

Digital Marketing Portfolio

DGITAL GROW

About us

We started in 2019 with a simple belief — ads should make money, not just impressions.

Since then, we've worked with 150+ clients across the US, UK, and global markets. No bloated teams. No passing your account to a junior. Just focused, hands-on paid advertising from people who've been doing this for 5+ years.

We don't sell you on reach or clicks. We care about one thing — what comes back from every dollar you spend.



DGTAL GROW

Vision & Mission

Make a target

Turn marketing into a predictable revenue engine.

Achieve a target

Build systems that consistently generate leads and sales.

Vision

To become a performance-first digital growth partner that drives measurable revenue — not just traffic, not just impressions.

We aim to redefine how businesses scale online by replacing guesswork with data, and marketing noise with clear, profitable strategies.

Mission

To help brands grow faster and smarter by building systems that generate consistent leads, scalable revenue, and long-term competitive advantage.

We don't focus on vanity metrics we focus on what actually moves the business: conversions, retention, and ROI.

Marketing strategy

Our marketing strategy is built to eliminate guesswork and focus only on what drives measurable growth.

We don't rely on random testing or short-term wins. Every campaign follows a structured system — from data tracking and audience validation to continuous optimization and scaling.

The goal is simple: turn paid advertising into a predictable, profitable growth channel.

Goals & targets

Set clear, measurable targets from day one focused on revenue, cost efficiency, and scalable growth. Every decision is aligned with business outcomes, not vanity metrics.

Analytics & Reports

Track what actually matters. From conversion data to customer behavior, every insight is used to improve performance. No confusion, no unnecessary reports just clear, actionable data.

Adaptation & Evolution

Markets change fast — so do we. We continuously test, refine, and evolve campaigns to stay ahead. Winning strategies are scaled, underperforming ones are eliminated quickly.

We follow a 4-stage growth system

Foundation → Test → Optimize → Scale

- Tracking, pixel, funnel clarity
- Creative + audience validation
- Kill waste, scale winners
- Increase budget without breaking ROAS

Audit & Research

We dig into your account, your market, and your competitors before we touch a single campaign. Most issues are caught here — before they cost you money.

Strategy & Setup

Campaign structure, ad copy, targeting, landing page alignment, and full tracking setup. Everything built before a penny is spent.

Launch & Test

Controlled launches with built-in A/B testing from day one. We let data lead — not assumptions.

Scale & Optimise

Weekly reviews. Monthly reports. Continuous adjustments to bids, budgets, and creatives — so performance compounds, not plateaus.

Our Process

No hand-waving. Here's exactly how we work.

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Portfolio Projects

Behind every number is a business that needed results — not promises.

These projects represent real growth, real challenges, and strategies that turned ad spend into measurable revenue.

180+ Client

From early-stage brands to scaling businesses we've helped companies turn inconsistent marketing into predictable growth. Every project starts with a problem.

Our job is to solve it with data, strategy, and execution that actually delivers.



DGTAL GROW

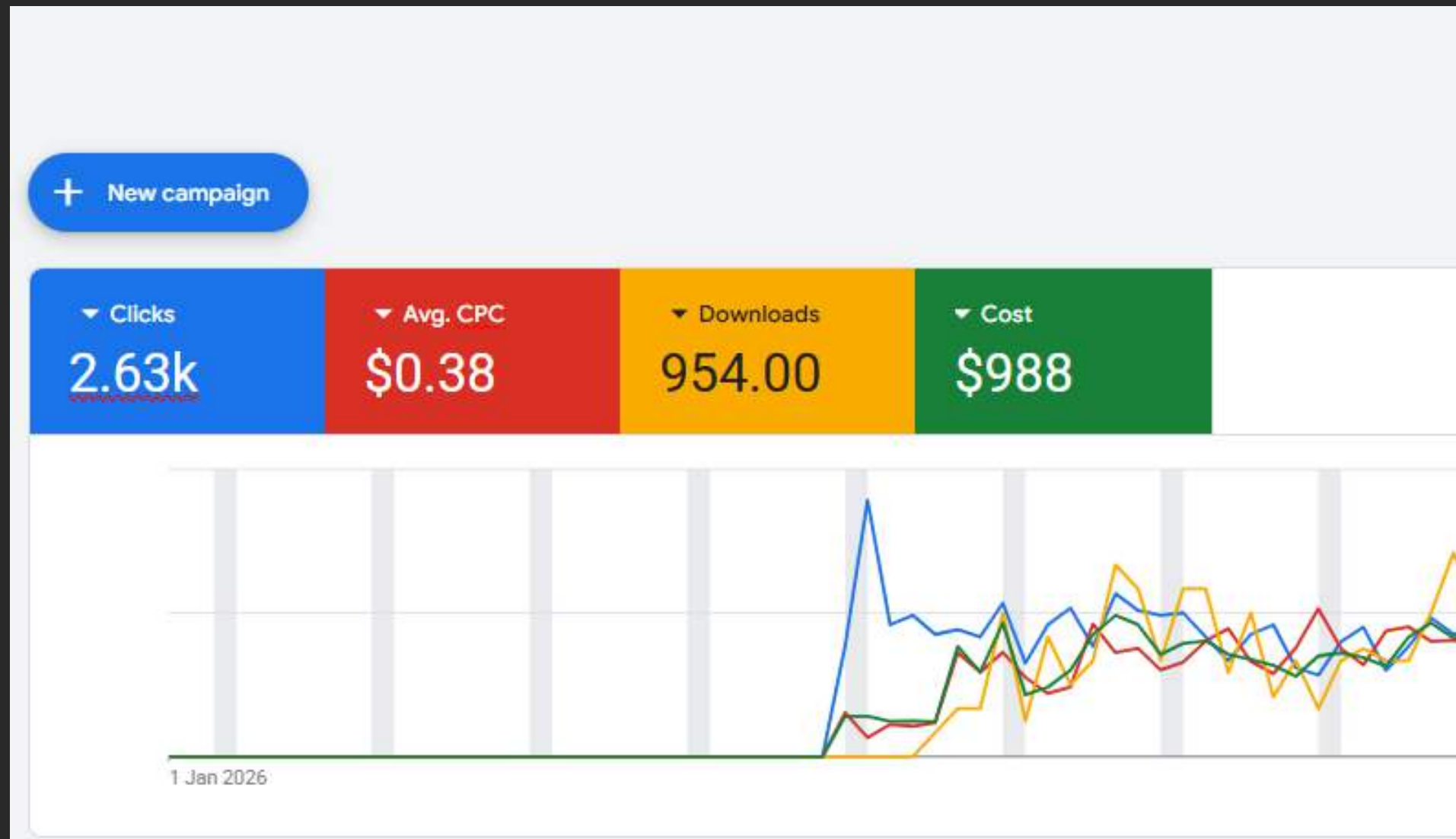
Portfolio 01

Rideshare Startup | USA | Google Ads

Competing against Uber and Lyft with a fraction of the budget.

A Massachusetts-based rideshare company needed to grow both sides of their marketplace at once — recruit drivers and acquire passengers — in one of the most competitive ad markets out there.

We built a dual-campaign Google Ads strategy from scratch, with separate funnels for driver recruitment and passenger acquisition. Ad copy was built around the client's real differentiators — higher driver commission, live human support, and a loyalty rewards programme — things the big players simply can't say.



Results:

- Driver cost-per-lead reduced by 40%
- 5x ROAS on passenger acquisition campaigns
- 300+ qualified driver leads generated per month

Portfolio 02

3PL & Cross-Dock Company | USA | Google Ads

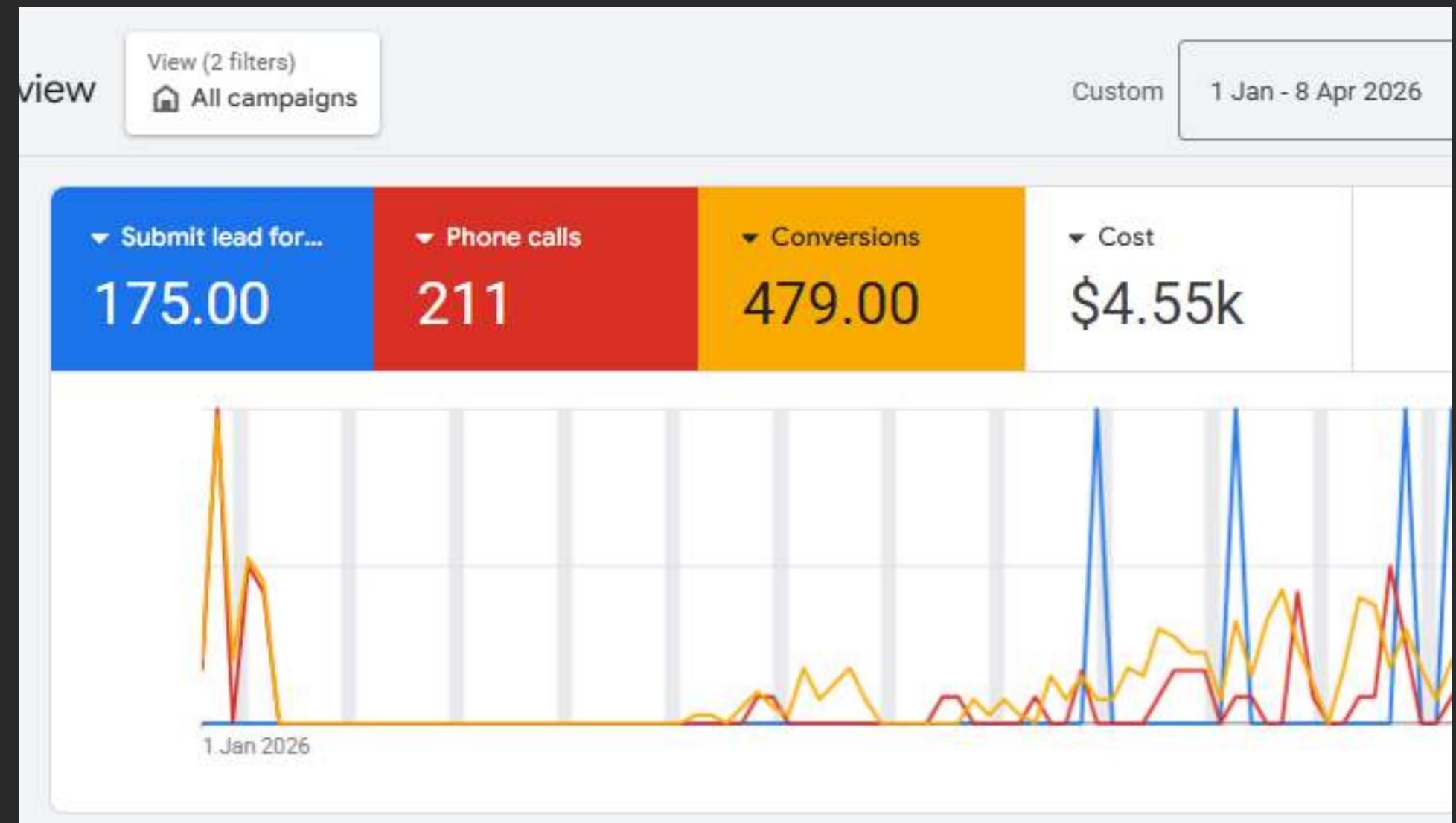
B2B lead generation for a logistics provider with a 30-minute turnaround edge.

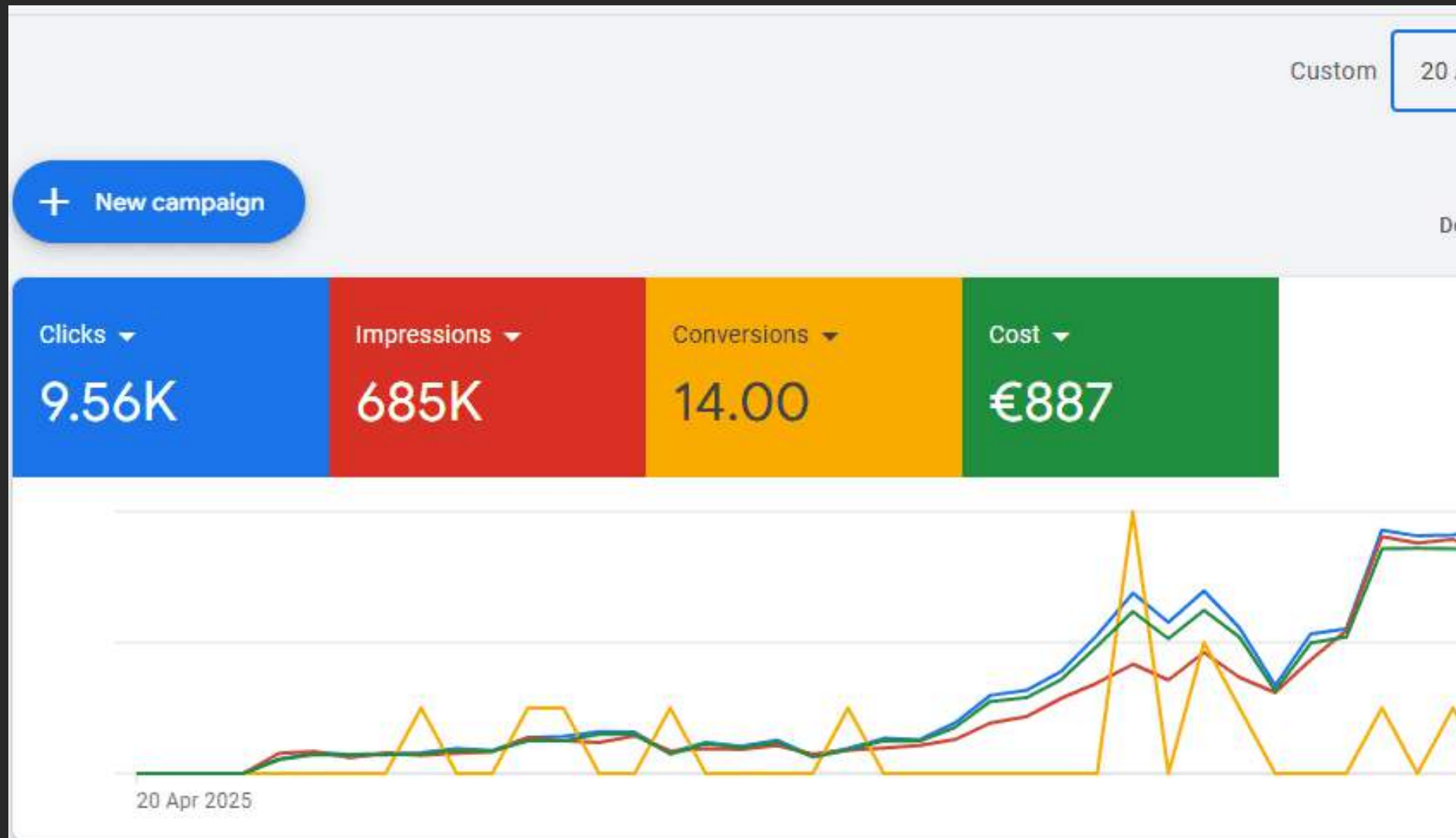
A California and New Jersey-based 3PL company had a genuine market advantage — a 30-minute cross-dock turnaround and highly competitive pricing. The problem? The right businesses weren't finding them.

We built a focused Google Search strategy around high-intent freight and warehousing keywords across both locations. Every campaign was built to attract decision-makers — not browsers.

Results:

- 54% increase in qualified inbound leads
- 33% reduction in cost-per-click after optimisation
- 17 campaigns managed across 2 US locations





Results:

- ✓ €887 total ad spend → €20,000 revenue
- ✓ 22.55x return on ad spend (ROAS)
- ✓ 9,560 high-intent clicks generated
- ✓ Strong profitability despite high-ticket product

Portfolio 03

E-Commerce Brand | Italy | Google Shopping

A premium electric bike brand in Europe struggled to generate consistent sales despite having a high-quality product.

With limited data, strong competition, and high-ticket pricing (€1,200–€2,500), the challenge was clear — reach high-intent buyers without wasting budget.

We built a focused Google Ads strategy combining Search, Shopping, and Performance Max campaigns.

The goal wasn't volume — it was precision targeting and conversion-driven traffic.

By aligning keyword intent, optimizing campaign structure, and refining messaging, we turned a small ad budget into a highly profitable revenue stream.

Portfolio 04

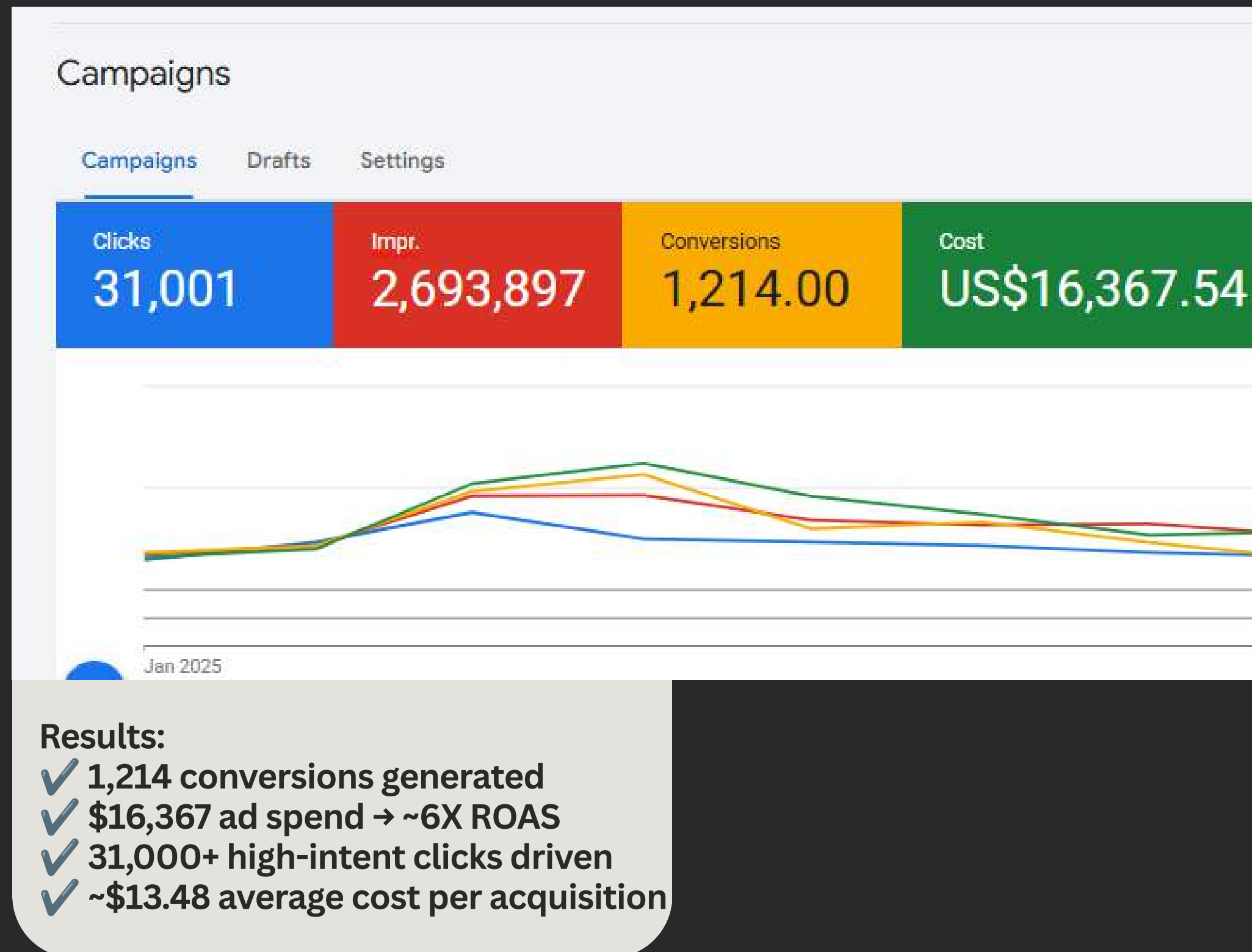
Mobility Aids Brand | Global Market | Google Ads

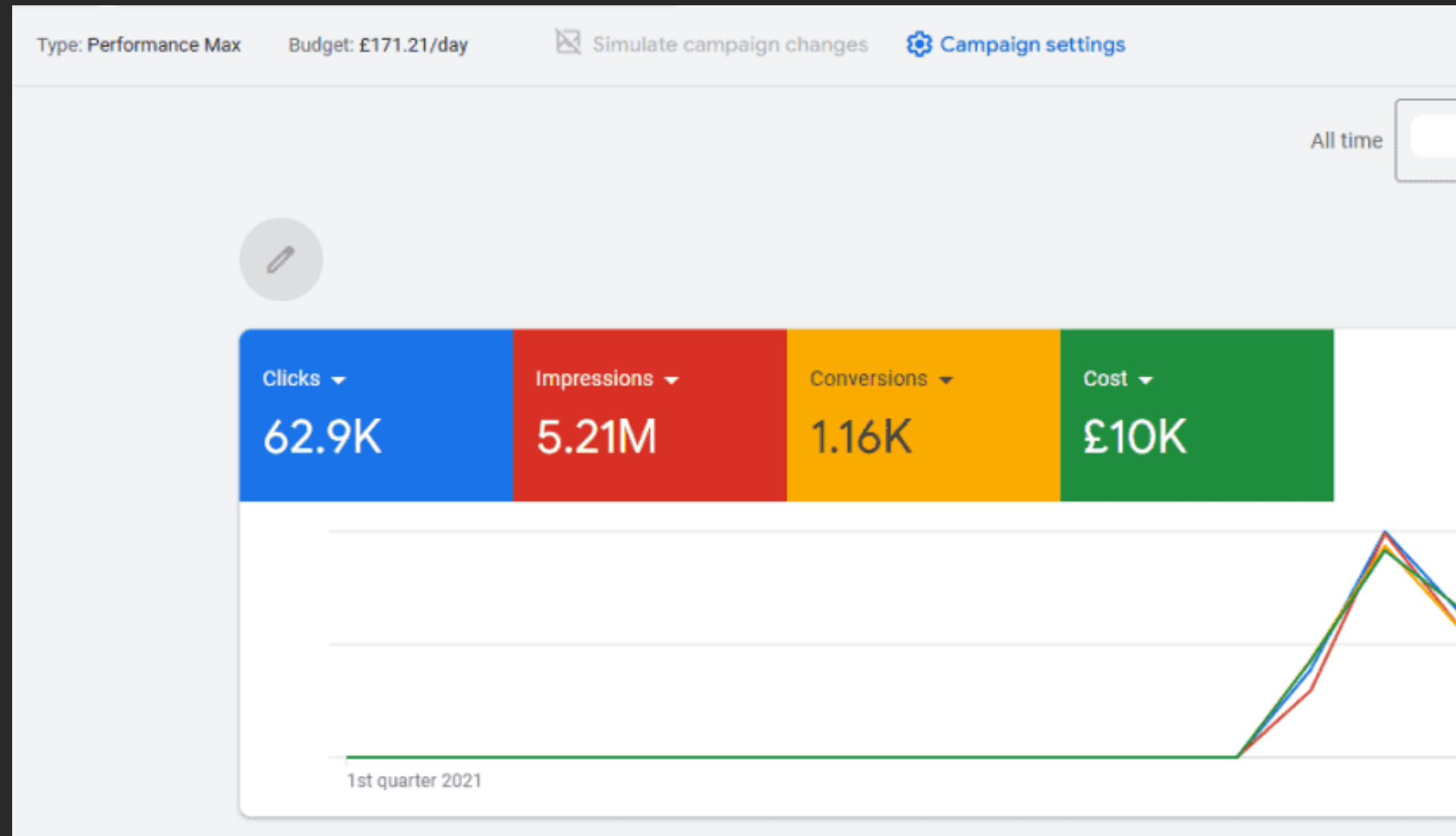
A senior mobility aids brand was generating traffic — but struggling to convert it into consistent sales. In a high-intent but sensitive market, broad targeting and poor campaign structure led to wasted spend and low efficiency.

We rebuilt their Google Ads system with a focus on buyer intent, product-level segmentation, and trust-driven messaging.

Instead of scaling blindly, we fixed the foundation — aligning keywords, campaigns, and landing experience with real purchase behavior.

The result was a stable, conversion-focused system that turned traffic into predictable, profitable growth.





Results:

- ✓ 1,160 sales generated in ~60 days
- ✓ £10,000 ad spend → ~6.4x ROAS
- ✓ 62,900 high-intent clicks driven
- ✓ £8.62 average cost per acquisition

Portfolio 05

Fashion Brand | United Kingdom | Google Ads

A UK-based fashion brand struggled to turn traffic into consistent, profitable sales despite having strong products and an active audience.

In a highly competitive market, the goal was clear — scale revenue without relying on heavy discounts or wasted ad spend.

We rebuilt their Google Ads system from the ground up, combining Search, Shopping, and Performance Max campaigns with a funnel-driven structure.

Instead of chasing clicks, we focused on buyer intent, product positioning, and data-backed optimization. The result was a scalable system that turned traffic into consistent daily sales — while protecting profit margins.

Portfolio 06

Candy Brand | United Kingdom | Google Ads

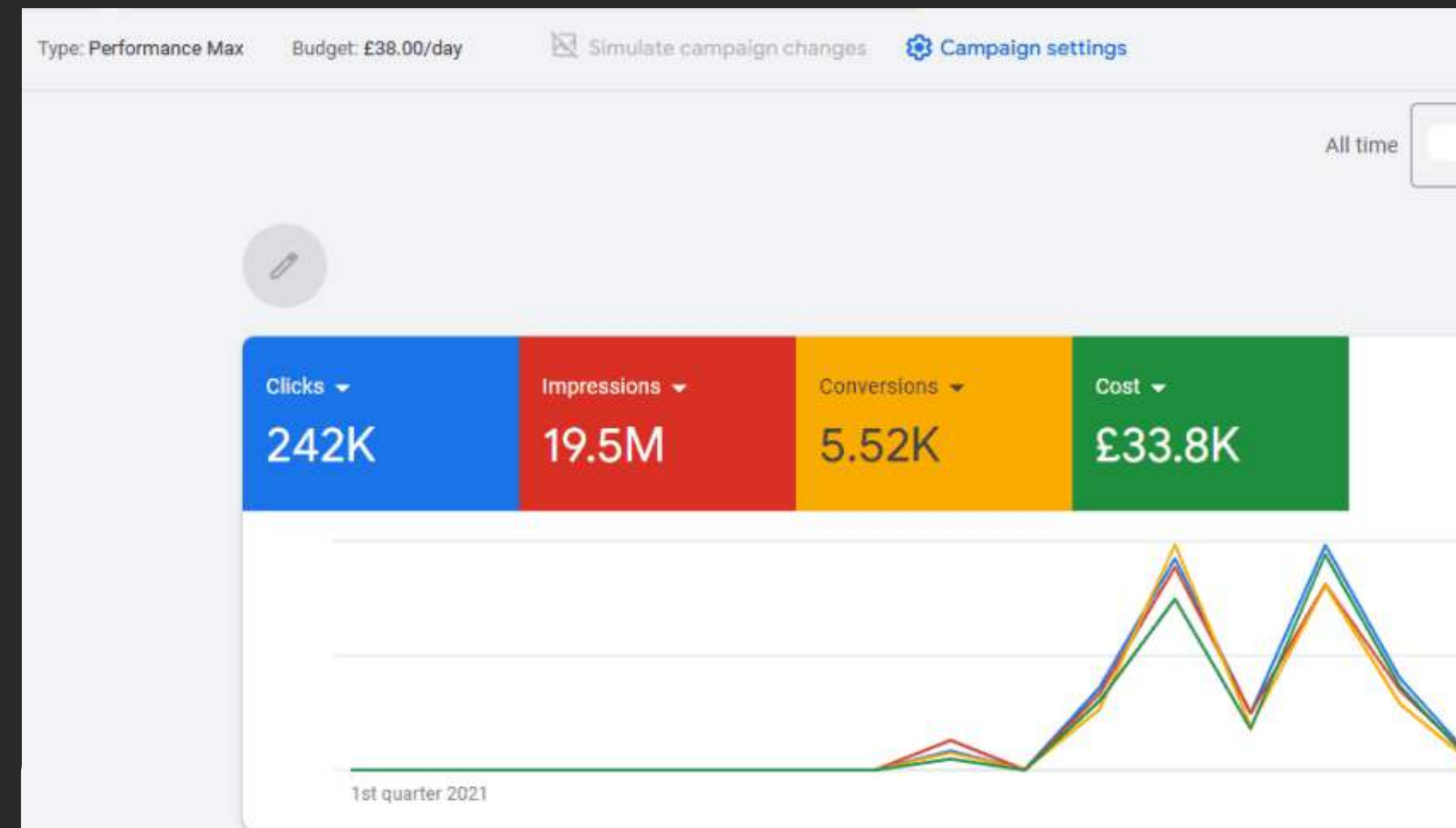
A UK-based candy brand struggled to scale paid traffic profitably despite strong product appeal and growing demand.

With low average order value and high competition, the challenge was clear — generate consistent daily sales while keeping acquisition costs under control.

We rebuilt their entire Google Ads system, combining Search, Shopping, and YouTube campaigns with a full-funnel strategy.

From product feed optimization to audience targeting and creative positioning, every layer was designed for efficiency and scale.

The result was a high-volume, conversion-driven system that turned traffic into thousands of consistent sales.



Results:

- ✓ 5,520+ conversions generated in ~30 days
- ✓ £33,800 ad spend → ~7.2x ROAS
- ✓ 242,000 clicks driven across campaigns
- ✓ £6.12 average cost per acquisition

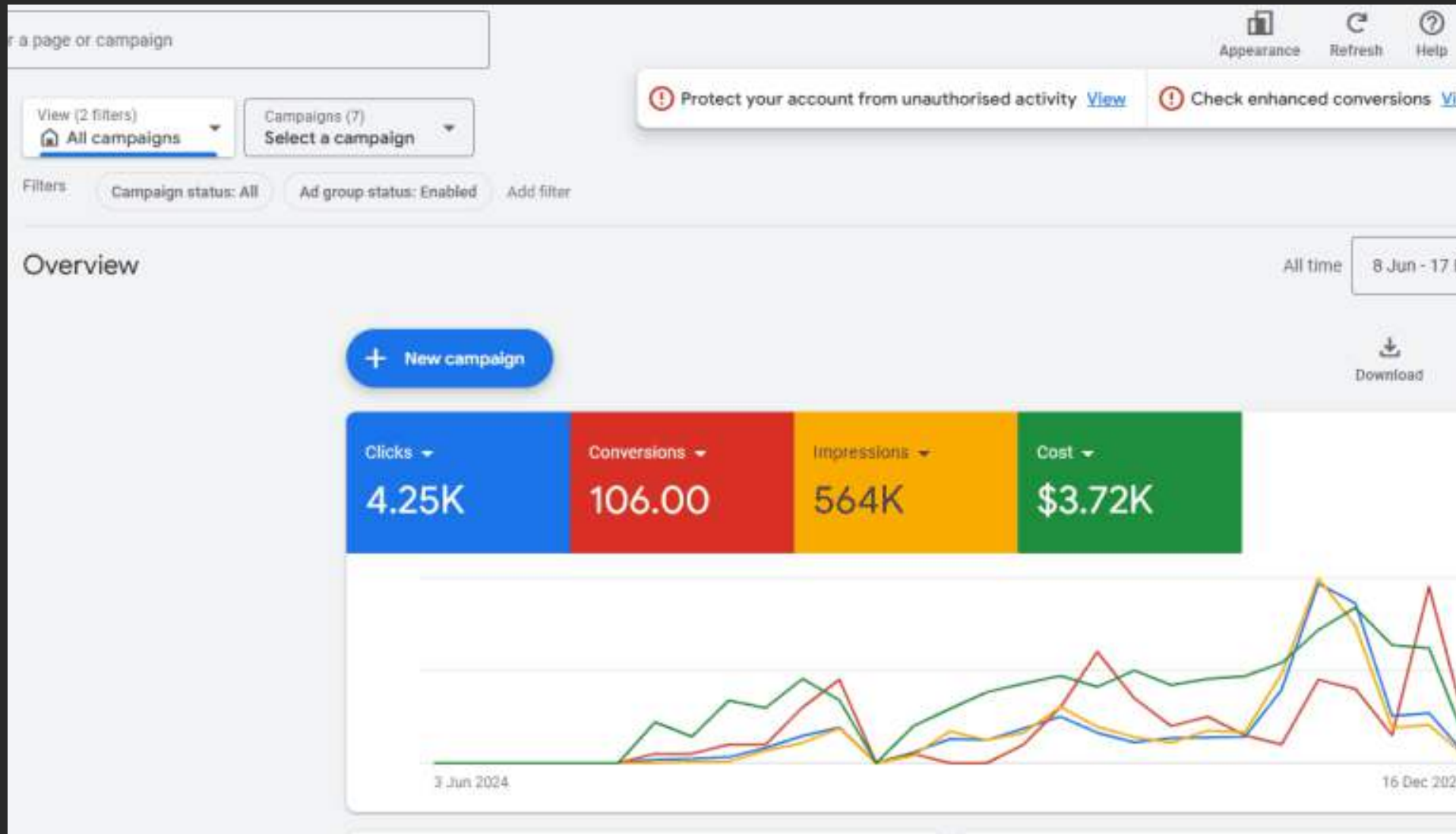
Portfolio 07

Cosmetics Brand | United Kingdom | Google Ads

A UK-based cosmetics brand struggled to turn paid traffic into consistent sales despite strong products and a well-designed store.

Previous campaigns generated clicks — but not conversions. Poor structure, weak targeting, and lack of tracking led to wasted spend and unclear performance. We rebuilt their Google Ads system from scratch — combining high-intent search campaigns, optimized Shopping ads, and structured remarketing.

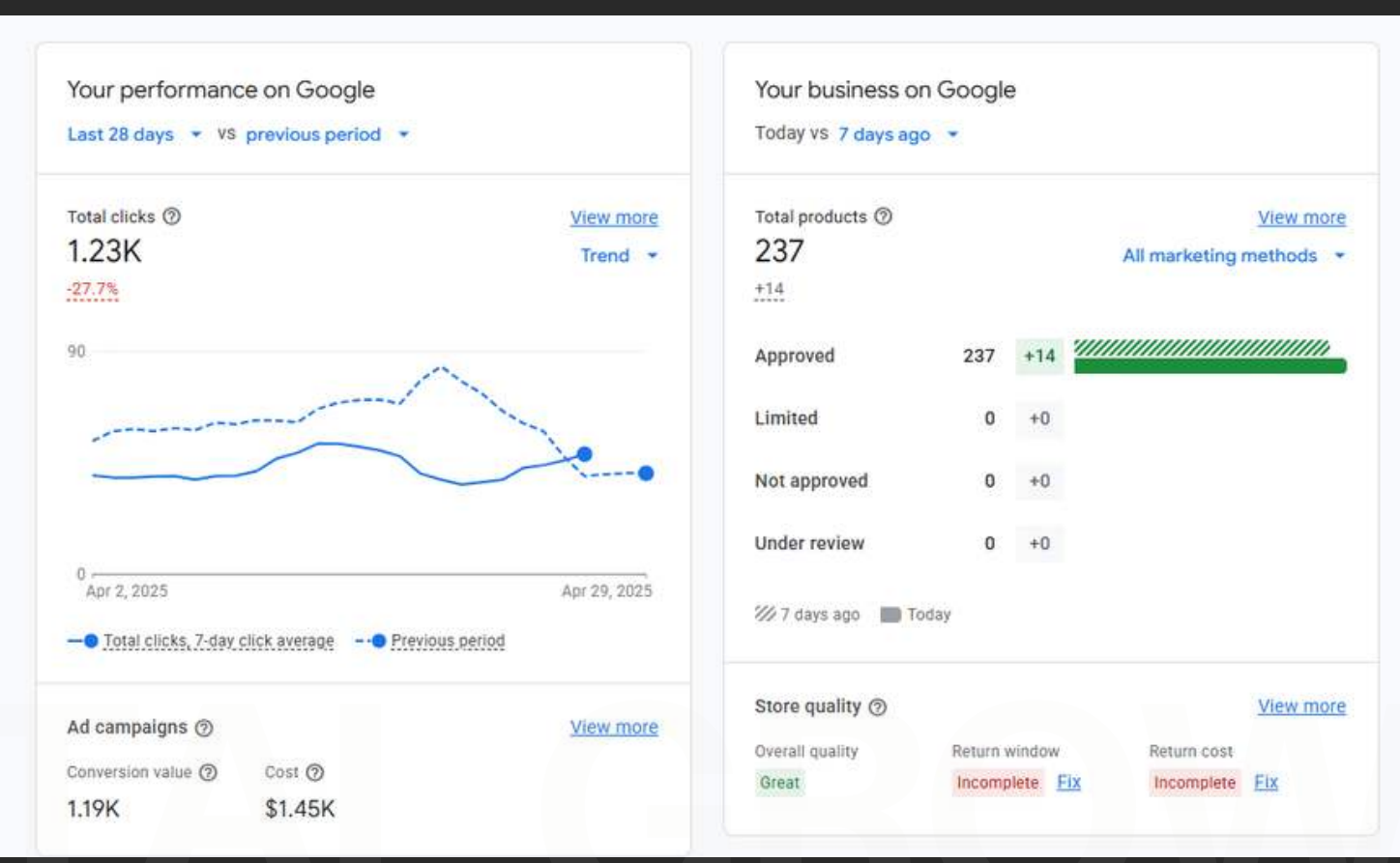
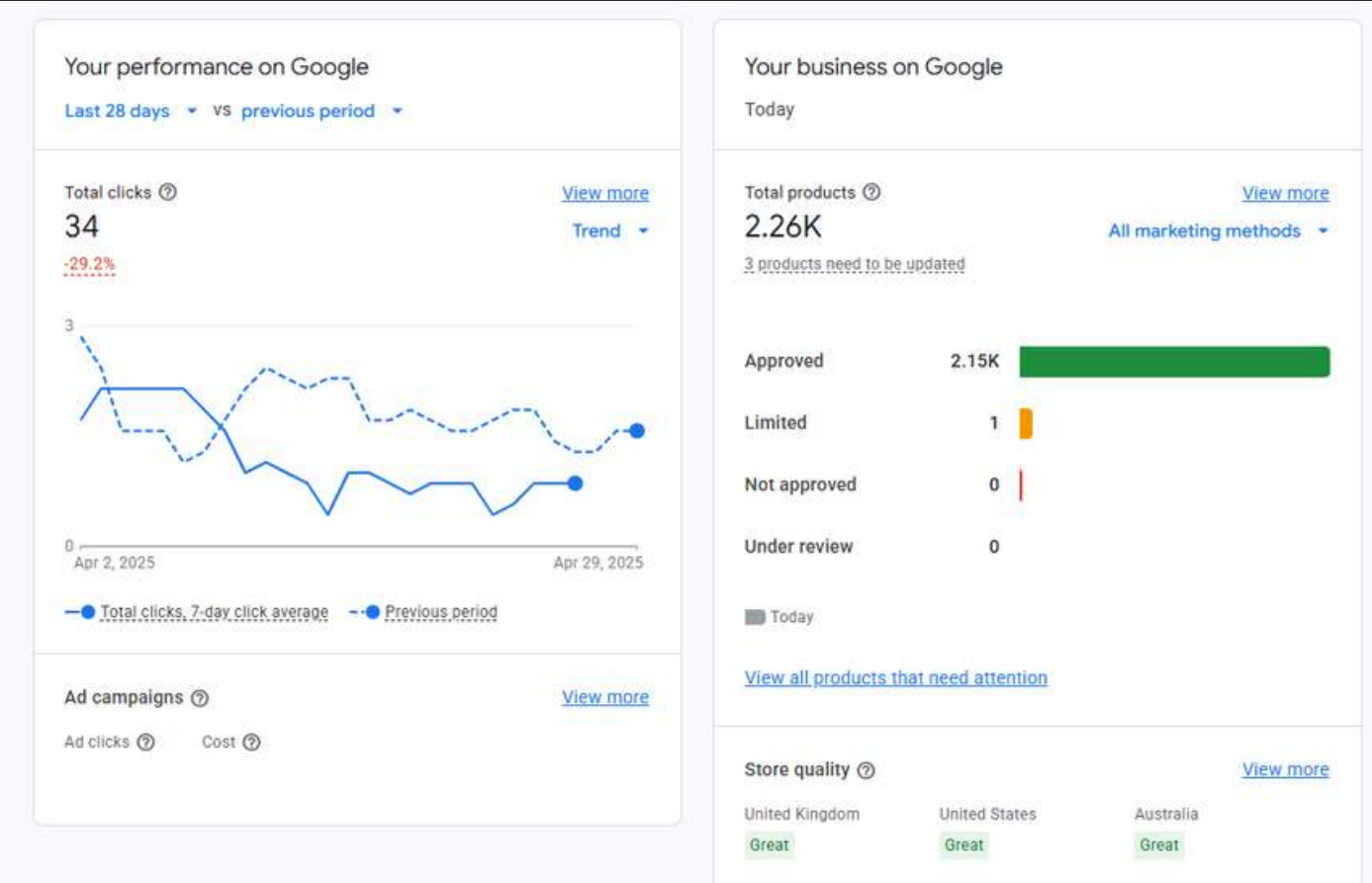
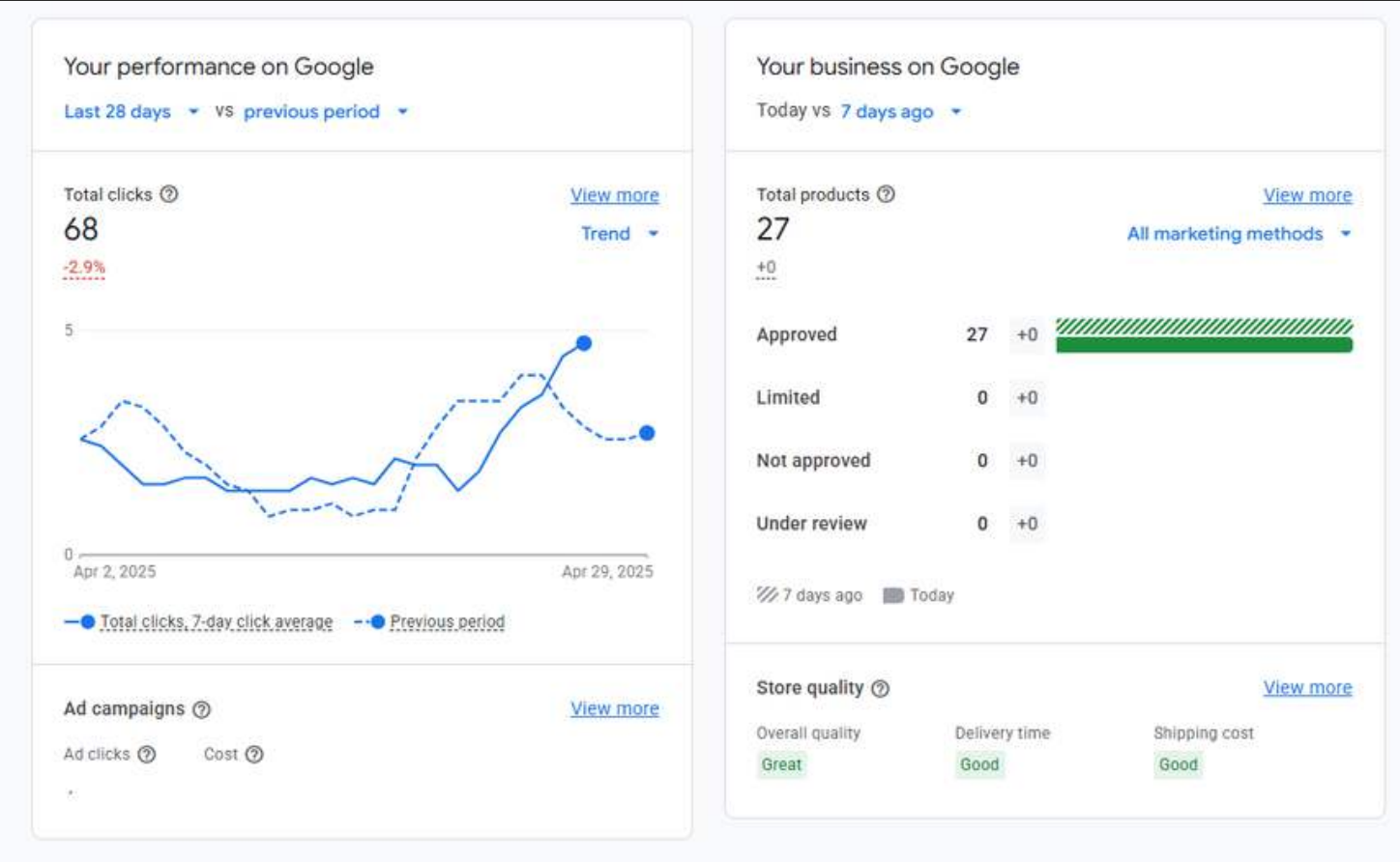
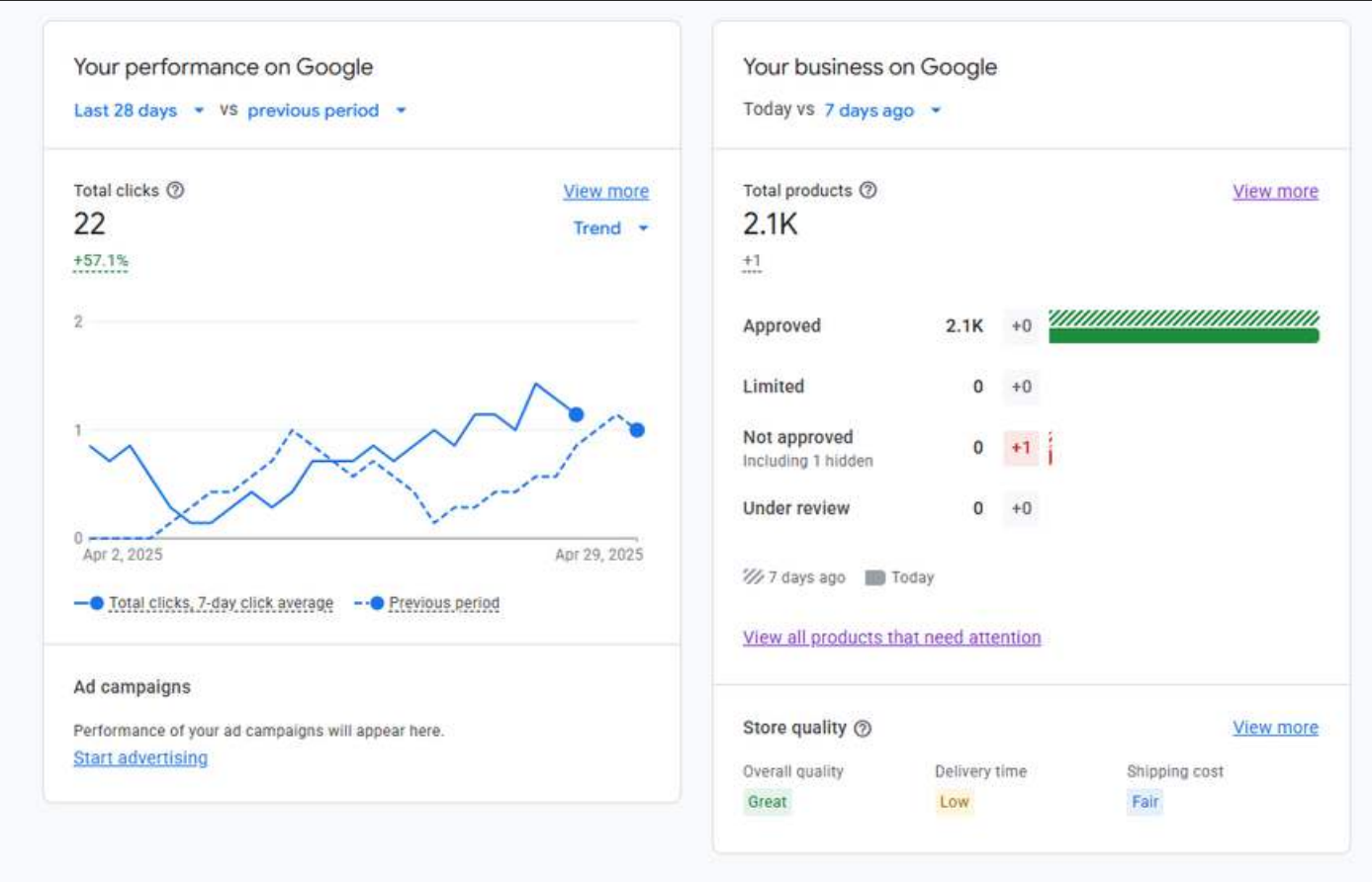
Every decision was driven by data, from audience targeting to keyword selection and conversion tracking. The result was a stable, conversion-focused system that turned traffic into consistent daily orders.



Results:

- ✓ 106 sales generated from paid campaigns
- ✓ £3,720 ad spend with controlled CPA (£35.09)
- ✓ 4,250 high-intent clicks driven
- ✓ 19.75% CTR indicating strong ad relevance

Google Merchant Center



Results at a Glance

150+ Clients Served

Across USA, UK & global markets —
delivering consistent, performance-driven results.

\$120K+ Ad Spend Managed

Optimized across Google, Meta & TikTok
with a strong focus on profitability.

8K+ Leads & Sales Generated

High-quality leads and conversions across multiple industries —
built for conversion, not just volume.

4-8x Average ROAS

Scalable performance across paid campaigns
without compromising efficiency.

3 Platforms. 1 System. 100% tracked.
We don't just run campaigns —
we make sure the data behind them is clean, accurate, and actionable.

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My Experience

Since 2019, we've worked with brands across multiple industries — helping them turn paid advertising into a consistent revenue channel.

From testing to scaling, every campaign has been built with one goal: measurable growth.

Paid Ads Expertise

Hands-on experience managing campaigns across Google, Meta, and TikTok — focused on conversions, not just traffic.

Performance Marketing

Built and optimized campaigns that generate leads, sales, and long-term ROI — not short-term spikes.

Funnel & Conversion Optimization

Improved landing pages and customer journeys to maximize revenue from existing traffic.

Scaling & Optimization

Identifying winning campaigns, eliminating waste, and scaling what consistently performs.

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Why Dgital Grow

Plenty of agencies run ads. Here's what's different.



Paid ads is all we do

We're not a full-service agency that runs ads on the side. Google, Meta, and TikTok Ads is our whole focus — and that depth shows in results.

Fix tracking before spending

We fix tracking before spending your budget. Broken pixels and missing CAPI setups mean you're optimising on bad data. We fix that first.

Reporting can actually read

Reporting you can actually read. No vanity dashboards. Just clear, honest monthly reports — what's working, what's not, and what's next.

We know your market

We know your market. USA and UK buyers behave differently. Ad costs, compliance, and creative strategy all vary. We build for both.

No junior handoffs.

No junior handoffs. Your account doesn't get passed down. You work with experienced people from day one.

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Let's Work Together!

Most ad accounts we audit have at least one major issue costing them money.
Let's take a look at yours — no pressure, no sales pitch. Just an honest conversation about where
your campaigns are and what's actually possible.

Visit

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Name of Project:

Digital Marketing

Presented By:

Dgtal Grow

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