

ASTRA witnessed 189% increase in CTR, within one quarter



Astra ESG solutions

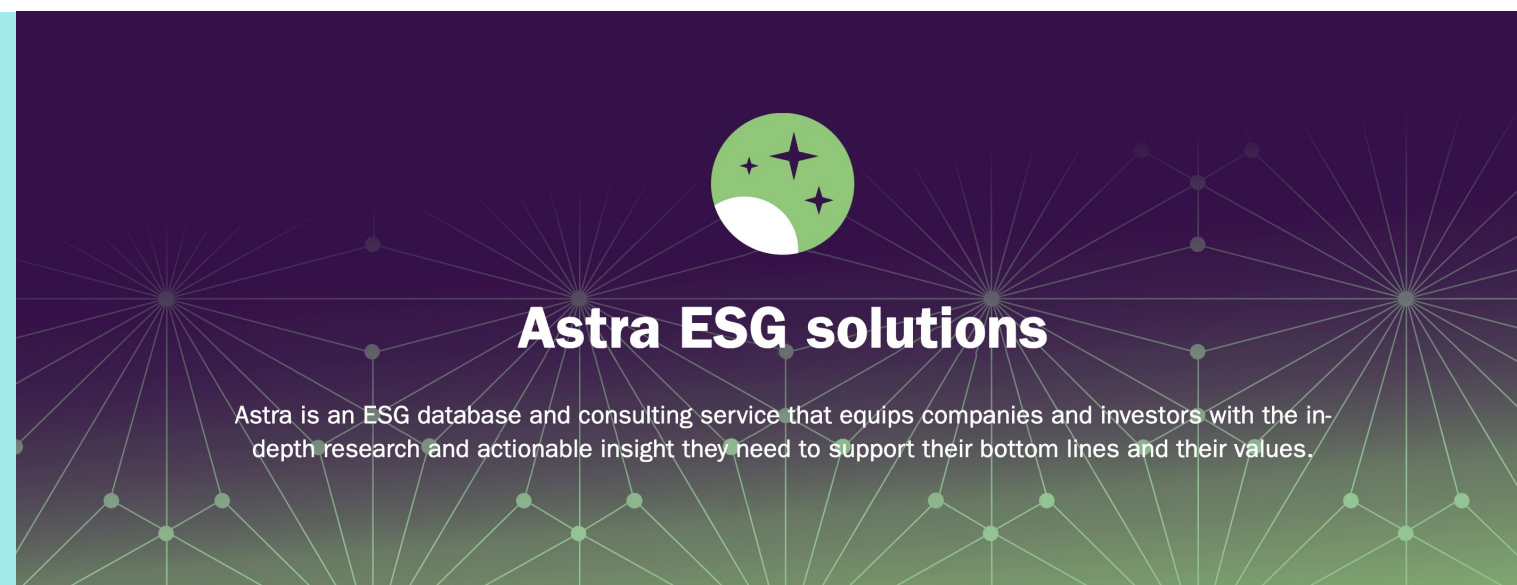
ASTRA is one of the fastest growing ESG solution provider. The company offers sustainability analytics and ESG consulting to large corporates and government agencies.

Problem statement: ESG is a relatively niche area of research. The company wanted to target sustainability strategists through online marketing campaigns. The online clutter and the availability of limited understanding of the market made it a difficult task to create targeted campaigns. Therefore, the company approached PanGrow for a solution.

PanGrow's solution: PanGrow's approach was meticulous, and the company identified Google Ads to be a viable platform. The company conducted surveys with the experts to identify their needs and study patterns and created a campaign for ASTRA.

How PanGrow helped:

- CTR Planning
- Survey With Experts
- Google AdWords Campaign Designing
- Post-campaign Analytics



Establishing effective, forward-thinking sustainable business practices with healthy ROI and measurable impact has become a top priority for business leaders around the globe.

What ASTRA had to say about this:

"PanGrow was instrumental in helping us create a campaign which not only helped us with leads, but also helped us with paving a path for a product which is due to be launched in Q4, 2023. They are our partners for life."

The Results

