



# DELIVERING DIGITAL ROI





Running campaigns across  
**100+ sites**



**300K** Optimizing  
keywords



Managing **\$25M**  
in digital marketing spend

Delivered results &  
gained **trust**



**Founded in 2009**, AdLift provides customized digital media strategy and search marketing solutions for online businesses in the North American and Asian markets



AdLift's unique value proposition has been recognized by **fortune 500 companies** including PayPal, Walmart, Overstock, AirBnB



AdLift has assembled a world-class technical team of **search marketing experts** from firms such as Yahoo, eBay & Adobe Digital



**150+ person team** - located in San Francisco, CA ,Gurgaon, Mumbai & Bangalore



We Are Thought Leaders

Search Engine Land

Search Engine Watch

SEJ Search Engine Journal

THE ECONOMIC TIMES

ad:tech

# We're India's Fastest Growing Digital Agency 2021



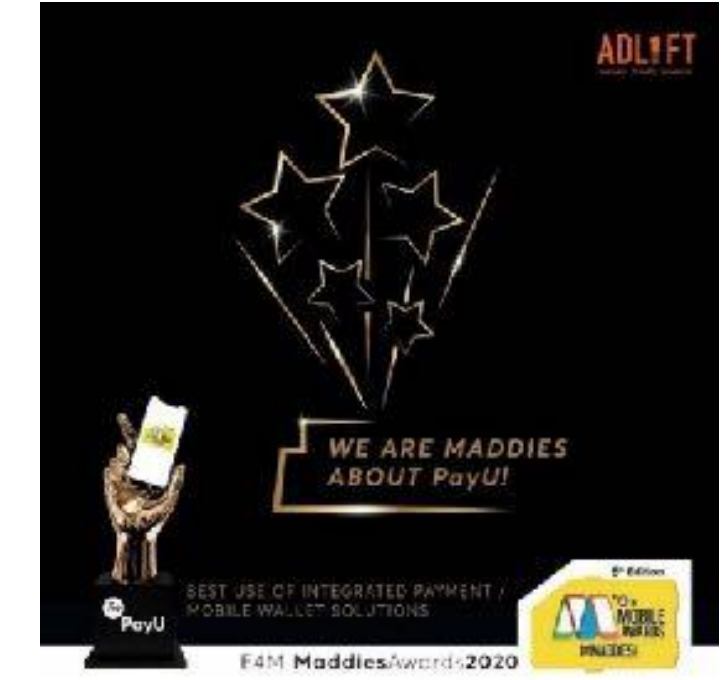
DIGIX Awards



AgencyCon By Social Samosa



Global Customer Engagement Award



E4M Maddies Award 2020



Digies - Digital Award 2020



IAMAI Awards 2021



Drivers of Digital 2021

Trusted By

ADL↑FT



BARNES&NOBLE



Panasonic



TITAN



BlueJeans

BAUSCH+LOMB



oppo



NICOBAR



250+ Global <sup>Partnerships</sup> Clients in 11 Years

## Mia By Tanishq Increases SEO Traffic by +51% (Apr'21 to Oct'21)

### Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

### Approach

- Technical SEO to consolidate multiple domains competing for the same keywords
- Leverage enterprise content marketing to drive SEO rankings
- On-Page content creation including product and FAQs

### Tools Used



# 8.43%

Increase in Non-Brand Clicks (Apr '21 to Oct'21)

# 6%

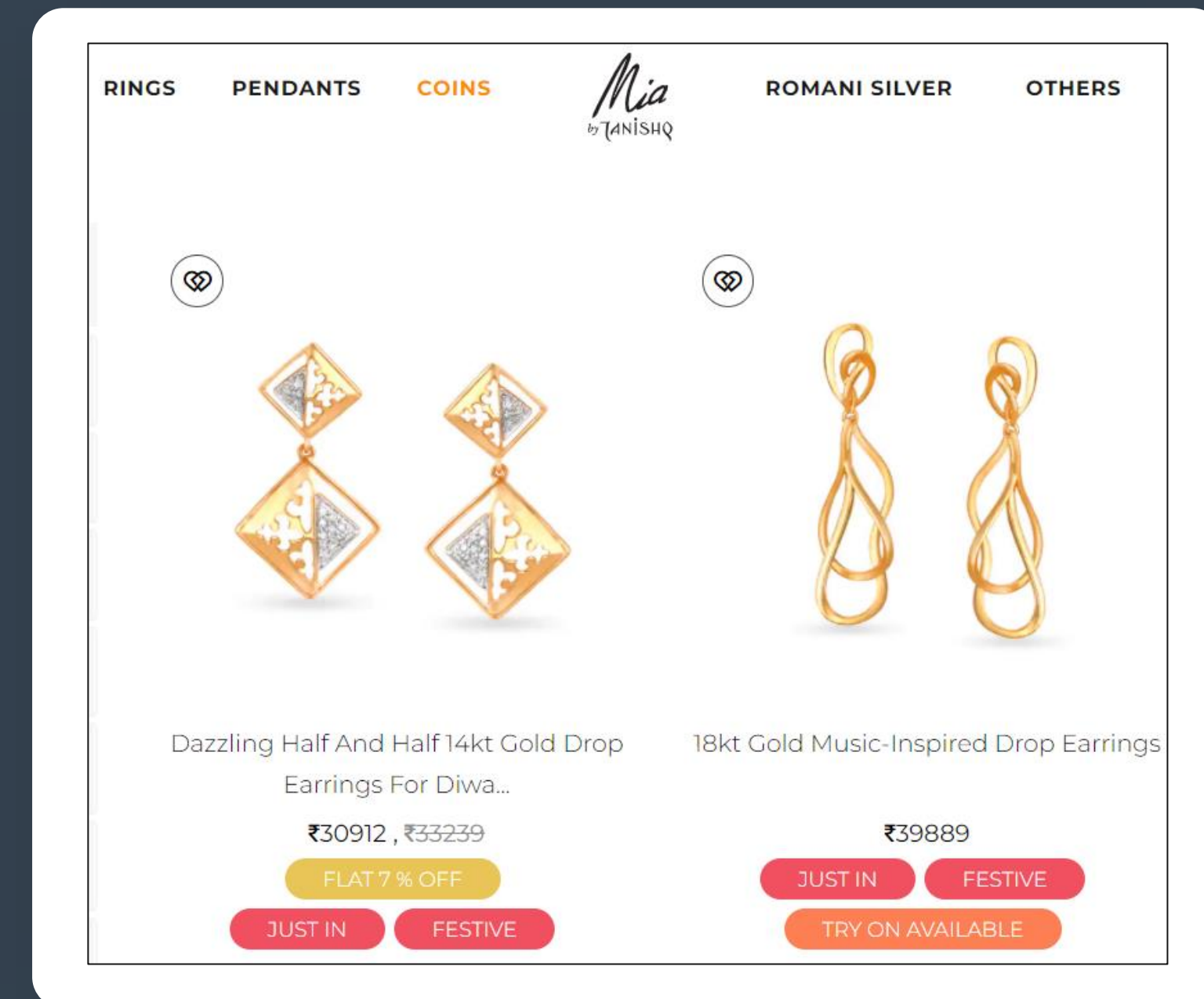
Increase in Non-Brand Impressions (Apr '21 to Oct'21)

# 100%

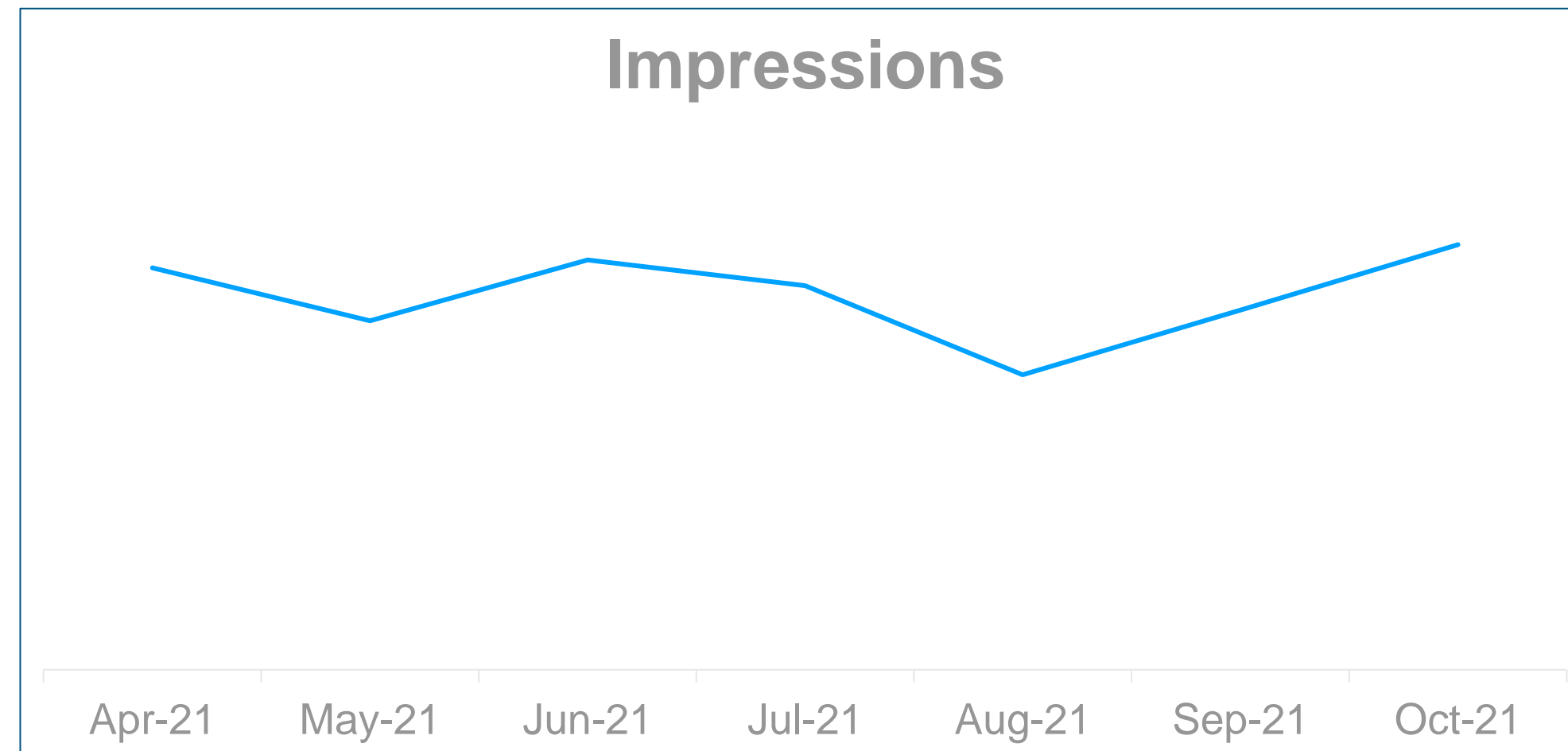
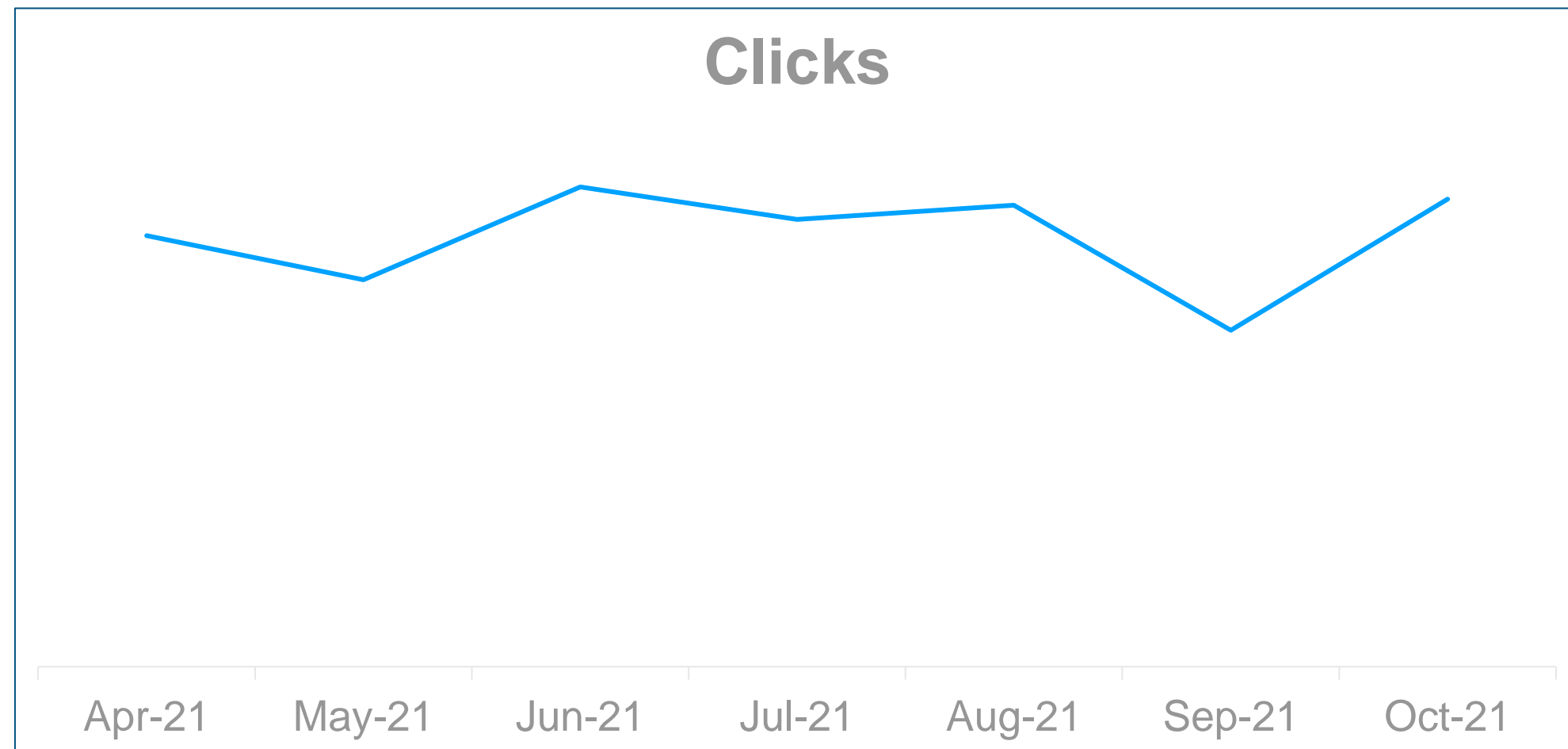
Increase in keywords ranking in Top 5

# 134%

Increase in Organic Leads



# Non-Branded Traffic Growth – Clicks & Impressions



Non-Branded clicks increase **+8.43%** (Apr '21 to Oct'21)


Non-Branded impressions increase **+6%** (Apr '21 to Oct'21)

# Increase In Keywords Ranking in Top 3 is **138%**

gold open bangle

https://www.miabytanishq.com › shop › bangles

### 1. Gold & Diamond Bangles for Women & Girls Online - Mia by ...




47 products — We've got the **open-end bangles** that are so popular these days. Simple, chic and non-fussy, they are the perfect accessory for your work attire. These ...

★★★★★ Rating: 4.5 · 300 votes · ₹1,000.00 to ₹50,000.00

14k gold necklace

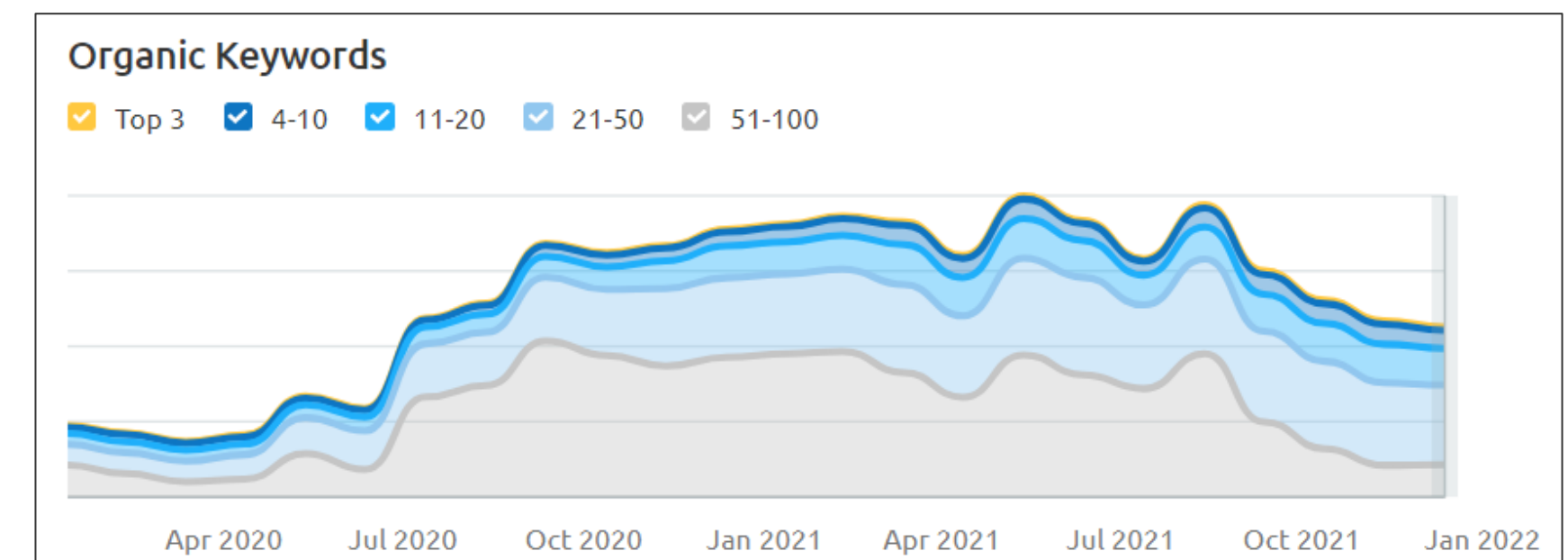
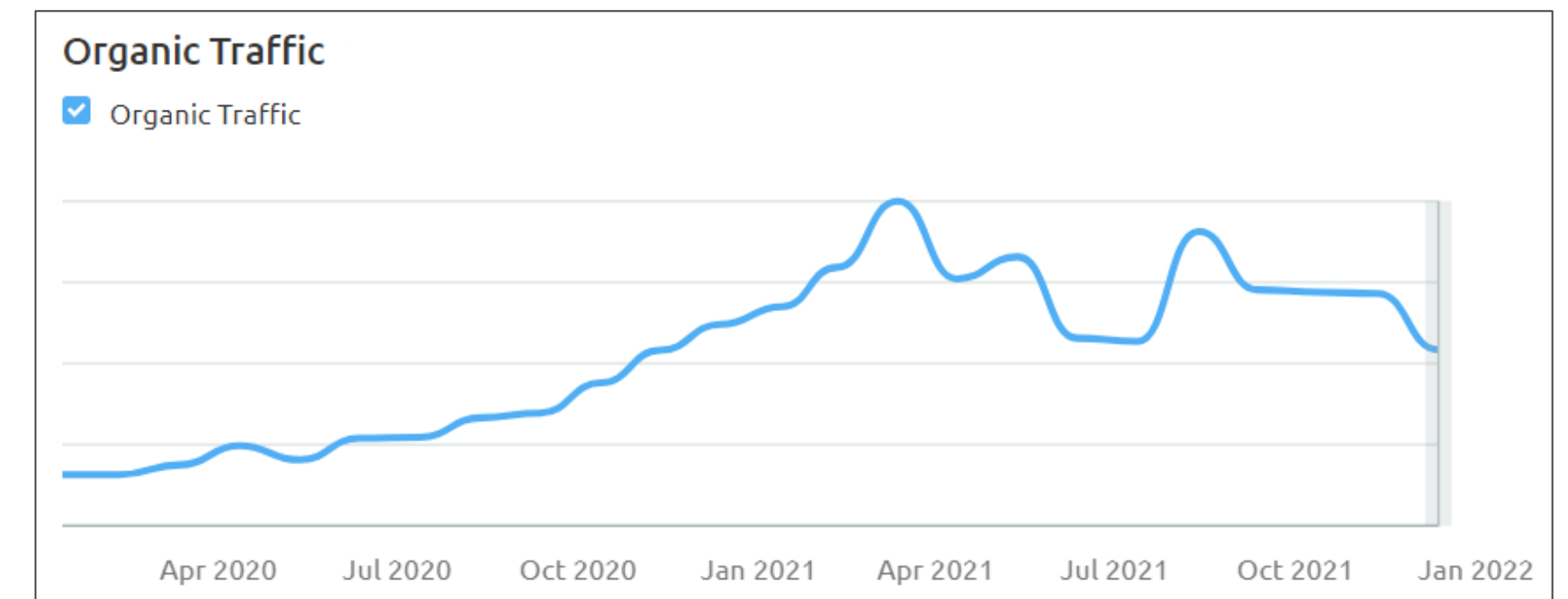
https://www.miabytanishq.com › shop › category

### 1. Buy Latest 14kt Solid Gold & Diamond Jewellery Designs



824 products — **14k jewellery**. Every Mia by Tanishq **Jewellery** begins life as a simple chunk of **gold**. Life and beauty are then breathed into it by experienced ...

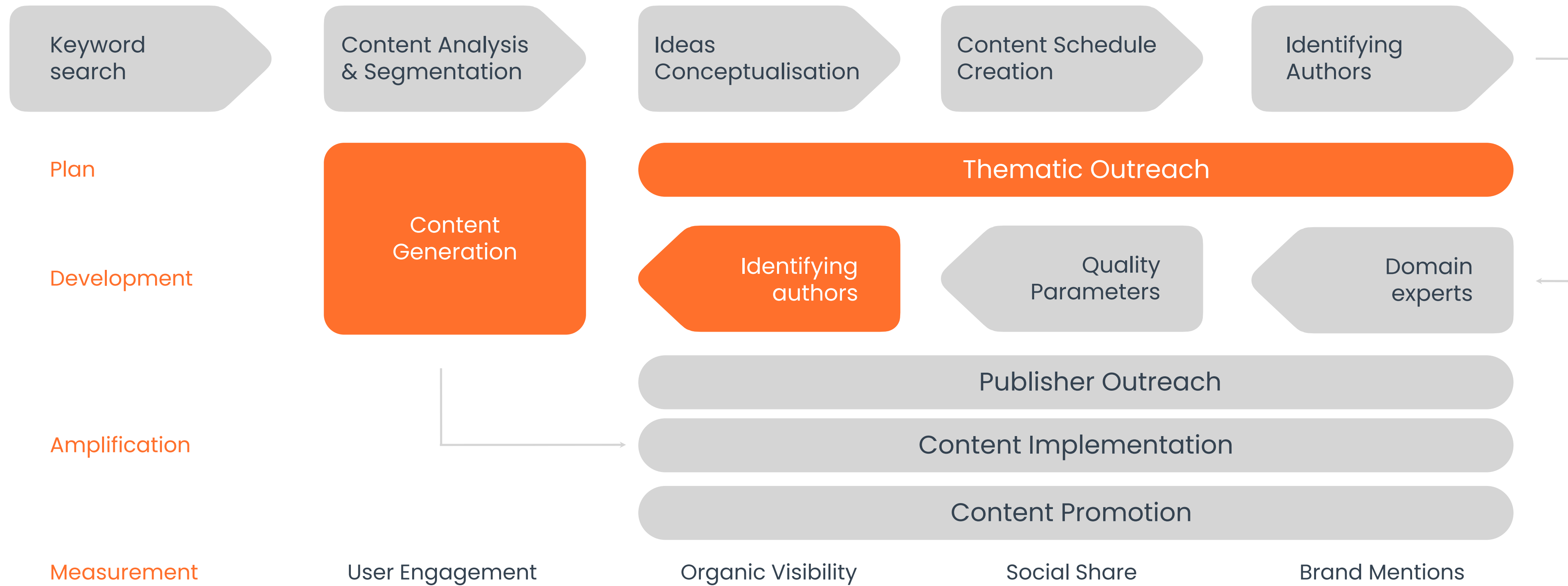
★★★★★ Rating: 4.5 · 300 votes · ₹1,000.00 to ₹50,000.00



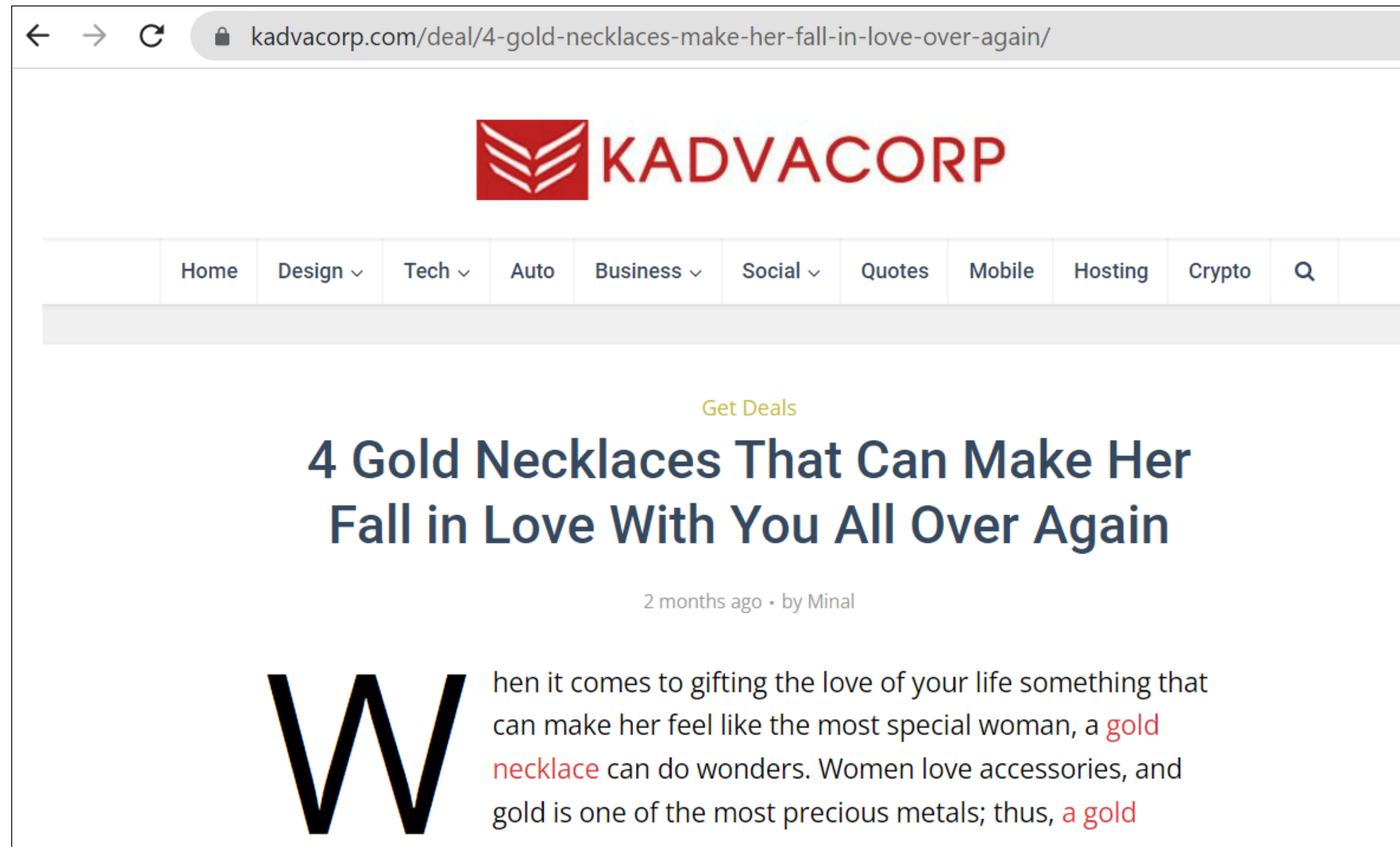
Source: SEMrush



# Content Publishing Process



<https://www.kadvacorp.com/deal/4-gold-necklaces-make-her-fall-in-love-over-again/>



Domain Authority - 77

For keyword –" gold necklace " ,We have created the backlink on high domain authority site which helps in improving the ranking of the keyword.


<https://nykdaily.com/2021/08/stay-prepared-for-this-raksha-bandhan-with-these-4-pure-silver-rakhis/>

nykdaily.com/2021/08/stay-prepared-for-this-raksha-bandhan-with-these-4-pure-silver-rakhis/

Today there are thousands of designer rakhis available in the market. You can [start with comparing silver rakhi prices](#) online to make a well-informed purchase decision.

You might come across many websites that sell pure silver rakhis during this time of the year. However, make sure you opt for branded rakhis available at genuine silver rakhi prices. One such brand is *Mia* by Tanishq, a reliable and known brand with an exclusive collection of pure silver rakhi bracelets in contemporary designs that bring out traditional values in the best possible way with a modern twist!

**Reliving The Memories**

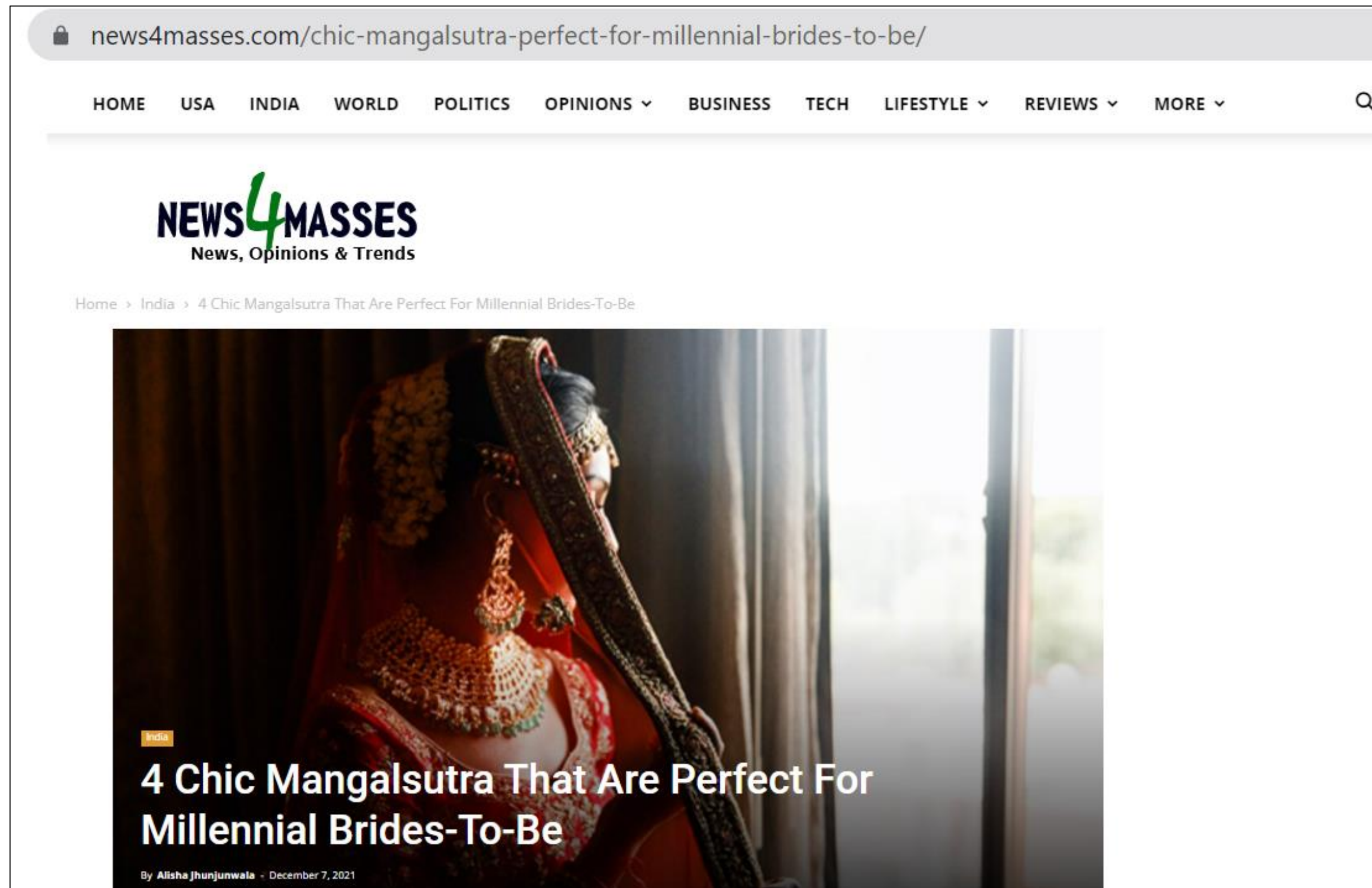


This super cute envelope-shaped rakhi bracelet is one of a kind rakhi bracelet that can

Domain Authority - 71

For keyword " silver rakhi price " ,We have created the backlink on high domain authority site which helps in improving the ranking of the keyword.

<https://news4masses.com/chic-mangalsutra-perfect-for-millennial-brides-to-be/>



Domain Authority - 68

For keyword " mangalsutra " ,We have created the backlink on high domain authority site which helps in improving the ranking of the keyword.

<https://www.miabytanishq.com/blogs/9-bangles-to-match>

Art in its true form, our Navratri bangles are crafted with precision and perfection only to add more grandeur to your celebrations. Browse through our *exclusive collection of Navratri bangles* that are finely designed ornaments to embellish your festive mood.

### YELLOW GOLD BANGLE



The first day of Navratra is dedicated to Goddess Shailputri, the daughter of the mountains. And the colour yellow is worn on this day as it is considered to bring brightness and happiness into the lives of the devotees. Thus, style your bright yellow outfits with our Navratri special bangles and start off the festival with an unmatched zeal!

For keyword " bangles ",We have created on site blog which helps in improving the ranking of the keyword.

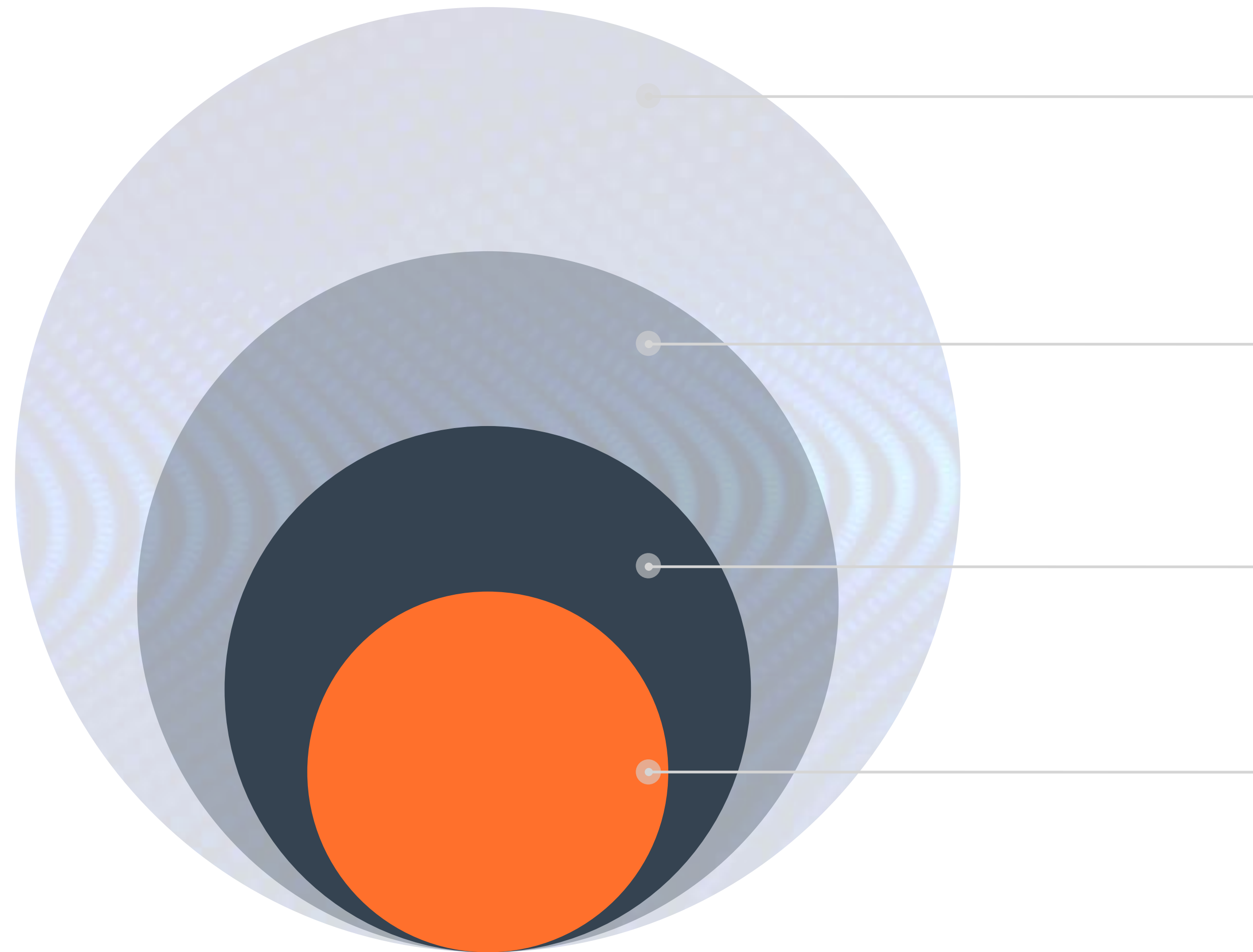
<https://www.miabytanishq.com/blogs/significance-of-diamond-earrings>

Diamonds are women's best friends for a reason. Apart from being one of the most beautiful stones, diamonds have more to offer other than their mesmerizing beauty. You can add a minimalistic pair of *diamond earrings* to your wardrobe and feel the difference yourself. Wearing diamond jewellery is known to bring strength, courage, and fortune. So, ladies, what's better than a charm that brings positivity in your life along with adding jaw-dropping, head-turning enigmatic vibes to your overall outfit!

So, if you haven't worn diamond jewellery before, you can start with something minimal like diamond earrings. There is something about diamond earrings that effortlessly makes you look more posh, even when you are dressed casually. Symbol of eternity, purity, and invincibility, diamonds, when studded in your earrings, gives your face a natural glow that is hard to fathom with naked eyes!

To make picking the best earrings easier for you, we have handpicked a few versatile and evergreen diamond earrings that can blend in perfectly with your entire wardrobe. Be it for a cocktail party or a normal day at work; these earrings can make all your outfits shine regardless!

For keyword " diamond earrings ",We have created on site blog which helps in improving the ranking of the keyword.



## Action Topics –

Compelling stories around bottom funnel  
E.g., Significance Of Dhanteras: Gold Coins That You Can Purchase

## Desire Topics –

Dedicated stories on the requirement  
E.g., 4 Necklaces That You Need To Add To Your Wardrobe This Wedding Season

## Interest Topics –

Emphasis on audience interests  
E.g., How Can Rings Add An Oomph Factor To Your Outfit?

## Awareness Topics –

Informative content about the brand  
E.g., Tips To Choose The Right Jewellery For Your Skin Tone



THANK YOU!

