RAHUL A R

PERFORMANCE MARKETER

META ADS / GOOGLE ADS / LEAD GENERATION

TRIVANDRUM, KERALA

rahularvjd@gmail.com / +91 89219 97924

SELECTED RESULTS

Performance at a glance

Representative outcomes from separate campaign examples. Messaging, form leads and Google Ads clicks are different result types.

3,119

Messaging conversations

Reborn Grafts Kochi - Meta Ads

1,400

Messaging conversations

Lavender Touch Salon - Meta Ads

657

Instant-form leads

My Car Sol - Meta Ads

3.65K

Clicks

Google Ads account overview

PROFESSIONAL PROFILE

Experience & expertise

Paid media, search advertising and digital marketing experience across multiple industries.

CAREER

JUN 2026 - PRESENT

Performance Marketer

Adsego Future Pvt Ltd

FROM SEP 2025

Digital Marketing Specialist

Detailing Garage

AUG 2024 - SEP 2025

Digital Marketing Executive

TEC Creative Productions

APR - AUG 2024

Digital Marketing Intern

One Team Solutions Edtech

CORE EXPERTISE

- Meta Ads Manager
- Google Search Ads
- Lead generation
- Audience & location targeting
- Budget optimisation
- CPL / CPC / CTR reporting
- SEO, content & analytics

CLIENT PORTFOLIO

Clients across industries

HEALTHCARE
Reborn Grafts (Kochi & TVM)
SUT Hospital

EDUCATION
Clear UPSC, Eduzone IAS
Focus Future, Global Montessori

REAL ESTATE
Robinson Properties (RP)
SI Properties

INTERIORS & HOME
Revivo Interiors, Capito HomeCentre
Surya Designs, LEXA PVC LAMINATORS

AUTOMOTIVE
RVS, Detailing Cartel
Detailing Garage, My Car Sol

SERVICES
Heavens, Soul Care, Deep N Clean

RESORTS & HOTELS
AADISAKTTHI, LAGOONA
Hotel Dain Castle

BEAUTY & WELLNESS
Lavender Touch Salon
SilverEase Salon

FOOD & RESTAURANTS
Crunchys Fried Chicken, Chai Stories
Emaar Kitchen, Mughal Darbar, The Leaf

JEWELLERY
Subbiah Jewellery, MS Jewellery

TRAVEL AGENCIES
ROAMERA TOURS AND TRAVELS

HEALTHCARE

Reborn Grafts

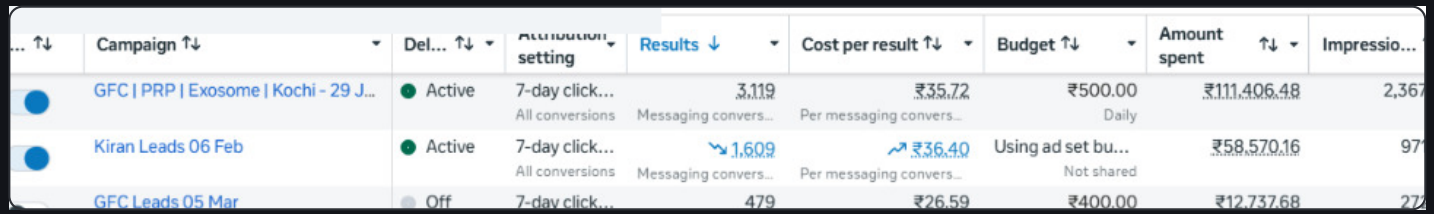
Kochi and Trivandrum Meta Ads results. Maldives ad set combines two distinct ads: Screen ad (260) and Maldives ad (103).

01

REBORN / KOCHI

3,119 messaging conversations

₹35.72 per conversation



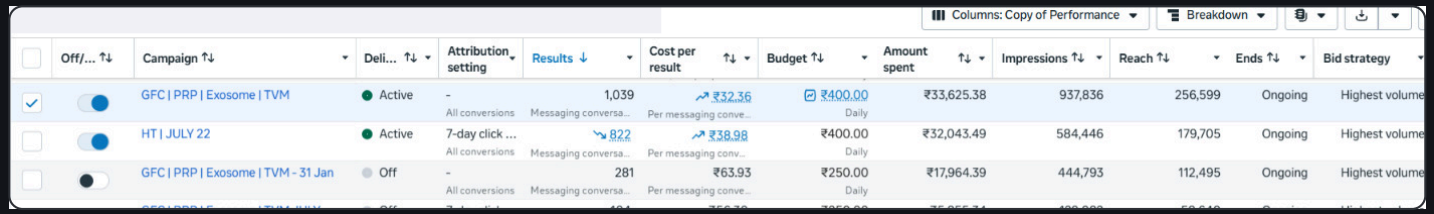
Campaign	Del...	Attribution setting	Results	Cost per result	Budget	Amount spent	Impressio...
GFC | PRP | Exosome | Kochi - 29 J...	Active	7-day click... All conversions	3,119 Messaging convers...	₹35.72 Per messaging convers...	₹500.00 Daily	₹111,406.48	2,367
Kiran Leads 06 Feb	Active	7-day click... All conversions	1,609 Messaging convers...	₹36.40 Per messaging convers...	Using ad set bu... Not shared	₹58,570.16	97
GFC Leads 05 Mar	Off	7-day click...	479	₹26.59	₹400.00	₹12,737.68	27

02

REBORN / TVM

1,039 messaging conversations

₹32.36 per conversation



Columns: Copy of Performance · Breakdown

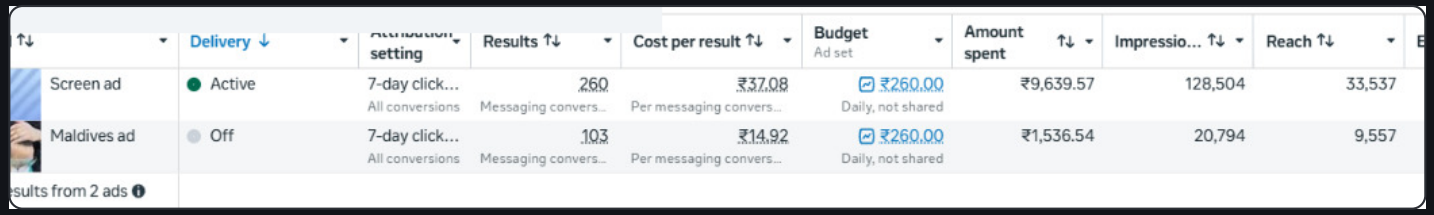
Off/...	Campaign	Deli...	Attribution setting	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	Bid strategy
	GFC | PRP | Exosome | TVM	Active	- All conversions	1,039 Messaging conversa...	₹32.36 Per messaging conve...	₹400.00 Daily	₹33,625.38	937,836	256,599	Ongoing	Highest volume
	HT | JULY 22	Active	7-day click ... All conversions	822 Messaging conversa...	₹38.98 Per messaging conv...	₹400.00 Daily	₹32,043.49	584,446	179,705	Ongoing	Highest volume
	GFC | PRP | Exosome | TVM - 31 Jan	Off	- All conversions	281 Messaging conversa...	₹63.93 Per messaging conve...	₹250.00 Daily	₹17,964.39	444,793	112,495	Ongoing	Highest volume

03

MALDIVES AD SET

363 messaging conversations

Screen ad 260 + Maldives ad 103



	Delivery	Attribution setting	Results	Cost per result	Budget Ad set	Amount spent	Impressio...	Reach
Screen ad	Active	7-day click... All conversions	260 Messaging convers...	₹37.08 Per messaging convers...	₹260.00 Daily, not shared	₹9,639.57	128,504	33,537
Maldives ad	Off	7-day click... All conversions	103 Messaging convers...	₹14.92 Per messaging convers...	₹260.00 Daily, not shared	₹1,536.54	20,794	9,557
sults from 2 ads								

EDUCATION

Education & training

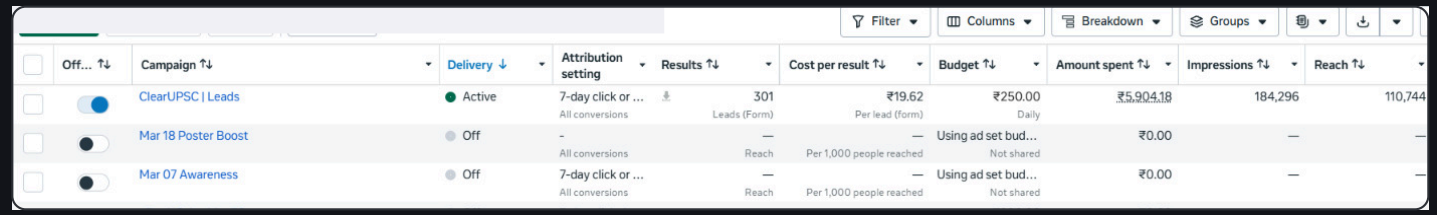
Selected lead-form and messaging campaigns; results are reported by their platform action.

01

CLEAR UPSC

301 form leads / ₹19.62 CPL

ClearUPSC | Leads

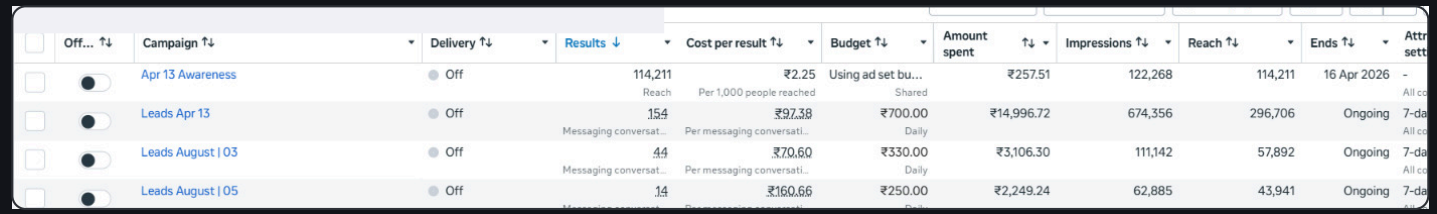


02

EDUZONE IAS

154 messaging conversations

₹97.38 per conversation

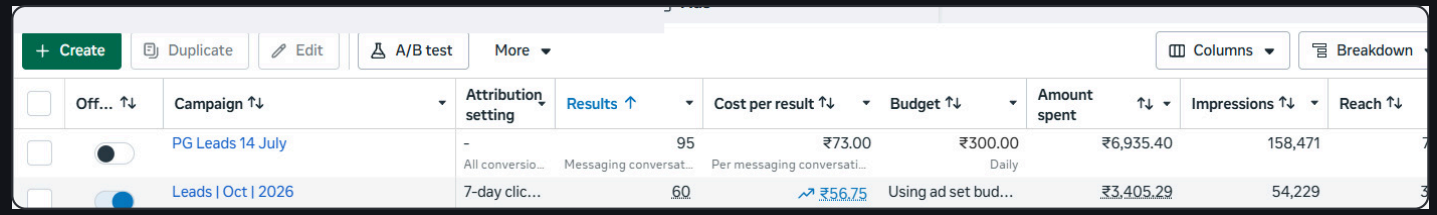


03

FOCUS FUTURE

95 messaging conversations

₹73.00 per conversation



REAL ESTATE

Real Estate

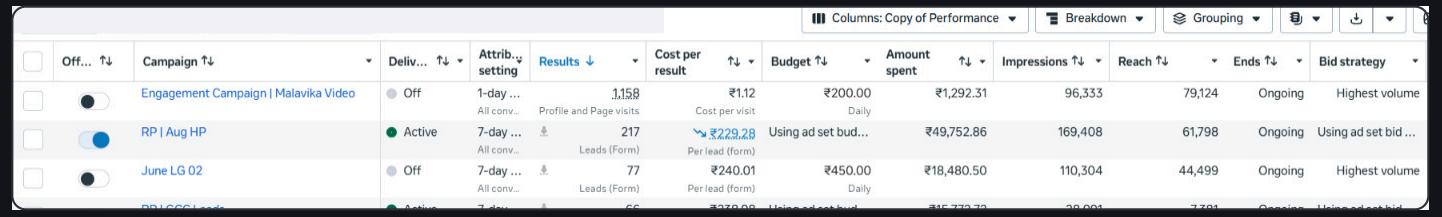
Robinson Properties and SI Properties. Additional RP period snapshots appear later in this portfolio.

01

ROBINSON PROPERTIES

217 instant-form leads

₹229.28 per form lead

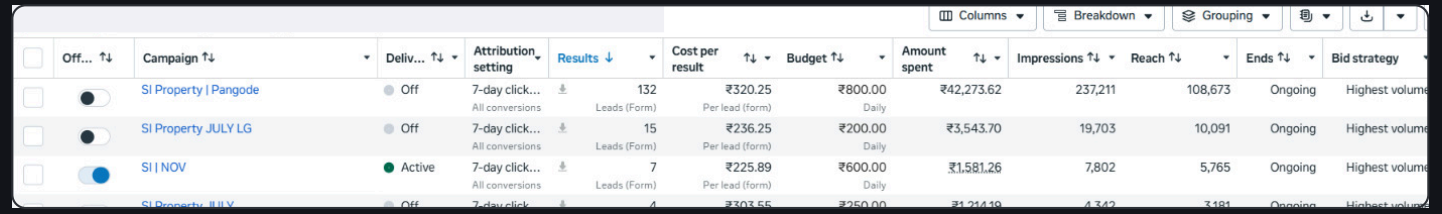


02

SI PROPERTIES

132 instant-form leads

₹320.25 per form lead



INTERIORS / HOME

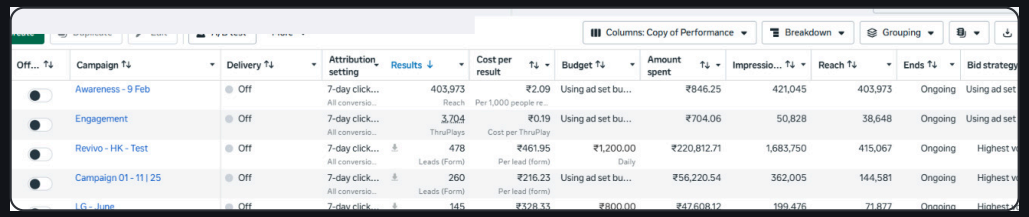
Interiors & home campaigns

Campaign examples from interiors, home retail and related services, including LEXA PVC LAMINATORS.

REVIVO INTERIORS

478 form leads

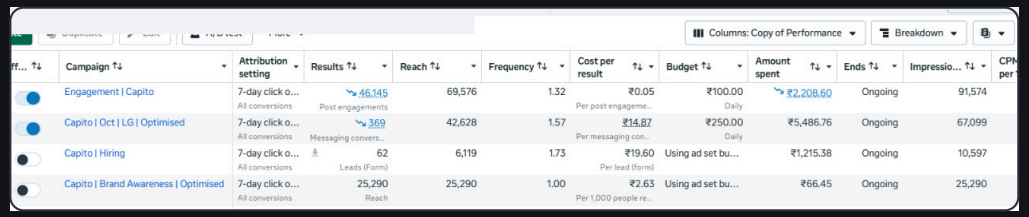
₹461.95 CPL



CAPITO HOMECENTRE

369 conversations

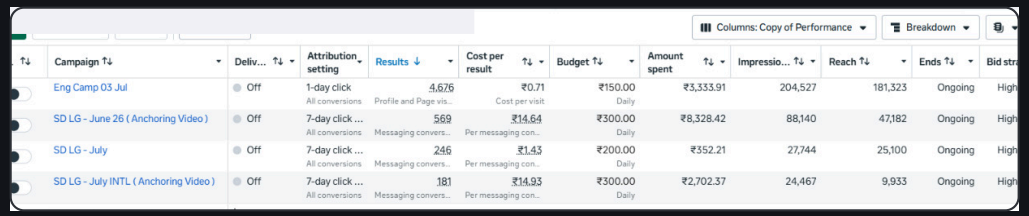
₹14.87 per result



SURYA DESIGNS

569 conversations

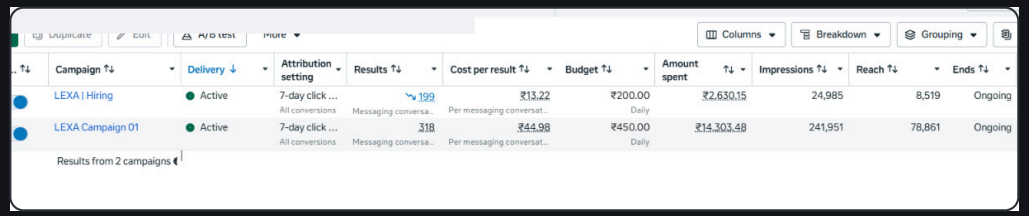
₹14.64 per result



LEXA PVC LAMINATORS

318 conversations

₹44.98 per result



AUTOMOTIVE

Automotive performance

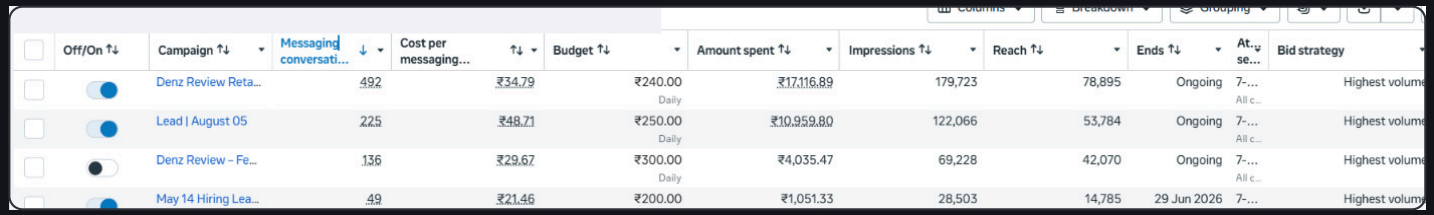
Separate campaigns for automotive brands and vehicle detailing businesses.

01

RVS

492 messaging conversations

₹34.79 per conversation



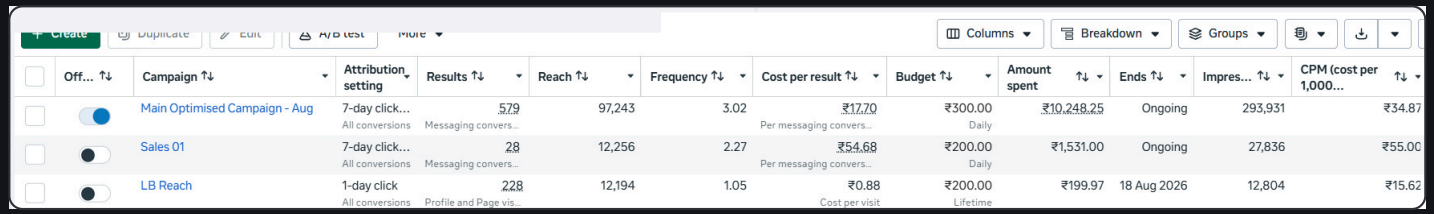
Off/On	Campaign	Messaging conversati...	Cost per messaging...	Budget	Amount spent	Impressions	Reach	Ends	At... se...	Bid strategy
	Denz Review Reta...	492	₹34.79	₹240.00 Daily	₹17,116.89	179,723	78,895	Ongoing	7-... All c...	Highest volume
	Lead | August 05	225	₹48.71	₹250.00 Daily	₹10,959.80	122,066	53,784	Ongoing	7-... All c...	Highest volume
	Denz Review – Fe...	136	₹29.67	₹300.00 Daily	₹4,035.47	69,228	42,070	Ongoing	7-... All c...	Highest volume
	May 14 Hiring Lea...	49	₹21.46	₹200.00	₹1,051.33	28,503	14,785	29 Jun 2026	7-...	Highest volume

02

DETAILING CARTEL

579 messaging conversations

₹17.70 per conversation



Columns · Breakdown · Groups

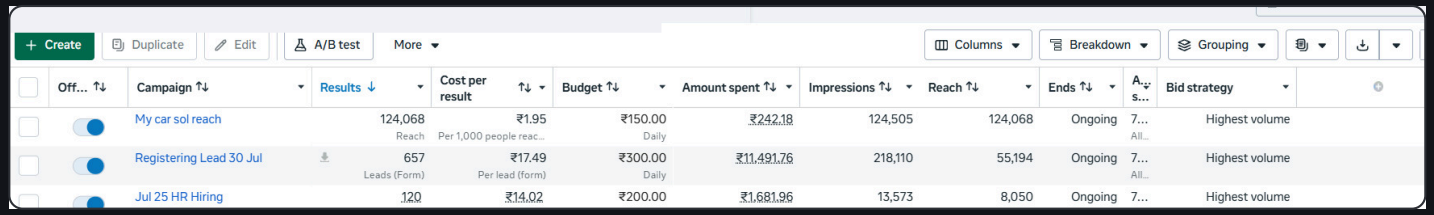
Off...	Campaign	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impres...	CPM (cost per 1,000...
	Main Optimised Campaign - Aug	7-day click... All conversions	579 Messaging convers...	97,243	3.02	₹17.70 Per messaging convers...	₹300.00 Daily	₹10,248.25	Ongoing	293,931	₹34.87
	Sales 01	7-day click... All conversions	28 Messaging convers...	12,256	2.27	₹54.68 Per messaging convers...	₹200.00 Daily	₹1,531.00	Ongoing	27,836	₹55.00
	LB Reach	1-day click All conversions	228 Profile and Page vis...	12,194	1.05	₹0.88 Cost per visit	₹200.00 Lifetime	₹199.97	18 Aug 2026	12,804	₹15.62

03

MY CAR SOL

657 instant-form leads

₹17.49 per form lead



Create · Duplicate · Edit · A/B test · More · Columns · Breakdown · Grouping

Off...	Campaign	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends	A... s...	Bid strategy
	My car sol reach	124,068 Reach	₹1.95 Per 1,000 people reac...	₹150.00 Daily	₹242.18	124,505	124,068	Ongoing	7... All...	Highest volume
	Registering Lead 30 Jul	657 Leads (Form)	₹17.49 Per lead (form)	₹300.00 Daily	₹11,491.76	218,110	55,194	Ongoing	7... All...	Highest volume
	Jul 25 HR Hiring	120	₹14.02	₹200.00	₹1,681.96	13,573	8,050	Ongoing	7...	Highest volume

AUTOMOTIVE / DETAILING GARAGE

Detailing Garage

Two Ads Manager screenshots from the same advertiser account. Each result refers to its named campaign.

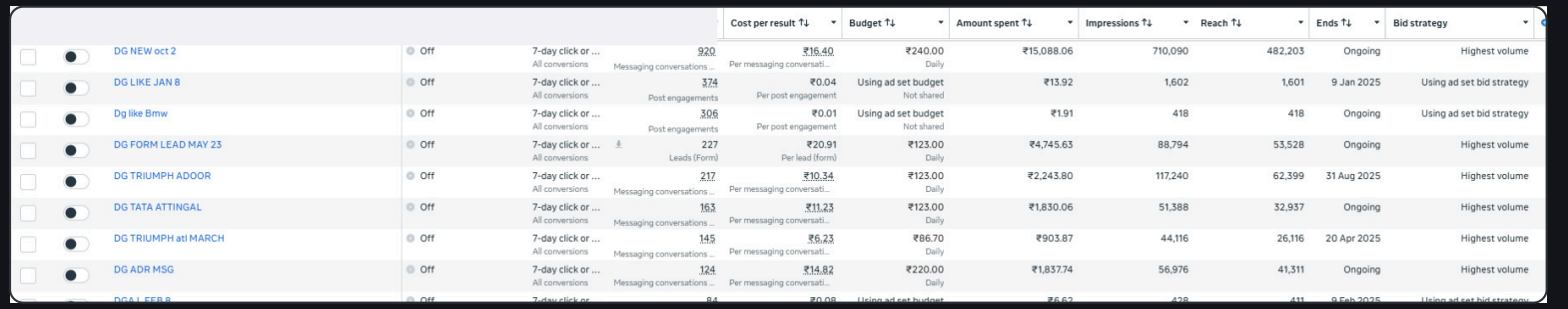
CAMPAIGN SNAPSHOT / 01

920

Messaging conversations

227

Instant-form leads



DG NEW oct 2	Off	7-day click or ... All conversions	920 Messaging conversations ...	₹16.40 Per messaging conversati...	₹240.00 Daily	₹15,088.06	710,090	482,203	Ongoing	Highest volume
DG LIKE JAN 8	Off	7-day click or ... All conversions	374 Post engagements	₹0.04 Per post engagement	Using ad set budget Not shared	₹13.92	1,602	1,601	9 Jan 2025	Using ad set bid strategy
Dg like Bmw	Off	7-day click or ... All conversions	306 Post engagements	₹0.01 Per post engagement	Using ad set budget Not shared	₹1.91	418	418	Ongoing	Using ad set bid strategy
DG FORM LEAD MAY 23	Off	7-day click or ... All conversions	227 Leads (Form)	₹20.91 Per lead (form)	₹123.00 Daily	₹4,745.63	88,794	53,528	Ongoing	Highest volume
DG TRIUMPH ADOOR	Off	7-day click or ... All conversions	217 Messaging conversations ...	₹10.34 Per messaging conversati...	₹123.00 Daily	₹2,243.80	117,240	62,399	31 Aug 2025	Highest volume
DG TATA ATTINGAL	Off	7-day click or ... All conversions	163 Messaging conversations ...	₹11.23 Per messaging conversati...	₹123.00 Daily	₹1,830.06	51,388	32,937	Ongoing	Highest volume
DG TRIUMPH atl MARCH	Off	7-day click or ... All conversions	145 Messaging conversations ...	₹6.23 Per messaging conversati...	₹86.70 Daily	₹903.87	44,116	26,116	20 Apr 2025	Highest volume
DG ADR MSG	Off	7-day click or ... All conversions	124 Messaging conversations ...	₹14.82 Per messaging conversati...	₹220.00 Daily	₹1,837.74	56,976	41,311	Ongoing	Highest volume

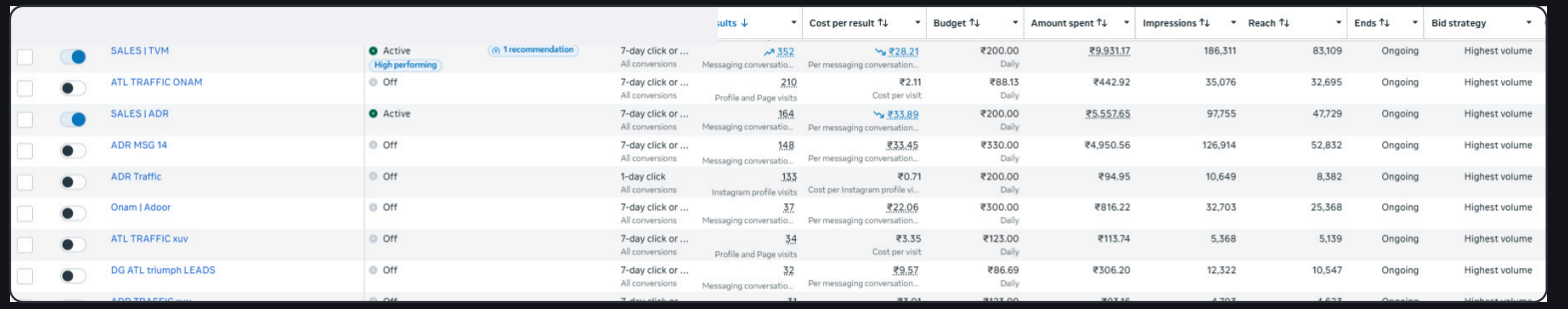
CAMPAIGN SNAPSHOT / 02

352

Sales | TVM messages

164

Sales | ADR messages



SALES | TVM	Active High performing 1 recommendation	7-day click or ... All conversions	352 Messaging conversatio...	₹28.21 Per messaging conversation...	₹200.00 Daily	₹9,931.17	186,311	83,109	Ongoing	Highest volume
ATL TRAFFIC ONAM	Off	7-day click or ... All conversions	210 Profile and Page visits	₹2.11 Cost per visit	₹88.13 Daily	₹442.92	35,076	32,695	Ongoing	Highest volume
SALES | ADR	Active	7-day click or ... All conversions	164 Messaging conversatio...	₹33.89 Per messaging conversation...	₹200.00 Daily	₹5,557.65	97,755	47,729	Ongoing	Highest volume
ADR MSG 14	Off	7-day click or ... All conversions	148 Messaging conversatio...	₹33.45 Per messaging conversation...	₹330.00 Daily	₹4,950.56	126,914	52,832	Ongoing	Highest volume
ADR Traffic	Off	1-day click All conversions	133 Instagram profile visits	₹0.71 Cost per Instagram profile vi...	₹200.00 Daily	₹94.95	10,649	8,382	Ongoing	Highest volume
Onam | Adoor	Off	7-day click or ... All conversions	37 Messaging conversatio...	₹22.06 Per messaging conversation...	₹300.00 Daily	₹816.22	32,703	25,368	Ongoing	Highest volume
ATL TRAFFIC xuv	Off	7-day click or ... All conversions	34 Profile and Page visits	₹3.35 Cost per visit	₹123.00 Daily	₹113.74	5,368	5,139	Ongoing	Highest volume
DG ATL triumph LEADS	Off	7-day click or ... All conversions	32 Messaging conversatio...	₹9.57 Per messaging conversation...	₹86.69 Daily	₹306.20	12,322	10,547	Ongoing	Highest volume

SERVICES

Service & recruitment

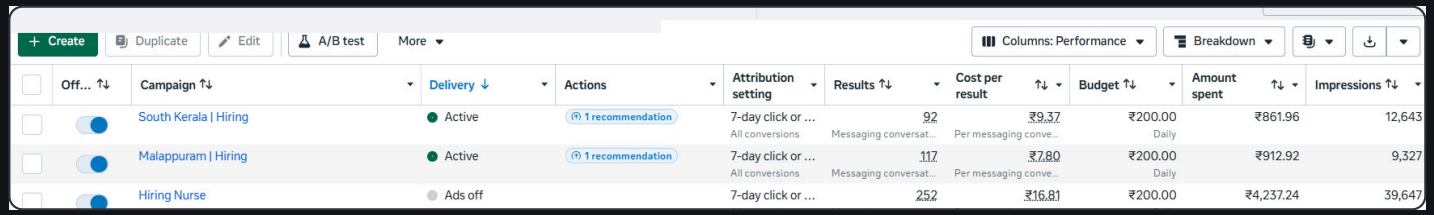
Three separate client accounts. Messaging results are not confirmed bookings, jobs or hires.

01

HEAVENS

252 messaging conversations

Hiring Nurse | ₹16.81 each

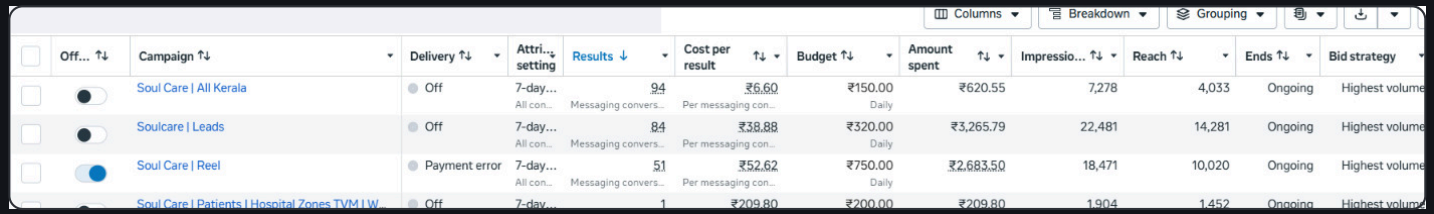


02

SOUL CARE

94 messaging conversations

Soul Care | All Kerala | ₹6.60 each

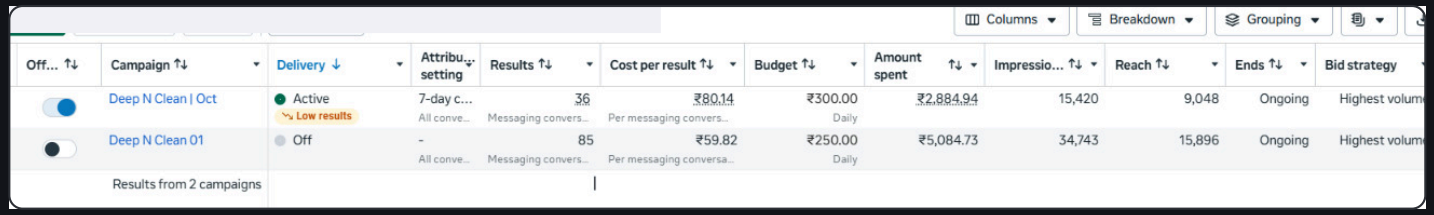


03

DEEP N CLEAN

85 messaging conversations

Deep N Clean 01 | ₹59.82 each



BEAUTY & WELLNESS

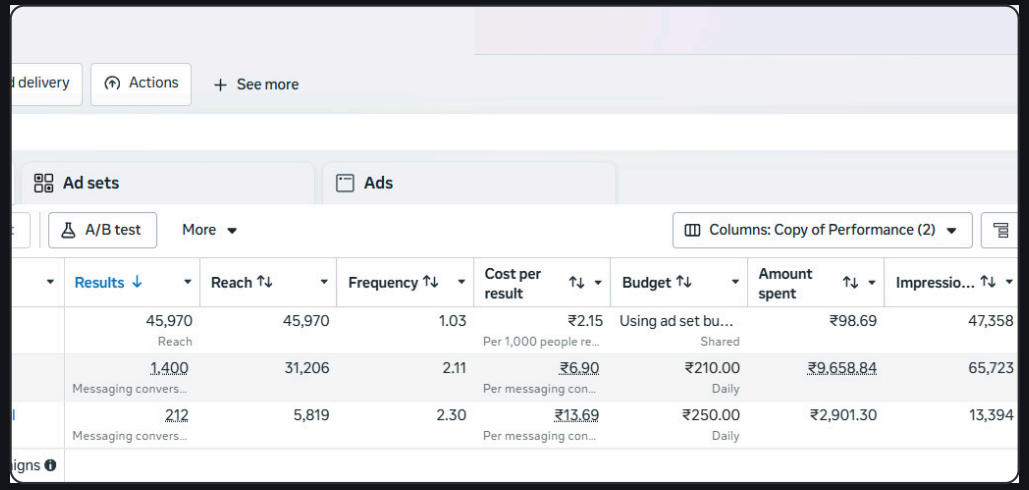
Salon & spa

Messaging campaign examples for two salon and wellness businesses.

LAVENDER TOUCH SALON

1,400

Messages / ₹6.90 each / 3.38% link CTR

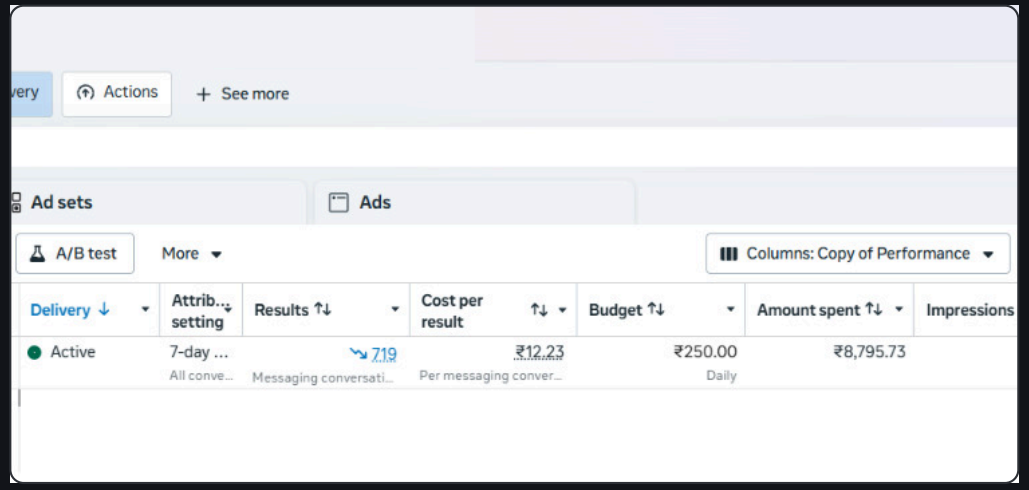


	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Impressio...
	45,970 Reach	45,970	1.03	₹2.15 Per 1,000 people re...	Using ad set bu... Shared	₹98.69	47,358
	1,400 Messaging convers...	31,206	2.11	₹6.90 Per messaging con...	₹210.00 Daily	₹9,658.84	65,723
	212 Messaging convers...	5,819	2.30	₹13.69 Per messaging con...	₹250.00 Daily	₹2,901.30	13,394

SILVEREASE SALON

719

Messages / ₹12.23 each



Delivery	Attrib... setting	Results	Cost per result	Budget	Amount spent	Impressions
Active	7-day ... All conve...	719 Messaging conversati...	₹12.23 Per messaging conver...	₹250.00 Daily	₹8,795.73	

RESORTS & HOTELS

Hospitality brands

Hospitality sector clients from current and earlier marketing experience.

CLIENTS

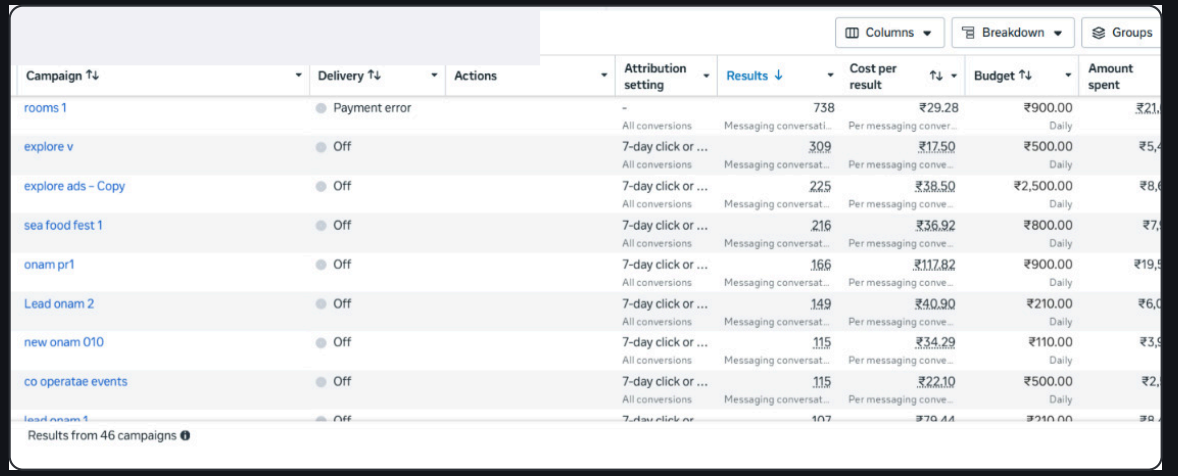
AADISAKTTHI

LAGOONA

Hotel Dain Castle

AADISAKTTHI / SELECTED META ADS CAMPAIGN

738 Messaging conversations / ₹29.28 each



Columns | Breakdown | Groups

Campaign	Delivery	Actions	Attribution setting	Results	Cost per result	Budget	Amount spent
rooms 1	Payment error		- All conversions	738 Messaging conversati...	₹29.28 Per messaging conver...	₹900.00 Daily	₹21.
explore v	Off		7-day click or ... All conversions	309 Messaging conversat...	₹17.50 Per messaging conve...	₹500.00 Daily	₹5,4
explore ads – Copy	Off		7-day click or ... All conversions	225 Messaging conversat...	₹38.50 Per messaging conve...	₹2,500.00 Daily	₹8,(
sea food fest 1	Off		7-day click or ... All conversions	216 Messaging conversat...	₹36.92 Per messaging conve...	₹800.00 Daily	₹7,
onam pr1	Off		7-day click or ... All conversions	166 Messaging conversat...	₹117.82 Per messaging conve...	₹900.00 Daily	₹19,5
Lead onam 2	Off		7-day click or ... All conversions	149 Messaging conversat...	₹40.90 Per messaging conve...	₹210.00 Daily	₹6,(
new onam 010	Off		7-day click or ... All conversions	115 Messaging conversat...	₹34.29 Per messaging conve...	₹110.00 Daily	₹3,9
co operatae events	Off		7-day click or ... All conversions	115 Messaging conversat...	₹22.10 Per messaging conve...	₹500.00 Daily	₹2,
lead onam 1	Off		7-day click or	107	₹79.44	₹210.00	₹8,4

Results from 46 campaigns

REAL ESTATE / RP

Cost-per-lead improvement

Robinson Properties - selected Meta instant-form lead campaigns, compared across two different reporting periods.

BEFORE JOINING | JAN-MAY 2026

₹343.04

406 form leads / Combined Campaign

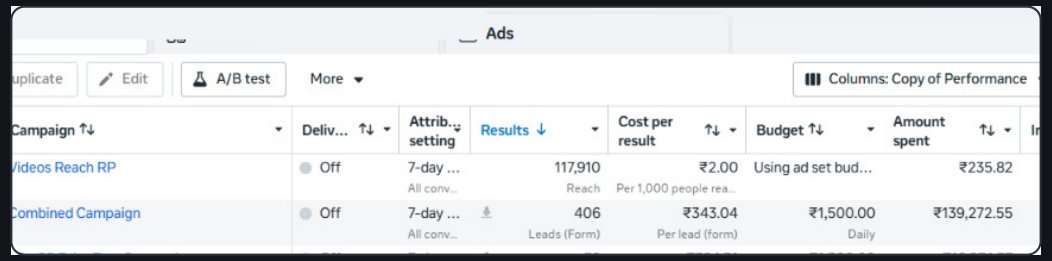
AFTER JOINING | JUN-OCT 2026

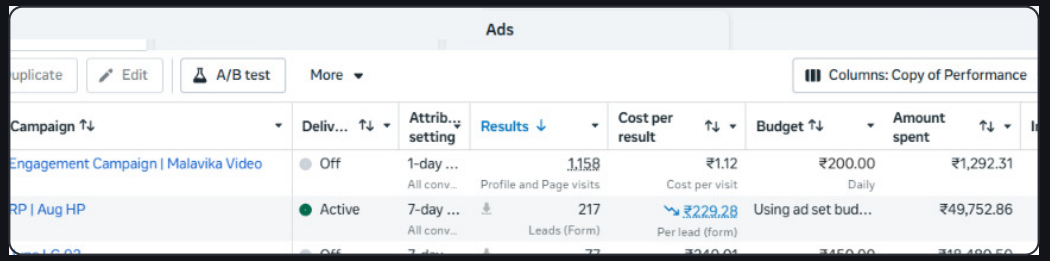
₹229.28

217 form leads / RP | Aug HP

33.2% LOWER COST PER FORM LEAD

₹113.76 reduction between the two selected campaign CPR values





The two screenshots show different campaigns and time windows; this is a descriptive comparison rather than a controlled test of what caused the CPL change.

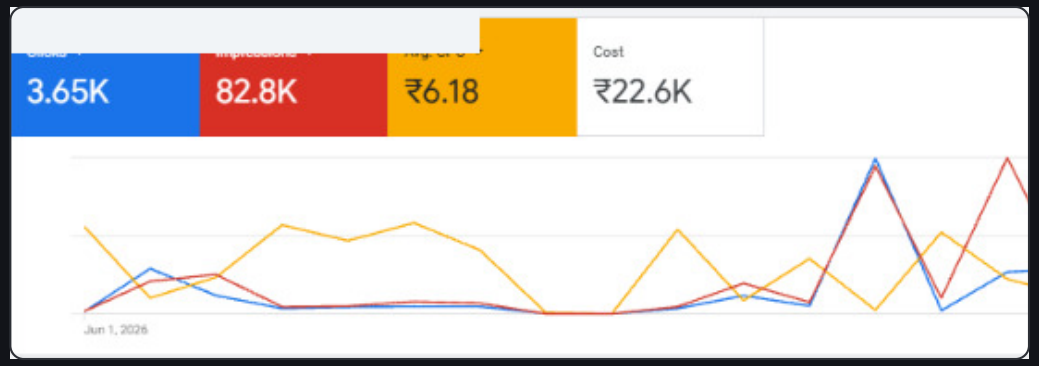
GOOGLE ADS

Search & call outcomes

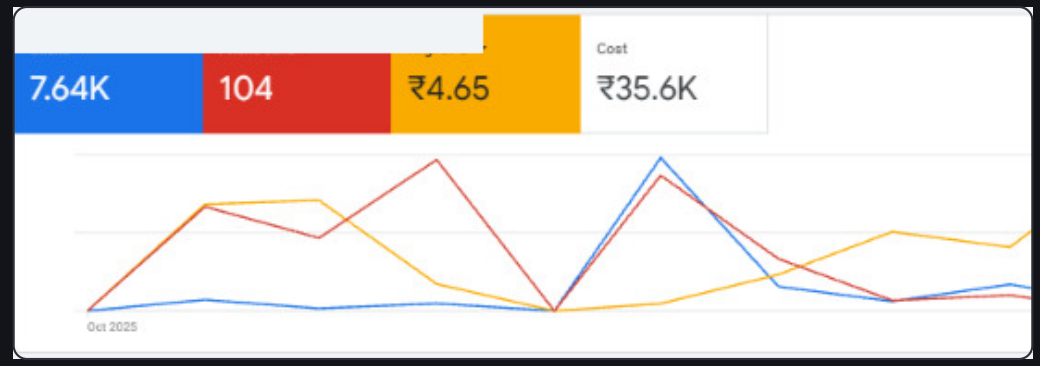
Separate account snapshots: June-October 2026 for traffic and 28 October 2025-30 October 2026 for phone calls.

3.65K	82.8K	₹6.18	₹22.6K
Clicks	Impressions	Avg CPC	Ad spend

JUN-OCT 2026 / TRAFFIC



OCT 2025-OCT 2026 / 104 PHONE CALLS



SPECIALISMS

Performance systems & skills

Campaign planning, diagnostic analysis and iterative optimization across Meta Ads and Google Search.

PAID ACQUISITION

- Multi-account Meta Ads execution
- Google Search & intent targeting
- Lead forms and messaging funnels

PERFORMANCE ANALYTICS

- CPL / CPC / CTR trend diagnostics
- Campaign-level funnel analysis
- Cohort and period comparisons

OPTIMIZATION FRAMEWORK

- Budget pacing and spend allocation
- Audience / creative performance reviews
- Geo and ad-set level segmentation

TOOLS & TRAINING

- Meta Ads, Google Ads and Analytics
- Digital Marketing - One Team Solutions
- Google, HubSpot and Semrush courses

LET THE RESULTS SPEAK.

RAHUL A R

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