

Case Study

Driving Growth for

Dr.Doodley
Vet at Home



About the Brand

Dr. Doodley is a premium pet health care brand offering services like vaccination, treatment at home and hospitals. With a mission to build awareness, drive trials, and establish long-term customer loyalty, the brand partnered with us to strengthen its digital presence.



Objectives

- **Build awareness** in the competitive pet health care category
- **Generate** quality leads and drive first-time orders
- **Optimize** ad spend for maximum ROI
- **Improve** repeat purchases and customer retention

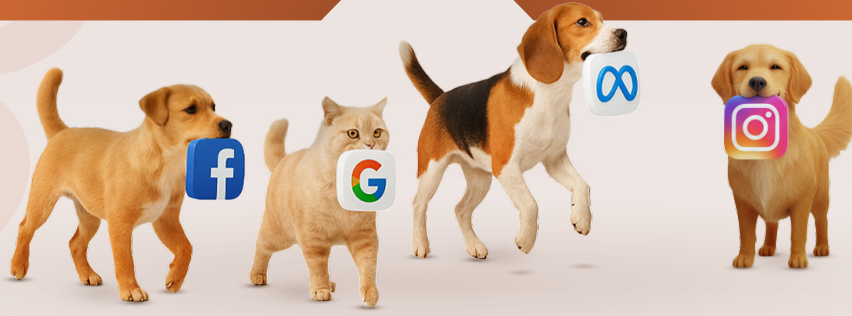
Our Approach

Performance Marketing across Google Ads (Search + Performance Max) & Meta Ads

Content Strategy & Social Media management for consistent engagement

Creative Campaigns aligned with brand storytelling

Conversion Optimization via targeting, retargeting & scaling high-performing ads



Results (Jan–Jul 2025)



11,250
Total Leads generated

Search keywords	Cost	Clicks	CTR
vet near me	₹70,463.68	412	6.67%
vet home visit	₹62,578.40	509	11.29%
veterinary doctor	₹57,209.31	773	3.54%
vet services	₹52,542.59	474	5.76%
vet near me	₹50,711.41	527	5.26%



6,852
Conversions with up to **68%**
conversion rate (June peak)



Revenue Growth from
₹3.8 Lakh (Jan) → **₹1.4 Cr** (Jul)

Networks	Clicks	Cost	Avg. CPC
Google Search	15.8%	0.0%	81.5%
Search partners	0.0%	0.0%	₹7.03
Cross-network	64.2%	18.5%	₹4.49



Cost per Lead optimized
from **₹435** → **₹225**



Balanced channel strategy:
Google drove **scale**,
Meta amplified **reach**

Gender	18-24	25-34	35-44	45-54	55-64	65+
Male	18.2%	25.1%	22.3%	15.4%	10.1%	7.9%
Female	16.5%	23.8%	21.7%	14.9%	9.8%	7.6%

Ad	Status	Impressions	Clicks	CTR
Veterinarian closest to me Best Pet Clinic in Bangalore Pet Clinic Near Me	Paused	64,831	3,558	5.49%

Biggest changes	Cost	CTR
RP-Vet-Jayanagar Mor	+₹68,227.02	6.16%
RP-Vet-Jayanagar Eve	+₹731,812.66	6.10%
RP-Vet-Jayanagar Nig	+₹462,098.80	6.05%
RP-Vet-second-clinic-Mor	+₹326,058.23	6.53%
RP-Vet-second-clinic-Eve	+₹301,404.79	6.37%

Day	00	06	12	18	00
S	0.0%	0.0%	0.0%	0.0%	0.0%
M	0.0%	0.0%	0.0%	0.0%	0.0%
T	0.0%	0.0%	0.0%	0.0%	0.0%
W	0.0%	0.0%	0.0%	0.0%	0.0%
T	0.0%	0.0%	0.0%	0.0%	0.0%
F	0.0%	0.0%	0.0%	0.0%	0.0%
S	0.0%	0.0%	0.0%	0.0%	0.0%

Campaigns	Cost	Clicks	CTR
RP-Vet-Jayanagar Mor	₹908,227.02	7,978	6.16%
RP-Vet-Jayanagar Eve	₹731,812.66	8,102	6.10%
RP-Vet-Jayanagar Nig	₹462,098.80	4,811	6.05%
RP-Vet-second-clinic-Mor	₹326,058.23	2,057	6.53%
RP-Vet-second-clinic-Eve	₹301,404.79	2,283	6.37%

Impact

Dr. Doodley has grown into a recognized brand in the pet care space, scaling both customer acquisition and brand visibility while maintaining cost efficiency.

