

NDGS

NextDoor Global Services

PERFORMANCE MARKETING THAT CONVERTS

Data-Driven. ROI-Focused. Always Ahead.

SUCCESS STORIES & CASE STUDIES



Brand: Aadiya

Industry: Jewellery

AADIYA

Ads Spent (March'22)

INR 74,598

Sales (Website Only)

INR 11,48,022

ROAS

15.38 Times

Platforms

Facebook, Instagram
& Google Ads



Search and filter

Mar 1, 2022 – Mar 31, 2022 ▼

Campaigns

Ad sets

Ads

+ Create



Edit



A/B Test



Rules ▼

1-200 of 292



View Setup



Reports ▼

<input type="checkbox"/>	Off / On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 30 mar	7-day click or ...	3 [2] Website Purchases	6,238	7,154	₹260.13 [2] Per Purchase	₹780.39	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	17th March - Top 3	7-day click or ...	1 [2] Website Purchase	12,031	14,271	₹2,663.30 [2] Per Purchase	₹2,663.30	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	40% off - 1	7-day click or ...	14 [2] Website Purchases	61,520	95,909	₹542.79 [2] Per Purchase	₹7,598.99	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 30 mar <small>View charts Edit Duplicate Pin</small>	7-day click or ...	1 [2] Website Purchase	7,284	8,208	₹786.35 [2] Per Purchase	₹786.35	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 22 mar	7-day click or ...	7 [2] Website Purchases	45,736	64,624	₹458.25 [2] Per Purchase	₹3,207.72	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Conv NIK 2nd March	7-day click or ...	1 [2] Website Purchase	5,095	9,055	₹1,802.21 [2] Per Purchase	₹1,802.21	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Catalog - 2nd March	7-day click or ...	31 [2] Website Purchases	156,513	279,670	₹990.75 [2] Per Purchase	₹30,713.26	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 5 mar	7-day click or ...	5 [2] Website Purchases	49,029	75,372	₹945.75 [2] Per Purchase	₹4,728.75	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LLA - 11th March	7-day click or ...	4 [2] Website Purchases	11,407	16,698	₹964.49 [2] Per Purchase	₹3,857.94	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 24 mar	7-day click or ...	2 [2] Website Purchases	36,256	48,058	₹1,104.60 [2] Per Purchase	₹2,209.19	
Results from 292 campaigns			7-day click or ...	—	373,996 People	820,669 Total	—	₹74,598.03 Total Spent	

Brand: Get Peachy
Industry: Clothing

Peach[®]

Ads Spent (November'21)

INR 1,50,257

Sales (Website Only)

INR 1,263,733.4

ROAS

8.41 Times

Platforms

Facebook, Instagram
& Google Ads

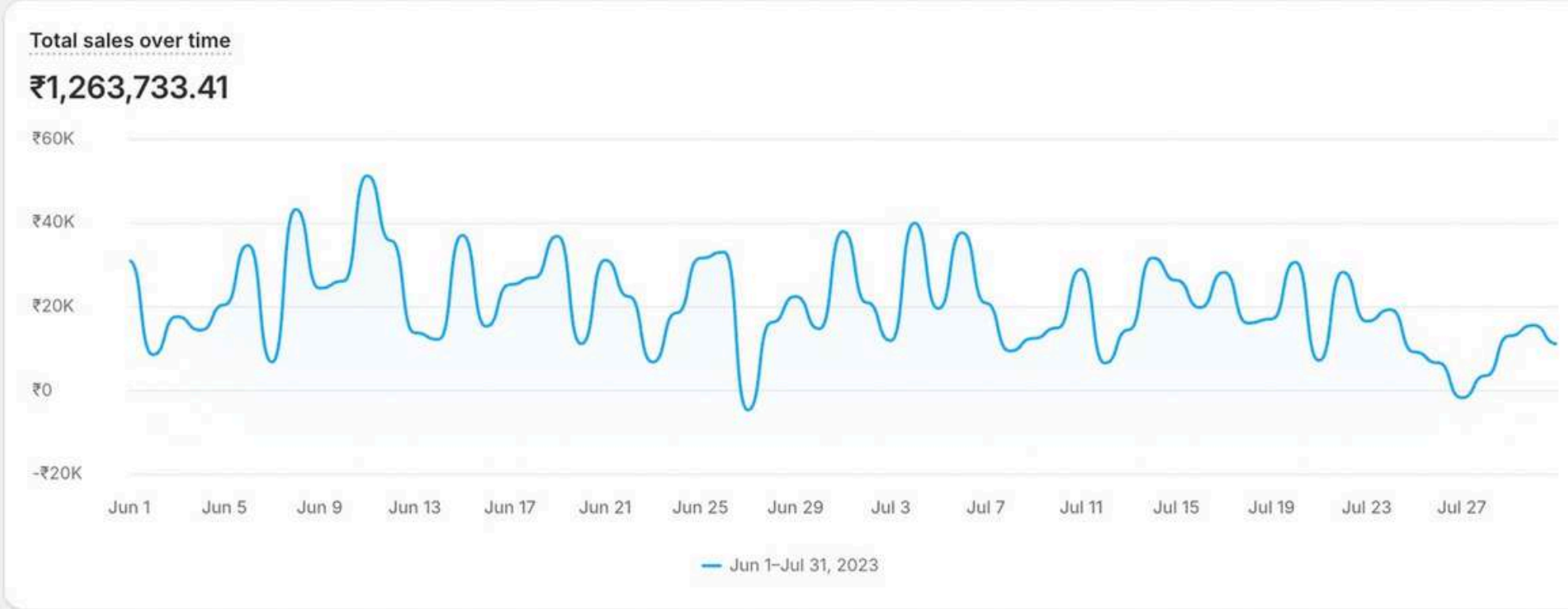
- Home
- Orders 1,336
- Products
- Customers
- Content
- Analytics**
 - Reports
 - Live View
- Marketing
- Discounts
- Sales channels >
- Apps >

Gross sales
₹1,430,278.04

Returning customer rate
16.01%

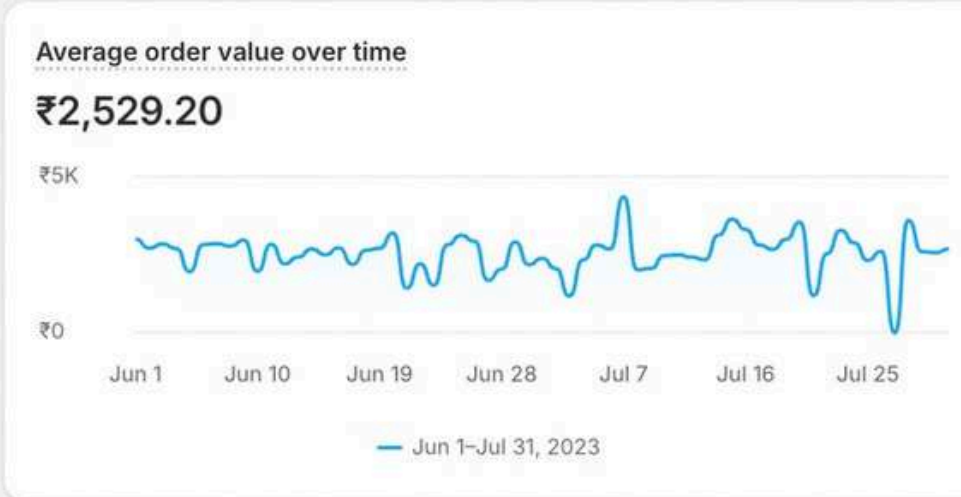
Orders fulfilled
483

Orders
505



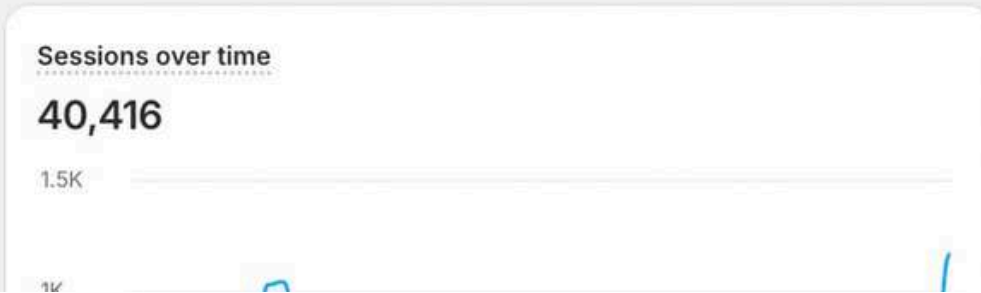
Total sales breakdown

Gross sales	₹1,430,278.04
Discounts	-₹152,854.53
Returns	-₹123,708.81
Net sales	₹1,153,714.70
Shipping charges	₹14,819.00
Return fees	₹0.00
Taxes	₹95,199.71
Total sales	₹1,263,733.41



Total sales by product

Diana Dress · Collection 1 · Dresses	₹334,458.31
Midnight 3 piece Set · Peach · Co-Ord	₹166,892.48
Moana Dress · Dress · Maxi Dress	₹70,561.45
Lily 3 Piece Set · Collection 1 · Co-ord Set	₹62,429.70



Conversion rate breakdown
0.76%

Sessions	Added to cart	Reached checkout	Completed...
100%	3.24%	1.29%	0.76%
40,416	1,310	520	307



Campaigns



Peach Ad Account (10982...)



100 Opportunity score

Updated 7 minutes ago



Review and publish



All ads

Actions

Had delivery

Active ads

+ See more

Create a view



Search by name, ID or filters

Campaigns 1 selected

Ad sets 1 selected

Ads 1 selected

1 Jun 2023 - 30 Jun 2023

+ Create

Duplicate

Edit



A/B test

More

Columns: Sales

Breakdown

Reports

Export

Charts

<input type="checkbox"/>	Off/On	Campaign	CTR (all)	Link clicks	CPC (all)	Purchase ROAS (return on ad...)	Attribution setting	Results	Cost per result	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG - Adv+ - Best Ads	5.09%	1,712	₹6.75	4.46	1-day click	28 Website purchases	₹734.91 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG-Advantage+ Catalog - All Products	3.66%	383	₹11.09	3.93	1-day click	6 Website purchases	₹835.76 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG-Advantage+ Catalog	3.72%	845	₹12.18	3.60	1-day click	16 Website purchases	₹773.73 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG - Adv+ - Best Ads - July	1.93%	1,465	₹7.12	3.57	1-day click	20 Website purchases	₹881.17 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	IF-TOF-Advantage+ Catalog	3.75%	1,587	₹8.80	2.83	7-day click	18 Website purchases	₹995.32 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG - Dress - Scale - Conv	3.94%	1,561	₹6.26	2.71	1-day click	15 Website purchases	₹1,225.16 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG - Tops - Prospect - Conv	1.98%	531	₹15.49	2.24	1-day click	8 Website purchases	₹1,467.26 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG - MOF - Conv	3.56%	628	₹12.81	1.99	1-day click	10 Website purchases	₹1,354.27 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG - BOF - Remarket - Conv	3.70%	608	₹21.06	1.62	1-day click	9 Website purchases	₹1,787.49 Per purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DIG - Advantage+ - June Best	4.00%	173	₹10.24	0.67	1-day click	1 Website purchase	₹2,621.95 Per purchase	
		Results from 155 campaigns ⓘ Excludes deleted items								



Brand: Skinyoga

Industry: Beauty & Cosmetics

SKINYOGA

Ads Spent (December'21)

INR 1,01,981

Sales (Website Only)

INR 10,43,650

ROAS

10.23 Times

Platforms

Facebook, Instagram
& Google Ads

Campaigns

SkinYoga (19609873)

Updated just now



Discard drafts

Review and publish



Search and filter

Jan 1, 2022 - Feb 5, 2022

Resource Center

Campaigns

Ad sets

Ads

+ Create



Edit

A/B Test



Rules

View Setup

Columns: Custom

Breakdown

Reports

<input type="checkbox"/>	Off / On	Campaign name	Amount spent	Website purchases	On-Facebook Purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad...)	Mobile app purchase ROAS (return on ad...)	Purchases conversion value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	14 Days - Transform your skin - 21st ...	₹12,469.14	29 [2]	—	12.82 [2]	12.82 [2]	—	₹159,884.72 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Open - 18th Jan	₹20,705.89	13 [2]	—	5.04 [2]	5.04 [2]	—	₹104,276.01 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	review purchase	₹18,252.34	21 [2]	—	4.69 [2]	4.69 [2]	—	₹85,564.50 [2]
<input type="checkbox"/>	<input type="checkbox"/>	Test - OD - 14 Days Skin Care	₹13,497.11	9 [2]	—	4.62 [2]	4.62 [2]	—	₹62,356.00 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	9 Days Hairfall	₹10,887.68	14 [2]	—	5.55 [2]	5.55 [2]	—	₹60,431.81 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CBO - 26th Jan	₹8,460.83	6 [2]	—	4.05 [2]	4.05 [2]	—	₹34,297.50 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	9 Days Haircare	₹7,020.62	8 [2]	—	4.50 [2]	4.50 [2]	—	₹31,614.76 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Jagriti - 24th - 14 days	₹4,536.69	6 [2]	—	4.81 [2]	4.81 [2]	—	₹21,821.00 [2]
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Retry - 14D - 1st Feb	₹2,607.79	3 [2]	—	7.77 [2]	7.77 [2]	—	₹20,271.00 [2]
<input type="checkbox"/>	<input type="checkbox"/>	21 Days - 20th Jan - new	₹4,802.82	6 [2]	—	3.02 [2]	3.02 [2]	—	₹14,528.00 [2]
<input type="checkbox"/>	<input type="checkbox"/>	9 Days Haircare - 60% off	₹3,469.24	2 [2]	—	3.83 [2]	3.83 [2]	—	₹13,281.00 [2]
<input type="checkbox"/>	<input type="checkbox"/>	14 Days - Transform your skin - 21st ...	₹4,705.66	4 [2]	—	2.59 [2]	2.59 [2]	—	₹12,190.00 [2]
Results from 178 campaigns ⓘ			₹101,989.97	—	—	—	—	—	₹0.00
			Total Spent	Total	Total	Average	Average	Average	Total

- Home
- Orders 8,694
- Products
- Customers
- Analytics
- Dashboards**
- Insights
- Reports
- Live View
- Marketing
- Discounts
- Apps
- SALES CHANNELS
 - Online Store
 - Facebook
 - Google
- Settings

Overview dashboard

1 Dec-31 Dec 2021 compared to 31 Oct-30 Nov 2021

Total sales [View report](#)
₹10,43,650.00 ↑ 14%

Online Store	₹8,69,400.00	↑ 5%
Draft Orders	₹1,45,950.00	↑ 344%
Shopify Mobile for Android	₹28,300.00	↓ 48%

SALES OVER TIME



31 Oct-30 Nov 2021 1 Dec-31 Dec 2021

Online store sessions [View report](#)
18,015 ↑ 19%

Visitors **16,982** ↑ 20%

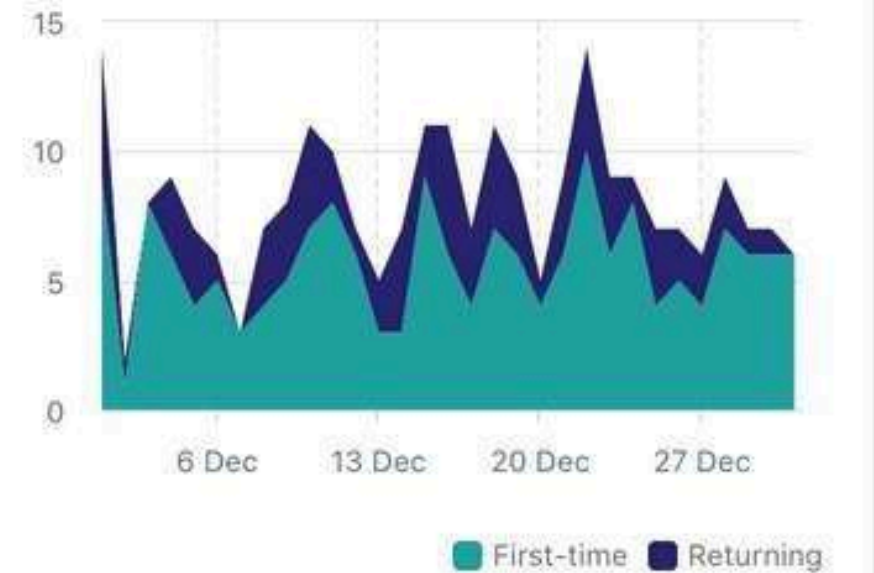
SESSIONS OVER TIME



31 Oct-30 Nov 2021 1 Dec-31 Dec 2021

Returning customer rate
28.16% ↓ 4%

CUSTOMERS OVER TIME



Total orders [View report](#)
256 ↑ 10%

ORDERS OVER TIME



Average order value [View report](#)
₹4,189.26 ↑ 3%

ORDER VALUE OVER TIME



Brand: SKS

Industry: Courier



Ads Spent (January'22)

INR 4,09,991

Leads Generated Through Ads

6,983

Cost per lead

₹58.71

Platforms

Facebook, Instagram
& Google Ads

Campaigns

Ad sets

Ads

+ Create 📄 ⌵ ✎ Edit ⌵ 🧪 A/B-Test 🗑️ ↺ 🗑️ 🔗 📌 Rules ⌵ View Setup 🔴 Columns: Custom ⌵ Breakdown

<input type="checkbox"/>	Off / On	Campaign name	Results	Reach	Impressions	Cost per result	Amount spent ↓	Ends	Website purchases	On-Facebook Purchases
<input type="checkbox"/>	<input type="checkbox"/>	Makeup- Lead Gen	3,908 On-Facebook Leads	935,166	2,658,840	₹57.82 Per On-Facebook Le...	₹225,977.48	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Makeup Leads	1,159 On-Facebook Leads	492,288	1,138,072	₹73.70 Per On-Facebook Le...	₹85,421.94	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Ashok Vihar	328 On-Facebook Leads	137,409	248,852	₹63.66 Per On-Facebook Le...	₹20,879.35	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Gaur City- Lead generation	299 On-Facebook Leads	103,570	215,520	₹60.83 Per On-Facebook Le...	₹18,188.97	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Ashok Vihar- Lead generation Using ad set bu... View charts Edit Pin	320 On-Facebook Leads	103,882	173,122	₹51.42 Per On-Facebook Le...	₹16,454.06	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	All services - Civil Lines	391 On-Facebook Leads	141,441	248,471	₹41.06 Per On-Facebook Le...	₹16,055.13	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Civil lines all services	324 On-Facebook Leads	81,551	147,182	₹32.72 Per On-Facebook Le...	₹10,602.37	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Bhubaneswar- Hair - Lead gen	127 On-Facebook Leads	56,208	183,470	₹83.28 Per On-Facebook Le...	₹10,575.94	Ongoing	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NFC-Makeup-LeadGen	45 On-Facebook Leads	25,705	43,078	₹77.56 Per On-Facebook Le...	₹3,490.36	Dec 31, 2020	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Rachi-NowOpen-BookNow	76 On-Facebook Leads	28,176	41,449	₹28.61 Per On-Facebook Le...	₹2,174.62	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Lead generation- Franchise	5 On-Facebook Leads	871	1,093	₹17.38 Per On-Facebook Le...	₹86.90	Ongoing	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Dwarka Sector 11- Makeup	1 Link Click	96	96	₹4.76 Per Link Click	₹4.76	Mar 23, 2021	—	—
Results from 12 campaigns ⓘ			— Multiple conversions	1,491,470 People	5,099,245 Total	— Multiple conversions	₹409,911.88 Total Spent	—	— Total	—

Brand: Fat Tiger
Industry: QSR



Ads Spent (June'22)

INR 5,77,302

Sales (Website Only)

INR 56,73,234

ROAS

10 Times

Platforms

Facebook, Instagram
& Google Ads

Search and filter

Jun 1, 2022 – Jun 30, 2022

Campaigns

Ad sets

Ads

+ Create



Edit



A/B Test



Rules

1-200 of 436



View Setup



Reports

<input type="checkbox"/>	Off / On	Campaign	Attribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CBO - 23rd April	lick or ...	36 [2] Website Purchases	1,621,702	3,849,670	₹729.24 [2] Per Purchase	₹26,252.71	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	22nd Feb - 2	lick or ...	108 [2] Website Purchases	2,064,616	4,737,810	₹834.36 [2] Per Purchase	₹90,110.42	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 25th June	lick or ...	7 [2] Website Purchases	31,664	41,636	₹382.91 [2] Per Purchase	₹2,680.40	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 30th June – IS - ...	lick or ...	1 [2] Website Purchase	1,425	1,451	₹289.91 [2] Per Purchase	₹289.91	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	27th May - Top 16 Creatives - CBO Type	lick or ...	89 [2] Website Purchases	1,359,353	3,060,219	₹842.91 [2] Per Purchase	₹75,018.69	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 26th June	lick or ...	6 [2] Website Purchases	19,744	21,568	₹370.74 [2] Per Purchase	₹2,224.43	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ADTXT-639-SORBETS-ALL	lick or ...	20 [2] Website Purchases	56,644	98,075	₹981.38 [2] Per Purchase	₹19,627.69	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ADTXT-653-SUGAR-FREE	lick or ...	32 [2] Website Purchases	63,129	99,591	₹687.55 [2] Per Purchase	₹22,001.60	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Conversions campaign 23rd June	lick or ...	5 [2]	19,048	24,104	₹544.00 [2]	₹2,719.99	
		Results from 436 campaigns	Attrib...	—	4,181,621 People	16,882,180 Total	—	₹577,302.63 Total Spent	

Analytics

Enter fullscreen

Jun 1–Jun 30, 2022 compared to Jul 20, 2022

Auto-refresh

9,999+

Total sales [View report](#)
₹5,673,234.00 ↑ 4,480%

Online Store	₹4,458,156.00	↑ 6,082%
Draft Orders	₹925,898.00	↑ 2,262%
Edit Order by Cl everific	₹152,482.00	↑ 1,352%
Shopify Mobile f or Android	₹84,560.00	-
Shopify Mobile f or iPhone	₹52,138.00	↑ 2,443%

SALES OVER TIME



Sessions [View report](#)
34,833 ↑ 5,186%

Visitors 32,286 ↑ 5,281%

SESSIONS OVER TIME



Returning customer rate
48.29% ↓ 25%

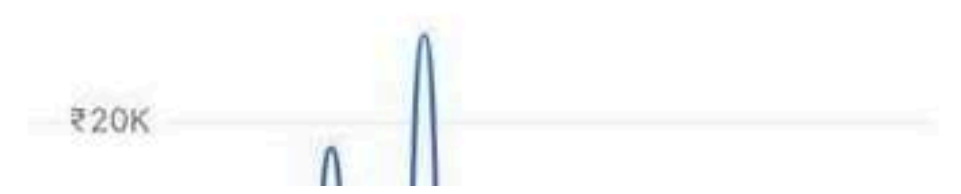
CUSTOMERS OVER TIME



1674

Average order value [View report](#)
₹3,721.57 ↑ 95%

ORDER VALUE OVER TIME



Customer cohort analysis

[View report](#)

Cohort	Month 0	Month 1	Month 2
All	100%	9%	6%
May 2022	100%	9%	6%
Jun 2022	100%	9%	6%
Jul 2022	100%	10%	5%
Aug 2022	100%	8%	7%
Sep 2022	100%	10%	

How do we get better results?

NDGS

NextDoor Global Services

+919599625282 / +917066644493

info@ndgsconsultants.com

Delhi

We don't play safe. We play smart.



Strategy That Hits Different

We don't guess— we test, track, tweak, and win.



Always-On Performance

Full-funnel, full-throttle — no wasted clicks.



Built for Every Screen

Omnipresent, not obnoxious — across web, socials, ads & more.



Content That Clicks

Designed to stop the scroll and start conversions.



Your Team Behind the Team

We treat your goals like ours (because they are).