



BUILDING DEMAND. DRIVING GROWTH.

Your Growth, Engineered.

We bridge your business to predictable demand — combining Google Ads & Meta Ads into one performance engine that turns ad spend into measurable revenue. From startup to enterprise.



A unit of Global Info Edge

Google Premier Partner 2024 · Meta Business Partner

demandsetu.com

One Engine. Two Cylinders. Built to scale.

Most businesses don't have an ad problem — they have a demand problem. Google captures the demand that already exists. Meta creates demand that doesn't. Run them apart and you leave revenue on the table. Run them as one engine — and growth becomes predictable.

CYLINDER 1 · META ADS

Demand Generation

Put your offer in front of people who didn't know they needed you yet — building want and a warm audience on Facebook & Instagram.

CYLINDER 2 · GOOGLE ADS

Demand Capture

Catch buyers at the exact moment they search — Search, Shopping, YouTube, Display — converting intent into leads and sales.

CONVERSION LAYER

Pages, CRO & Tracking

High-converting landing pages and clean analytics make every click measurable and every rupee accountable.

The flywheel effect: Meta feeds Google warm audiences that convert cheaper. Google's data sharpens Meta's targeting. The conversion layer learns what drives revenue — so as you scale, your cost-per-result **drops** instead of rising.

Everything your **demand engine** needs

DEMAND CAPTURE

Google Ads

Search / PPC, Shopping, YouTube, Display & remarketing — built for high CTR and low cost-per-acquisition, with full conversion tracking.

DEMAND GENERATION

Meta Ads

Facebook & Instagram strategy, scroll-stopping creative, lead-gen campaigns, and full-funnel retargeting with Pixel + Conversions API.

CONVERSION LAYER

Landing Pages & CRO

High-converting, mobile-first pages engineered for paid traffic, with A/B testing and continuous conversion-rate optimization.

CONVERSION LAYER

Analytics & Tracking

Clean GA4, Google Tag Manager, and server-side pixel setup so every lead, sale, and rupee is traceable and attributable.

Launch

For Startups

₹40,000/mo + ad spend

- ✓ Best-fit channel to start
- ✓ Up to ₹3L/mo spend
- ✓ Landing page + tracking
- ✓ Weekly optimization

Growth

For SMEs

₹90,000/mo + 10%

spend

- ✓ Full Google + Meta engine
- ✓ Up to ₹10L/mo spend
- ✓ Pages + CRO
- ✓ Advanced attribution
- ✓ Priority support

Scale

For Enterprise

Custom

- ✓ Dedicated pod
- ✓ ₹15L+/mo, multi-market
- ✓ Custom funnels & creative
- ✓ Board-ready reporting

Built for every stage of growth

Startups

Get your first 100 customers without burning runway. Founder-friendly, fast launch.

SMEs

Turn unpredictable months into a reliable pipeline. Scale what works.

Enterprise

Multi-channel, multi-market campaigns with a dedicated pod and board-ready reporting.

₹50Cr+

Ad spend managed

5M+

Leads generated

250+

Brands served

4.9/5

Average rating

Track record of **Global Info Edge**, Demand Setu's parent

TRAVEL

PTW Holidays

2.6× enquiries · 50% lower cost per lead · 557K+ ad clicks managed

HOSPITALITY

The Ushmaya Resorts

3.1× bookings · 44% lower cost per booking · 10-day launch

REAL ESTATE

Prarambh Smart City

2.8× site visits · 64% more qualified leads · 200% lead-flow lift

D2C / WELLNESS

Guduchi Ayurveda

72% uplift in average order value · 4.8★ brand sentiment

Ready to build your demand engine?

Book a free 30-minute strategy call. We'll audit your current setup, model your potential ROI, and show you exactly how the engine would work for your business. No pressure. No jargon.

Book a Free Strategy Call → demandsetu.com

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