



PERFORMANCE-DRIVEN DIGITAL GROWTH AGENCY

Transforming Businesses Through Performance Marketing.

We build measurable growth engines for CEOs and founders — combining performance marketing, SEO, creative, and AI-driven strategy into campaigns that are judged on revenue, not impressions.

Performance Marketing

SEO

Google & Meta Ads

Web Development

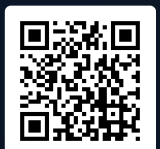
Branding & Creative

AI Solutions & Automation

sihaginnovation.com

Let's build your next growth chapter.

Scan to explore our
work and book a
free strategy
consultation.



A growth partner built around your P&L, not our portfolio.

Sihag Innovation is a performance-driven digital growth agency. We help manufacturing companies, healthcare businesses, educational institutions, e-commerce brands, real estate companies, and ambitious startups turn digital spend into predictable revenue — with the receipts to prove it.

Our Story

We started with a simple frustration: too many marketing partners sell activity — posts, impressions, "engagement" — instead of outcomes. Sihag Innovation was built to close that gap. Every engagement begins with your business objective and works backward to the channels, creative, and technology that get you there fastest, with full visibility into what's working.

Mission

To help businesses attract the right audience, generate qualified leads, and grow with confidence — through strategy that is practical, transparent, and measured in revenue.

Vision

To be the digital growth partner enterprise and ambitious SME brands trust first — known for performance, not promises.

Core Values



Results-Driven

Every campaign is built around measurable objectives — traffic, leads, or conversion — never vanity metrics.



Collaborative Partnership

We work as an extension of your team, keeping strategy aligned to evolving priorities.



Continuous Optimisation

Digital marketing is never static — we analyse performance and act on what the data shows.

Performance At A Glance

₹90.5L+

Revenue tracked across analysed campaigns

3,237+

Purchases generated for clients

10.27x

Average return on ad spend

16.02x

Highest campaign ROAS achieved

Built for owners who want proof, not promises.

We combine experience and expertise, customised strategy, and honest reporting into one accountable partnership — so you always know what's happening to your budget and why.



Performance First

Strategy is judged by pipeline and revenue impact, not likes or reach.



Transparent Reporting

Real dashboards, real numbers — you see exactly what we see.



ROI Focused

Every rupee of spend is tied back to cost per result and return.



Certified Experts

Specialists across SEO, paid media, creative, and marketing technology.



Creative Excellence

Design and copy that earns attention and converts it.



AI-Powered Strategies

Automation and AI tooling built into targeting, creative, and reporting.



Dedicated Account Managers

A single point of contact who knows your business, your goals, and your numbers — not a rotating ticket queue.

One partner. Every channel that moves revenue.

From performance media to the technology that powers it — a full-stack growth capability under one accountable roof.

01

Performance Marketing

Full-funnel media planning tied to revenue targets.

02

SEO

Technical, on-page and content SEO for compounding organic growth.

03

Google Ads

Search, Shopping and Performance Max campaigns built for intent.

04

Meta Ads

Facebook and Instagram campaigns engineered for ROAS at scale.

05

Website Development

Fast, conversion-ready websites built to perform, not just look good.

06

Shopify

E-commerce storefronts optimised for checkout conversion.

07

WordPress

Scalable CMS builds for content-led and lead-gen businesses.

08

UI/UX Design

Interfaces designed around how customers actually decide.

09

Graphic Design

Visual systems that carry a brand across every touchpoint.

10

Brand Identity

Positioning, naming, and visual identity built on strategy.

11

Lead Generation

Qualified pipeline campaigns for B2B and service businesses.

12

CRM Development

Systems that capture, score, and route leads automatically.

13

Marketing Automation

Nurture flows and lifecycle journeys that run without manual effort.

14

AI Solutions

AI-assisted targeting, creative and reporting layered into every campaign.

A disciplined path from insight to scale.

No two businesses get the same playbook — but every engagement follows the same rigorous process.



Performance Marketing Results.

Real Meta Ads campaign data, aggregated across nine active client accounts. Client identities are withheld to protect confidentiality.

◆ REVENUE

₹90.5L+

Total revenue generated

◆ PURCHASES

3,237

Total purchases driven

◆ AVG ROAS

10.27x

Average return on ad spend

◆ PEAK ROAS

16.02x

Highest campaign-level ROAS

◆ SPEND

₹10.6L+

Estimated ad spend managed

◆ CPA

₹329

Blended cost per purchase

Purchase ROAS by Campaign

Return on ad spend across nine tracked Meta Ads accounts, ranked highest to lowest



Campaign performance, side by side.

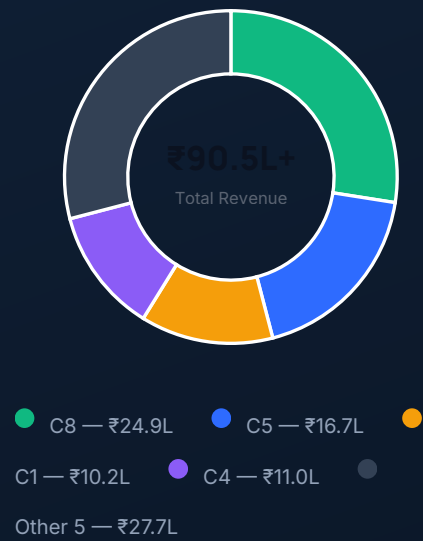
Campaign Summary

Purchases, revenue and ROAS across all nine campaigns

CAMPAIGN	PURCHASES	REVENUE (₹)	AVG ROAS
C1	581	10,21,467	14.62x
C2	118	4,98,679	11.23x
C3	112	4,89,250	11.23x
C4	687	10,97,668	6.37x
C5	357	16,72,969	6.22x
C6	100	3,81,525	7.85x
C7	53	2,37,086	16.02x
C8	873	24,85,428	8.62x
C9	356	11,67,391	10.28x

Revenue Mix

Share of tracked revenue by top campaigns



581 → 873

Range of purchases delivered per campaign, single accounts

₹89+

Lowest cost-per-purchase recorded in top ad sets

9

Live client accounts represented in this data set

Campaigns, not case-study copy.

Three real engagements, drawn directly from live ad account and analytics data.

E-COMMERCE · META ADS

Efficiency at Scale – Highest-ROAS Campaign

16.02x
ROAS

CHALLENGE

A niche e-commerce brand needed to prove paid social could be profitable before committing to a larger monthly budget.

STRATEGY

Tightly-targeted Meta Ads creative and audience testing, with budget concentrated on the highest-converting segments.

RESULT

Campaign-level ROAS peaked at 16.02x, with individual ad sets reaching as high as 29.25x on a per-result basis.

₹2.37L

Revenue generated

53

Purchases

₹271

Avg. cost per purchase

RETAIL · META ADS

Volume Growth – Highest-Purchase Campaign

8.62x
ROAS

CHALLENGE

A high-volume retail client needed to grow purchase count without letting cost per acquisition drift upward.

STRATEGY

Broader audience scaling paired with disciplined budget pacing and creative refresh cycles to hold efficiency at scale.

RESULT

The single largest purchase volume in the portfolio, sustained at a healthy 8.62x blended ROAS.

₹24.85L

Revenue generated

873

Purchases

₹502

Avg. cost per purchase

D2C BRAND · SEO & ORGANIC GROWTH

64kala.com – Building an Organic Growth Engine

230x+
USER GROWTH

CHALLENGE

64kala.com relied almost entirely on paid traffic, with organic search contributing only a handful of visits per month.

STRATEGY

Technical SEO fixes, content optimisation, and a structured organic acquisition plan rolled out over successive months.

RESULT

Organic new users scaled from single digits to a sustained 400–900+ per month within the tracked period, per Google Analytics.

4 → 1,100

Monthly new organic users

100%

Organic sessions from web

8 mo

Tracked growth window

The scoreboard we're judged on.

₹90.5L+

Revenue generated across tracked campaigns

16.02x

Highest campaign ROAS on record

3,237+

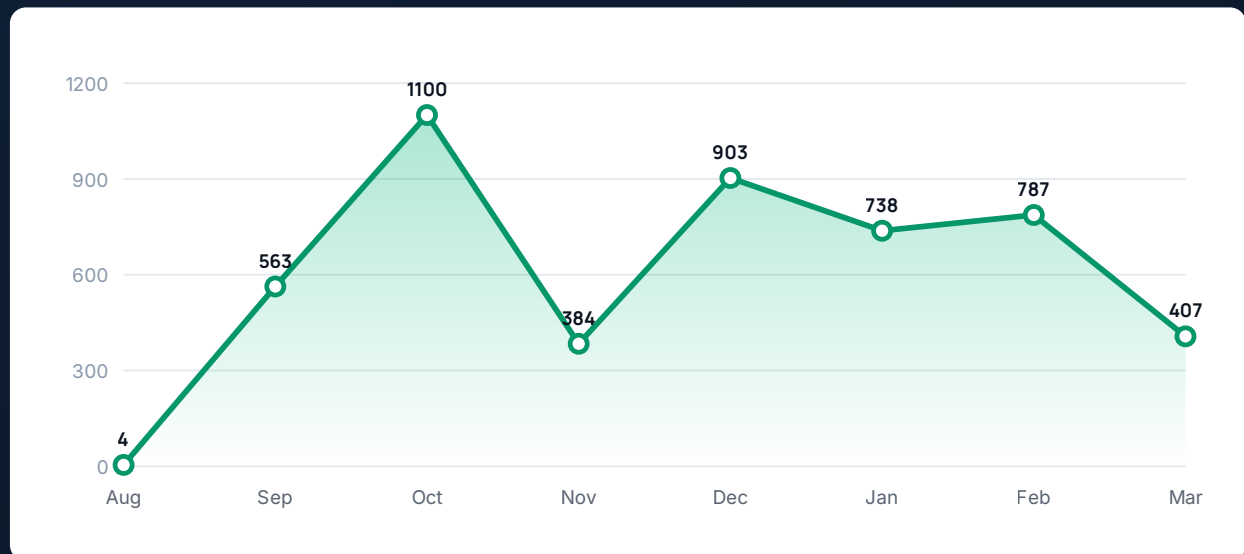
Purchases driven for client accounts

10.27x

Average return on ad spend

Organic Growth in Action – 64kala.com

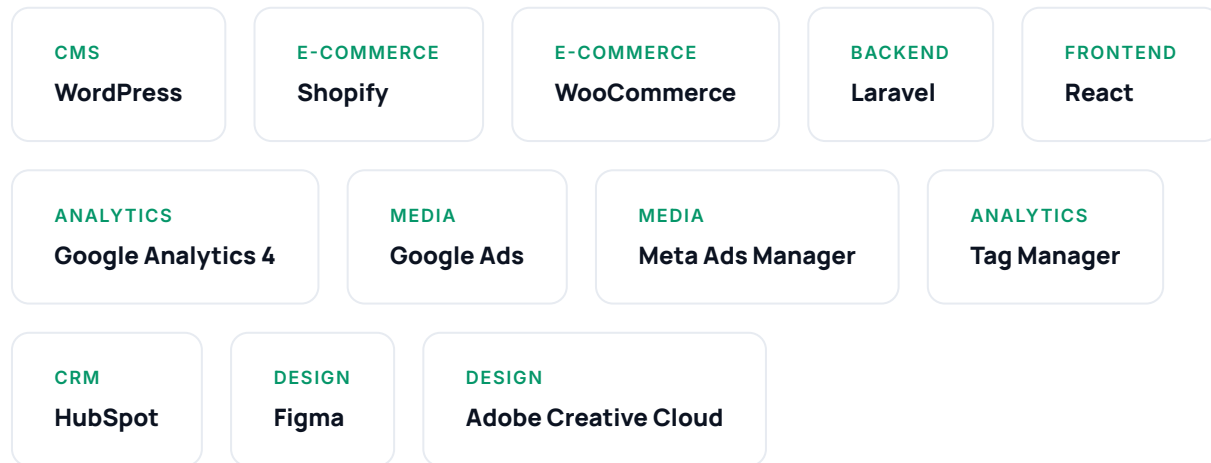
New users from organic search, month over month (Google Analytics, Aug 2025 – Mar 2026)



Every figure on this page is pulled directly from live Meta Ads accounts and Google Analytics — not projections, and not rounded up for effect. It's the same reporting view we give clients, refreshed on the same cadence, so the numbers you see here are the numbers your account manager sees too.

The stack behind every campaign.

Enterprise-grade platforms for build, measurement, and optimisation — chosen for reliability, not trend.



Technologies

Every platform in our stack feeds a single reporting layer, so performance data from ad platforms, analytics, and CRM stays connected — not siloed across a dozen logins.

What our clients say.



Sihag Innovation strengthened our online visibility with a practical approach and clear communication, helping us connect with the right audience more effectively.



Owner
Forge FR Online



The team understood our brand vision and improved our digital presence, and we saw better customer engagement and more inquiries within a short period.



Owner
Kanshi Jewels



As a travel business, building trust online matters. Sihag Innovation's creative ideas and responsive support helped us showcase our experiences more effectively.



Marketing Director
Keep Smile Tour & Travel

CONTACT

Let's grow your business together.

Book a free strategy consultation and see exactly where your growth is being left on the table.

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Ready for a
performance-first
growth partner?



Book a Consultation