



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



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



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

Trusted By

ADLIFT

BAUSCH+LOMB



BARNES&NOBLE



ebay



Panasonic



Walmart



TITAN



bills.com

BlueJeans



yahoo!



yatra



oppo



NICOBAR



Partnerships
250+ Global Clients in 11 Years

Case Study: Razorpay

INDIA

Razorpay Increases Non-brand keywords Ranking by **+190%** in Top 3 Y/Y

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, FAQs and Blogs

Tools Used



Power your finance, grow your business

+190%

Y/Y Increase in Non-branded keywords ranking in Top 3

+37%

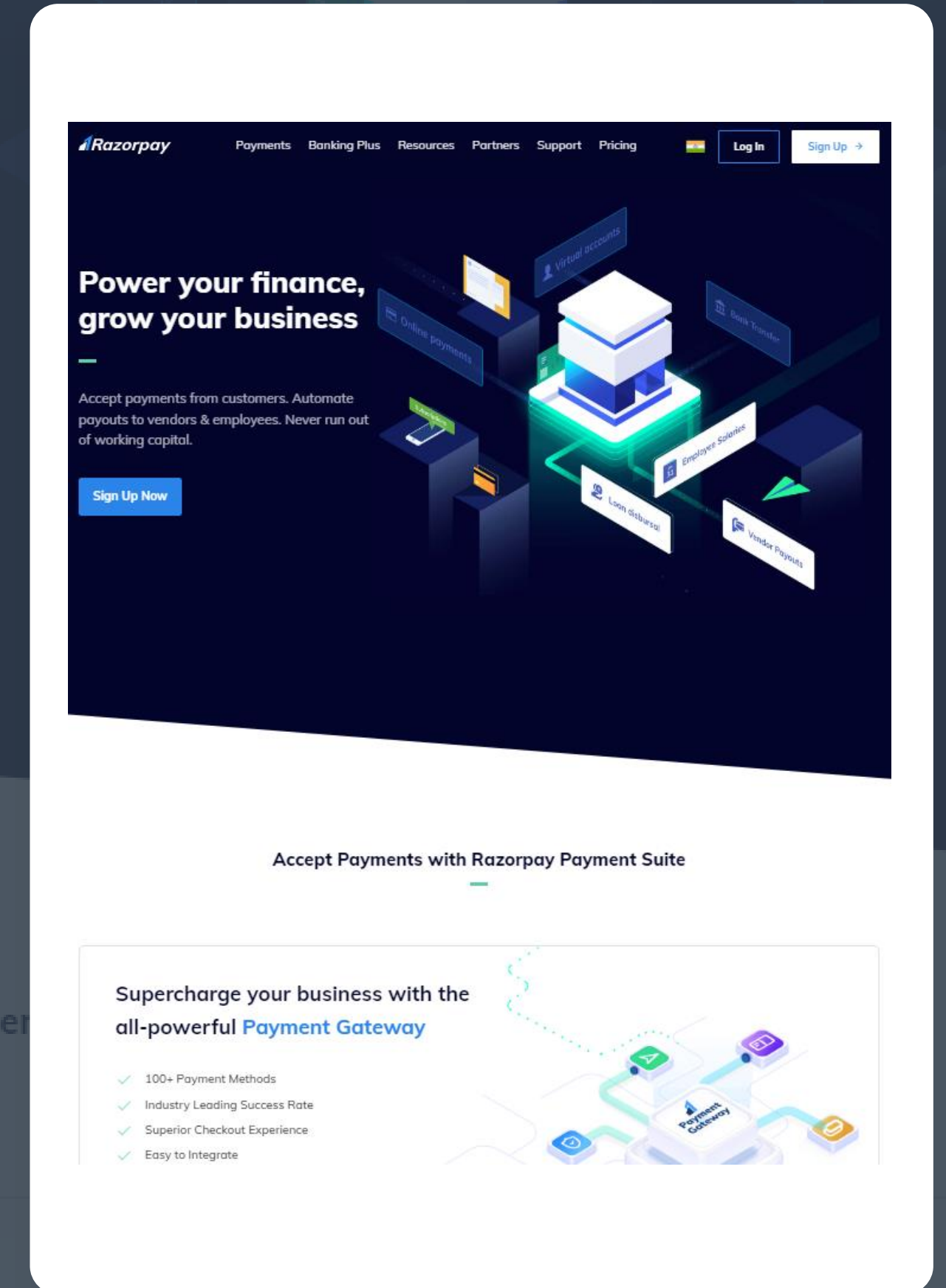
Increase in Organic session (Oct'22 vs May'22)

+30%

Increase in Y/Y Non-Brand Clicks (Oct'22 vs Oct'21)

+65%

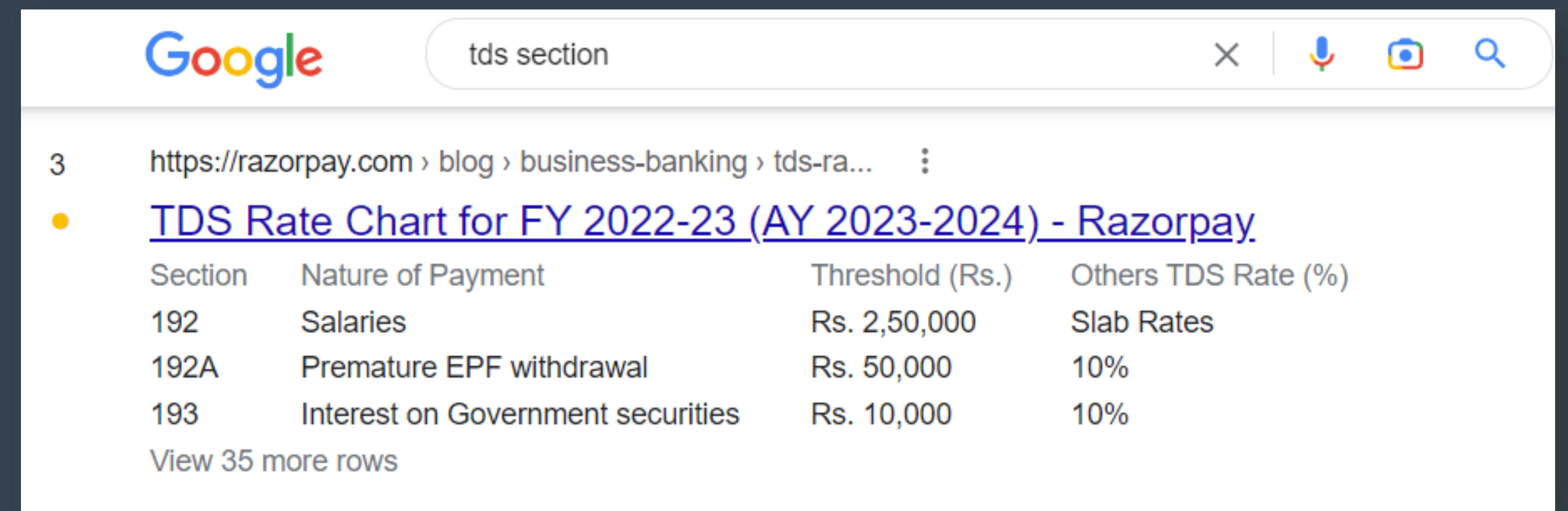
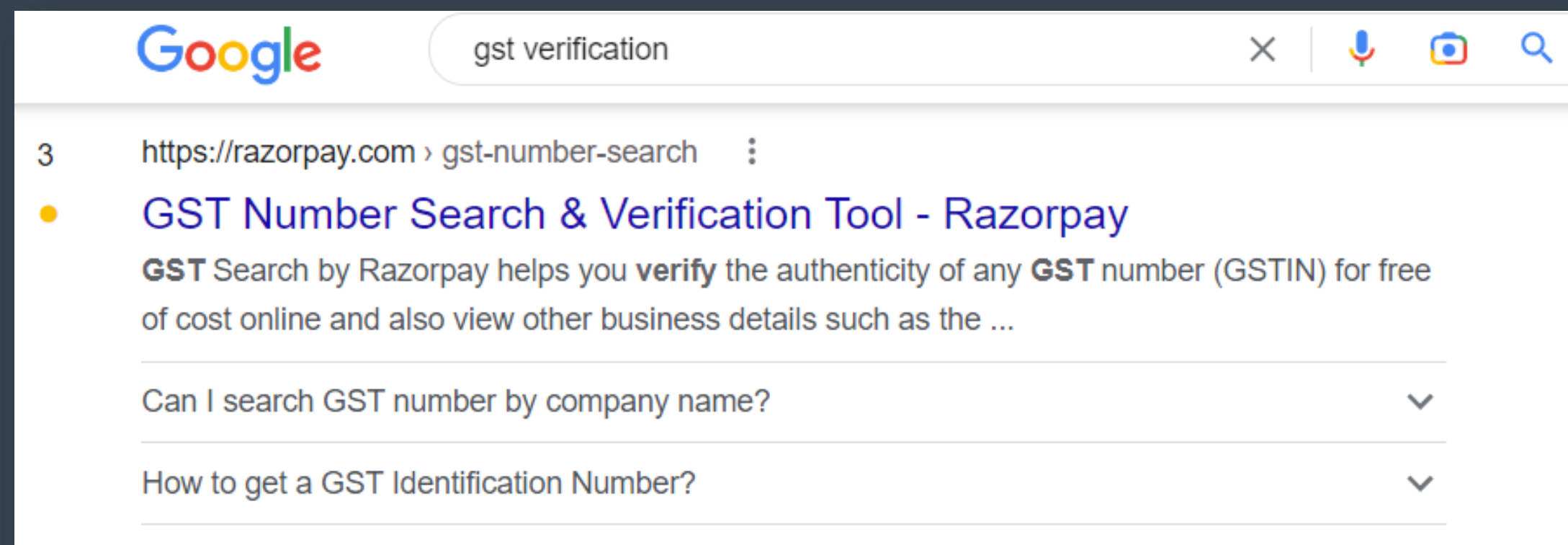
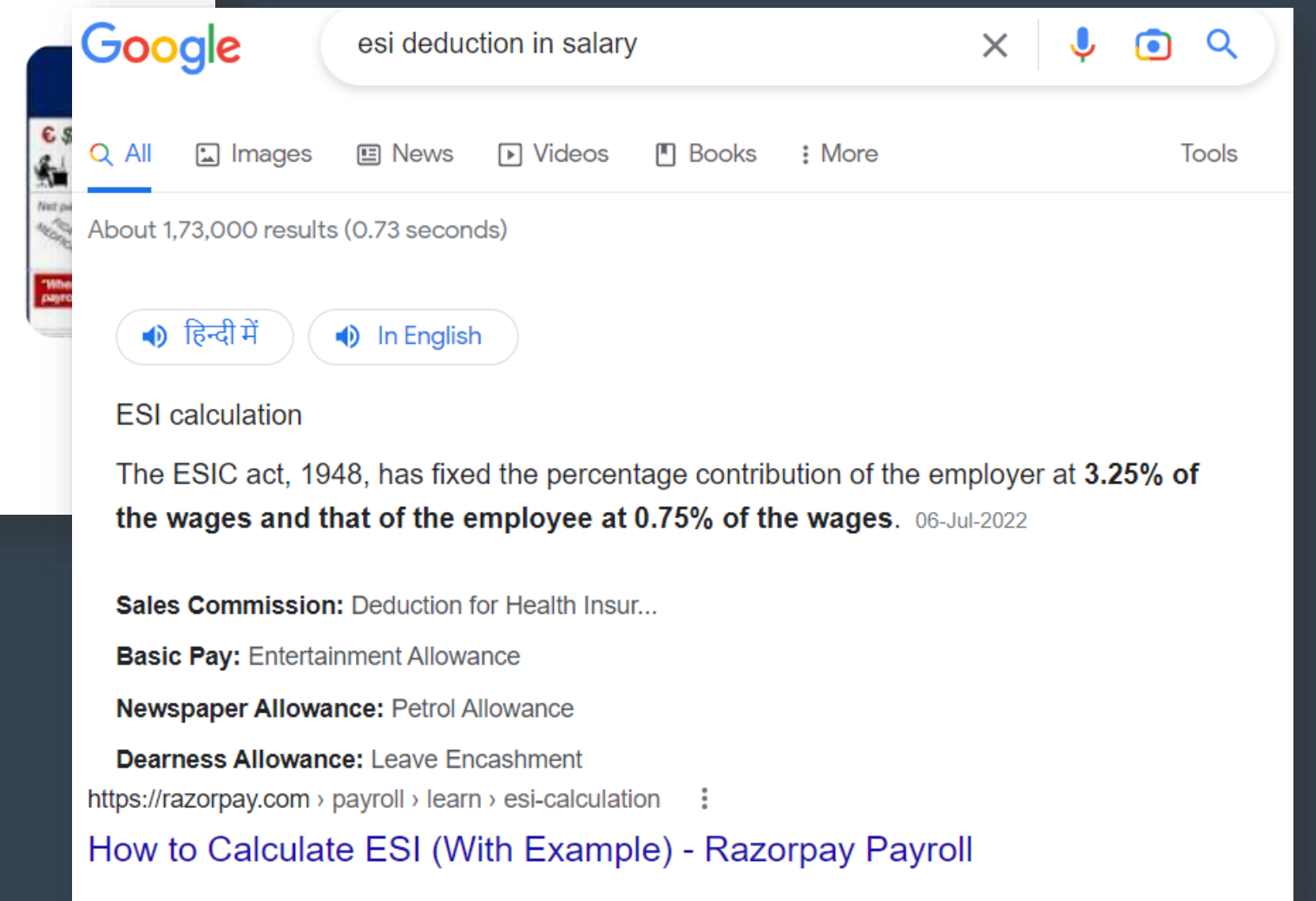
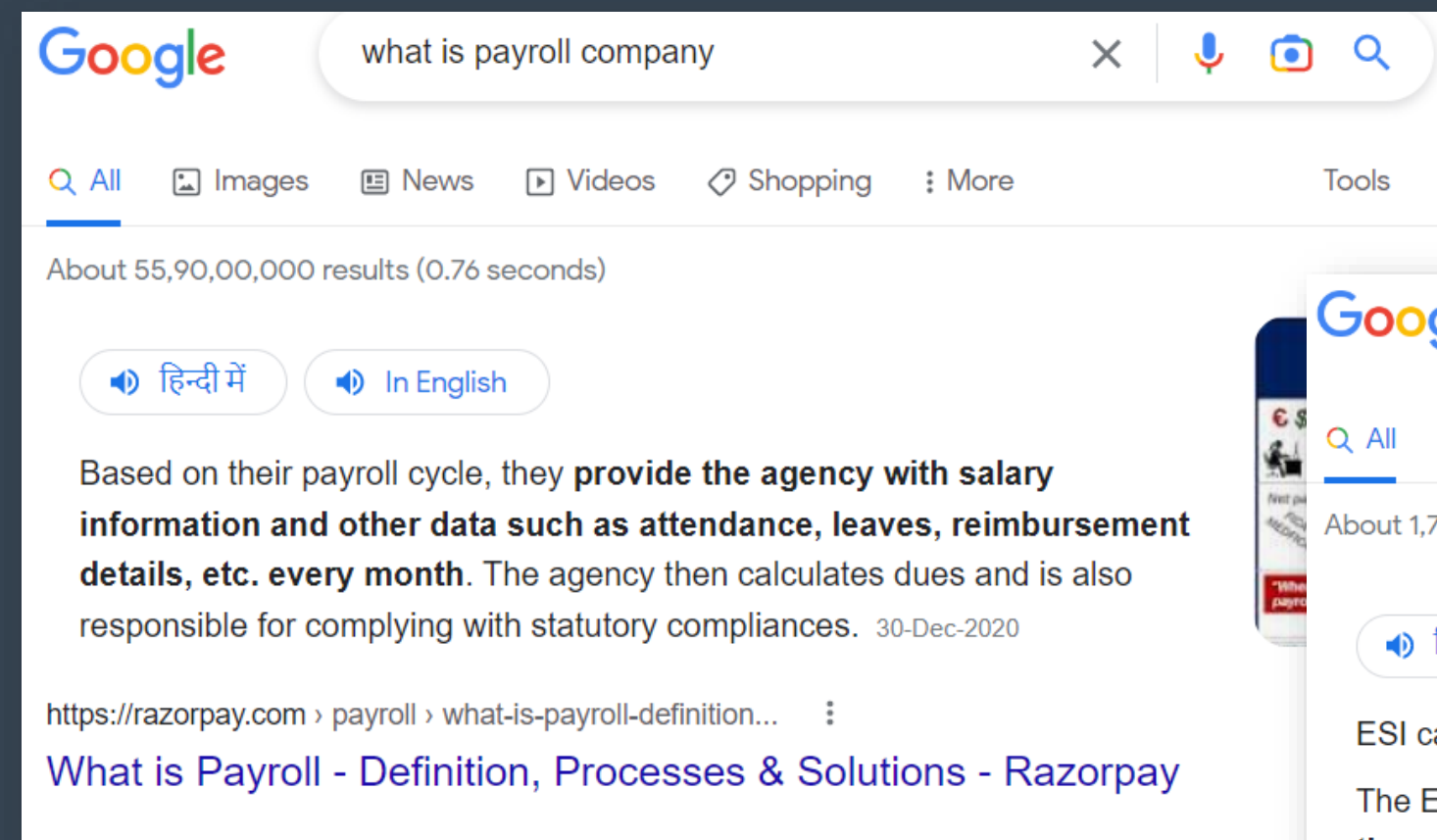
Increase in Y/Y Organic Traffic (Nov'22 vs Nov'21)



- ✓ 100+ Payment Methods
- ✓ Industry Leading Success Rate
- ✓ Superior Checkout Experience
- ✓ Easy to Integrate

Google Dominance for High Search Volume Keywords

Keywords	BM	Current
what is payroll company	9	1
gst code	12	1
esi employer contribution	12	1
tds section	20	3
salary breakup structure	48	1
esic rate	89	1
esi deduction in salary	101	1
gst verification	84	3
gst number check	89	4

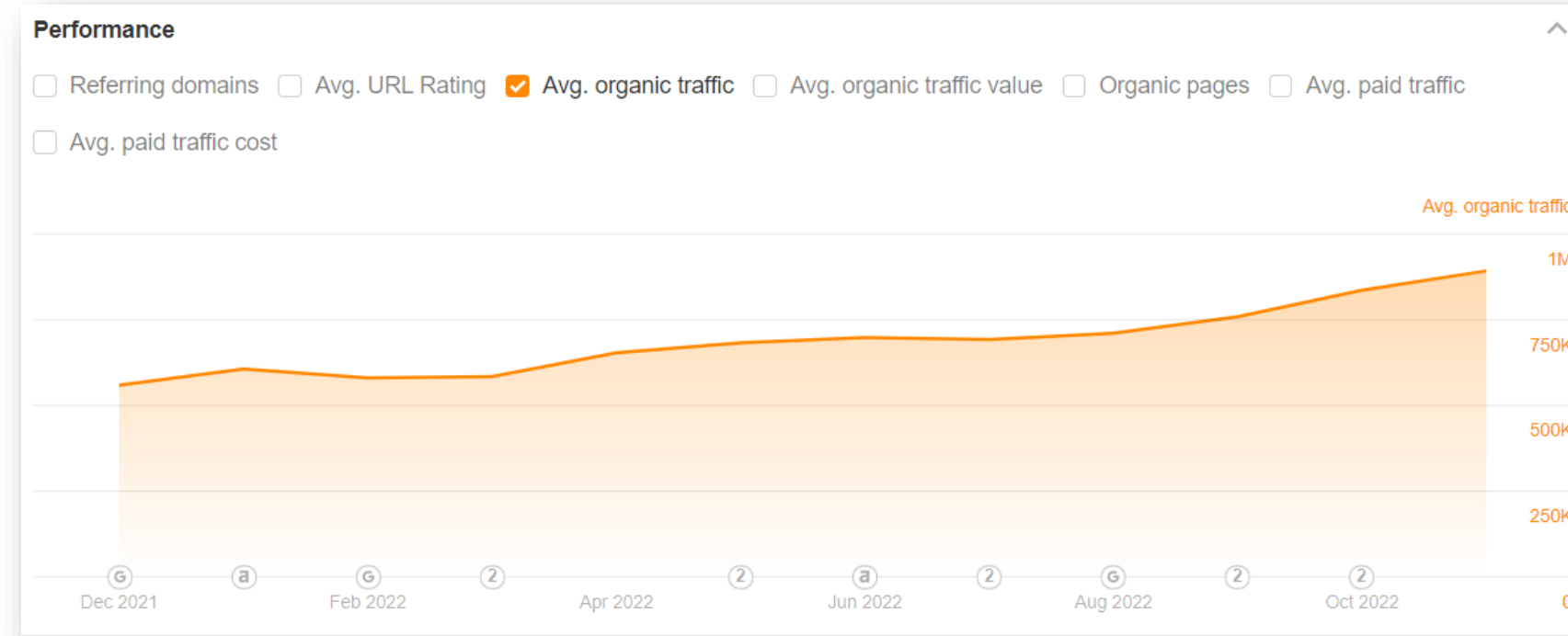


Massive Growth in Rankings & Traffic

Google search for "payment gateway" showing approximately 33,800,000 results. The top result is "Best Payment Gateway in India - Razorpay" with a snippet: "Best Payment Gateway for India - Go Live Instantly. Razorpay Payment Gateway supports 100+ payment modes. Accept payments from all domestic and ...".

Google search for "payment link generator" showing approximately 6,910,000 results. The top result is "Get paid instantly with Payment Links - Razorpay" with a snippet: "STEP 1. Generate Your Payment Link via API or Dashboard with free Reminders ; STEP 2. Enter Customer Contact Details. Share link via SMS, Whatsapp, Email and ...".

Organic Traffic (YoY)



Organic Keywords (YoY)

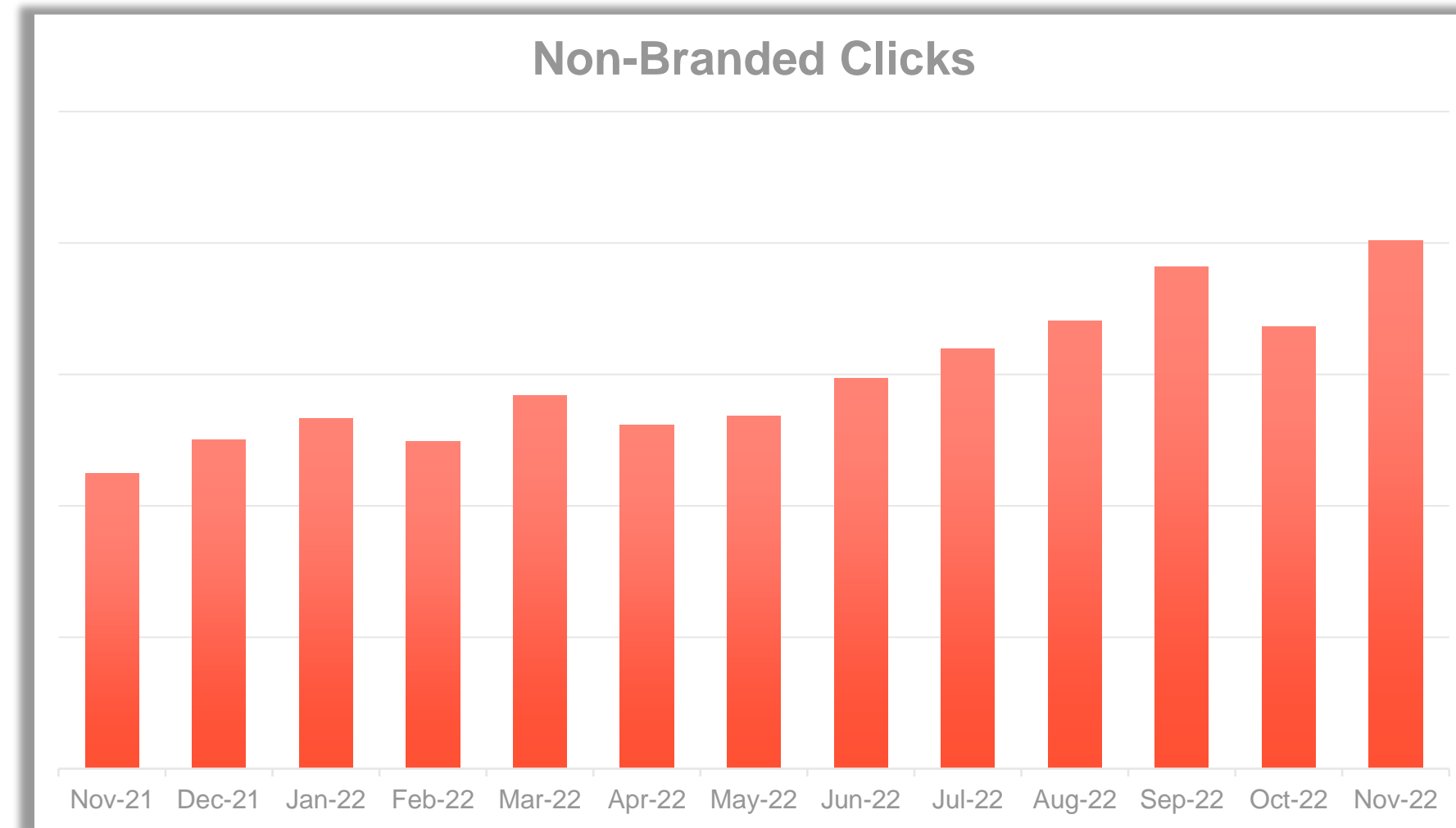
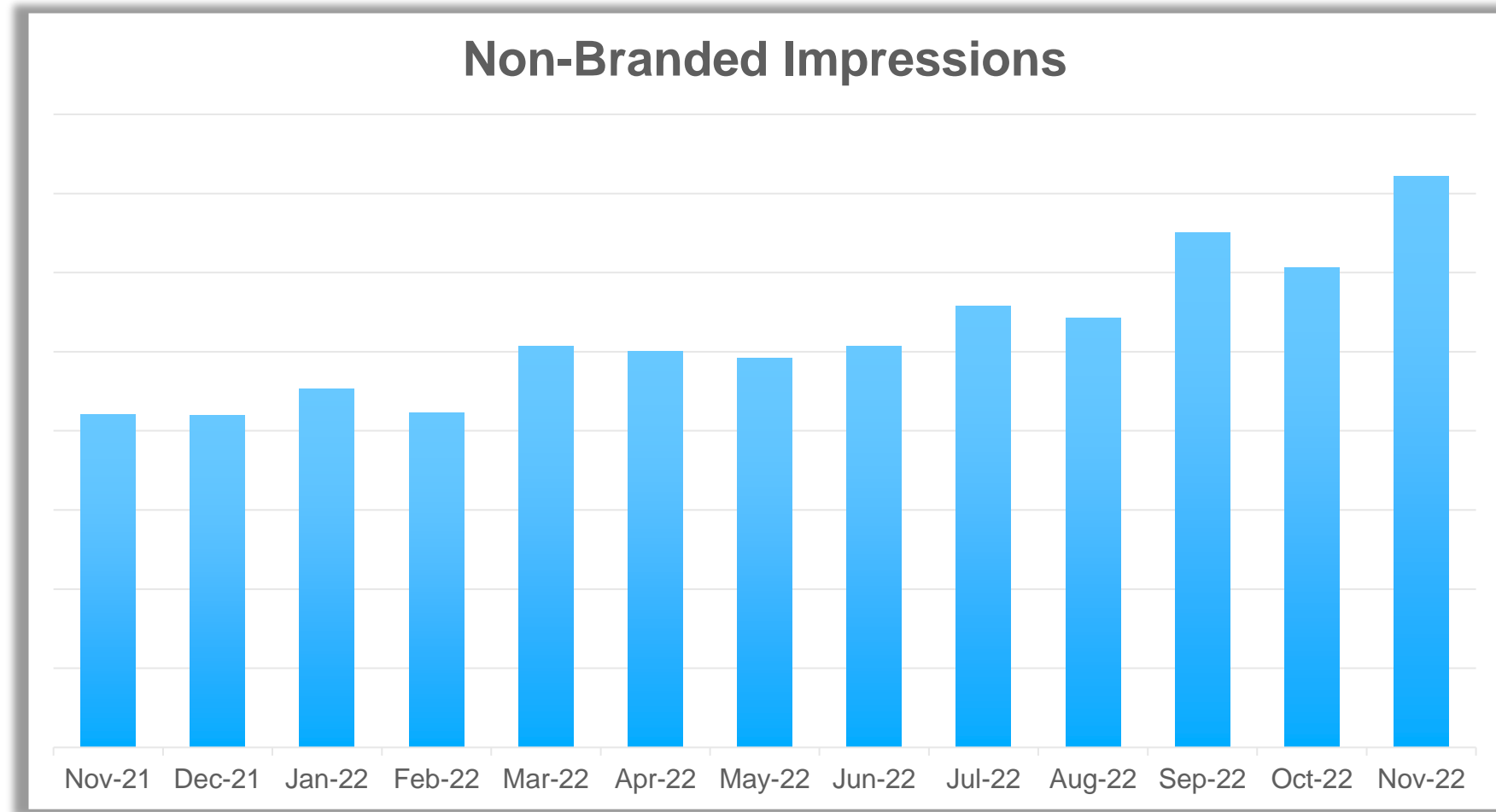


Source: ahrefs

Google search for "generate payment link" showing approximately 26,900,000 results. The top result is "Get paid instantly with Payment Links - Razorpay" with a snippet: "3 Simple Steps To Accept Payment Via Payment Links ; STEP 1. Generate Your Payment Link via API or Dashboard with free Reminders ; STEP 2. Enter Customer Contact ...".

Google search for "payment integration" showing approximately 28,200,000 results. The top result is "Best Payment Gateway in India - Razorpay" with a snippet: "Best Payment Gateway for India - Go Live Instantly. Razorpay Payment Gateway supports 100+ payment modes. Accept payments from all domestic and ...".

Non-Branded Traffic Growth – Impressions & Clicks



Non-Branded clicks increase +
30% Y/Y

Non-Branded impressions
increase **+29%** Y/Y



THANK YOU!

