

# How Rovema increased over 100% leads and saved 33% cost with IKF

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## About Client:

Rovema is a global leader in cutting-edge packaging solutions. With a focus on sustainability and innovation, it delivers state-of-the-art machinery and services that cater to diverse industry needs, ensuring efficiency and precision.



## Results

 **114%**  
Increase in Leads

 **33%**  
Cost Saved per lead Acquired



## Objective

- ROVEMA India aimed to develop a PPC strategy to enhance sales and market presence for their packaging machines. The goal was to target diverse industries, increase awareness, and drive demand, while ensuring measurable results and sustainable growth in a competitive market.



## Strategy & Execution

- **Lead Generation Focus:** Designed campaigns to align with client goals and specific product locations.
- **Geographic and Seasonal Targeting:** Implemented tailored campaigns based on geographic relevance and seasonal product demand peaks.
- **Product-Specific Targeting:** Developed keyword-driven campaigns for rice, milk powder, and VFFS packaging machines to maximize visibility and conversions.