](#) to see full landing page

**LANDING PAGE**

# AD COPIES

Teki Post- Simply Move | {Keyword:ecommerce logistic solution} | Ship to 28000+ Pincodes +3 more

[www.tekipost.com/signup](http://www.tekipost.com/signup)

With TekiPost, expand your reach. Ship your products to over 28,000 pin codes across India. Enjoy the flexibility and reliability of choosing any shipping partners. Sign up for free. +2 more

[View assets details](#)

Teki Post- Simply Move | {Keyword:ecommerce logistic solution} | Reduce RTO by 40% +2 more

[www.tekipost.com/signup](http://www.tekipost.com/signup)

Say goodbye to high return rates. with TekiPost cut down RTO by 40%. Choose from Multiple Courier Partners for Optimal Shipping. Sign up today.

[View assets details](#)

Teki Post- Simply Move | {Keyword:ecommerce logistic solution} | 25+ Courier Partner Available +1 more

[www.tekipost.com/signup](http://www.tekipost.com/signup)

Access the network of top couriers partners through TekiPost. Enjoy the flexibility and reliability of choosing any shipping partners. Sign up for free.

[View assets details](#)

STATICS



# LET THE NUMBERS DO THE TALKING

Ad ↓	Ad group	Status	Ad strength	Ad type			CTR		Cost	Conv. rate		Cost / conv.
<p>Teki Post- Simply Move   {Keyword:ecommerce logistic solution}   Ship to 28000+ Pincodes +3 more  <a href="http://www.tekipost.com/signup">www.tekipost.com/signup</a>                      With TekiPost, expand your reach. Ship your products to over 28,000 pin codes across India. Enjoy the flexibility and...  <a href="#">View assets details</a></p>	Ad group 1	Eligible	Average	Responsive search ad			10.25%		₹	8.92%		₹352.47
<p>Teki Post- Simply Move   {Keyword:ecommerce logistic solution}   Reduce RTO by 40% +2 more  <a href="http://www.tekipost.com/signup">www.tekipost.com/signup</a>                      Say goodbye to high return rates. with TekiPost cut down RTO by 40%. Choose from Multiple Courier Partners for...  <a href="#">View assets details</a></p>	Ad group 1	Eligible	Average	Responsive search ad			12.56%		₹	7.55%		₹438.94
<p>Teki Post- Simply Move   {Keyword:ecommerce logistic solution}   25+ Courier Partner Available +1 more  <a href="http://www.tekipost.com/signup">www.tekipost.com/signup</a>                      Access the network of top couriers partners through TekiPost. Enjoy the flexibility and reliability of choosing any...  <a href="#">View assets details</a></p>	Ad group 1	Eligible	Average	Responsive search ad			11.73%		₹	7.09%		₹492.79
Total: Ads in your current view ⓘ												
							11.20%		₹	7.78%		₹431.37



# RESULTS

**11.20%**

CTRs

**₹33.56**

Average CPC

**7.78%**

Conversion rate

**₹431.37**

Cost per Registration





**THANK YOU**