

Himansu Sekhar Rout

I scale businesses with paid media, data and process — not ads alone.

"Marketing gets the credit. Process does the work."

Meta · Google · Amazon · TikTok | **Based in India, Working remotely & Globally** | Performance marketing since 2020

hihimansuhere@gmail.com · +91 90402 60086 · [linkedin.com/in/himansu1507](https://www.linkedin.com/in/himansu1507) · Available for select long-term engagements

₹12Cr → ₹68Cr Solar client annual revenue in 3 years — now targeting ₹100Cr+	×4–6 Puppy retail gross margin: ₹5L → ₹20L+ avg /month (peak ₹30L+)	–70% CPL Real estate Meta lead cost: ~₹900 → ₹150–250	–73% spend Salon ad budget AED 30–35k → ~9.5k/month, 90%+ slots still filled	ROAS 10–15+ UAE D2C hair products on Amazon within 6 months	₹35 CPL 2,886 leads for a 5-star hospitality group (~5 months)
--	--	--	---	--	---

01 · POSITIONING

The way I work

Most marketers would hate my opening line — I tell clients **marketing is overrated**. Here's why: if the sales follow-up is dead, the tracking is broken, the price is wrong or the process leaks, more ads don't fix the problem — they amplify it at scale. I don't come to win the ad account. I come to **fix the machine the ad account hangs off**, then scale it profitably.

- ASSESS EVERYTHING**

Current status. Why they need me, where, and what they actually need — not what they *think* they need. Sales, marketing, CAC, process, cost — read through the data, from the ad account to the closing call.
- FIND THE LEAK**

Ads, strategy, creative, landing page, lead nurture, tracking, business process, cost. I trace exactly where the money leaks and why the growth stopped.
- FIX THE MACHINE**

Funnel structure and campaign architecture, sales team, CRM / ERP implementation, WhatsApp automation, vendor systems, content rhythm. Root cause first — symptom later.
- SCALE PROFITABLY**

Efficiency before growth: same output, smaller input — then scale across channels, audiences and territories.

My ideology: if I'm spending ₹100 and getting ₹500, my first question is not "how do we make ₹700?" — it's "can we still get the same ₹500 while spending less than ₹100?" Most of the game lives in finding that answer.

What I bring

CHANNELS & PLATFORMS

- **Meta Ads** — Facebook & Instagram: lead gen, engagement, traffic, awareness, WhatsApp & messaging funnels
- **Google Ads** — Search (phrase → exact), PMax, Google Business Profile, YouTube
- **Amazon Ads** — auto/manual/exact structure, Helium 10 research, listing-driven organic lift
- **TikTok Ads** — paid social beyond the Meta duopoly

PERFORMANCE & DATA

- Marketing-data reading & decision-making (CAC, CPL, ROAS, conversion paths)
- Tracking & attribution audits — fixing what isn't measured
- Client-ready reporting & data storytelling with budget recommendations
- Creative strategy & direction working alongside content teams

REVENUE & PROCESS

- Lead-generation engines: B2B / B2C / B2G, multi-DISCOM territory scaling
- Lead nurture systems, CRM / ERP implementation, WhatsApp automation for rapid response
- Funnel & landing-page conversion, slot-based demand planning (salons, hospitality)
- Sales-team & vendor structuring, referral programs, stock-aware campaign pacing

PROVEN ACROSS MODELS

- D2C (India & global markets, Amazon + site)
- Local lead gen (real estate, solar, pet)
- Multi-location services (salons, hospitality)
- Recruitment & workforce campaigns
- Brand awareness & engagement at ₹0.02/result

Industries I've grown

Real estate	Realtors & land sales	Shared office space	Interior design	Ed-tech	Restaurants	Quick commerce (local)
Hospitality (5-star)	D2C	Pet retail	Solar (B2B / B2C / B2G)	Salons & hair products	Supermarkets	Online delivery

2020–2023 in an agency working across every client team at ground level. Since 2023, an independent professional with a deliberately small roster of long-term clients — several retained continuously since 2023.

Case studies

Every engagement below is one I ran hands-on, and the numbers come from the client's own business and ad accounts. Some clients appear by industry only, at their request.

CASE 01

Puppy retail brand, Bangalore (B2C)

Google Ads · Meta · Funnel & nurture · WhatsApp automation · Since Nov 2023

THE PROBLEM

- No consistent visibility — Google Business Profile (6,000+ reviews) frequently not showing on ads; P-Max underperformed; budget wasted in early structure tests.

WHAT I DID

- Rebuilt the Google Ads architecture: phrase-match research → negative-term hygiene → exact-match winners with bid caps; continuous search-term cultivation.
- Push for GBP + website visibility; call-based measurement (calls convert best) with weekly KPI tracking.
- Fixed the nurture machine: leads from website & WhatsApp, WhatsApp automation for instant response — cutting leads lost to slow reply.

RESULTS

₹5L → ₹20L+ /month

Gross margin, averaged (doubled in the first 6 months; peak ₹30L+; next target ₹50L). One of the highest-margin operators in the state.

30–35 sales /month

Closing rate; 20–30 calls/day weekdays, 35–45 weekends (Q2 2026 onward).

3.75 lakh clicks · CTR 8.67%

Google Ads, Nov 2023–Jul 2026: ₹39.59L total spend at ₹10.45 CPC.

₹23L margin vs ₹1.2L ads

Avg monthly gross margin with ~₹1.2L/month Google ad spend — ~19x the ad cost on gross margin alone.

CASE 02

Solar company, Odisha (B2C · B2B · B2G)

Meta + Google · CRM / ERP · Sales restructuring · Vendor & referral systems · Since Dec 2023

THE PROBLEM

- Lots of leads, near-zero conversion: no follow-up system, weak sales team, unstructured inventory/stock management, inconsistent creative.

WHAT I DID

- Built and ran the whole digital engine: Meta + Google lead generation at scale (offers + government subsidy).
- Then fixed what ads couldn't: restructured the sales team, onboarded more vendors for faster installation, launched a referral incentive program, digitized lead nurturing with CRM + ERP.
- Managed stock-aware campaign pacing — stopping spend when inventory couldn't keep up, relaunching when it could.

RESULTS

₹12Cr → ₹68Cr revenue

FY23 → FY26 (₹20Cr → ₹26Cr in between). Targeting ₹100Cr+ in FY27. Growth was system-driven, not spend-driven.

13,000+ leads from ~₹3L Meta spend

Across 3 years, leads only. Now running ~₹50–60k/month on Meta including awareness.

CASE 03

Kozma & Kozma — salons + D2C haircare, UAE & Qatar

Meta (salons) · Amazon (products, Helium 10) · Since Nov 2024

SALONS (5 BRANCHES, UAE + QATAR)

- **Problem:** ~AED 30–35k/month ad spend with no slot-level planning; media wasted filling already-empty or already-full capacity.
- **What I did:** slot-based demand planning from the booking tool (stylist/beautician schedules 3–4 days out); protected weekend organic fill; drafted loss-proof offers; coordinated with the accountant, chat and call teams.
- **Result:** spend cut to ~AED 9–9.5k/month (~73% reduction) **while 90%+ of salon slots kept filling**. Also learned Meta > Google for this category and reallocated accordingly.

PRODUCTS — KOZMA CURL ON AMAZON

- **Problem:** ~AED 4–5k/month sales; auto campaigns burning budget.
- **What I did:** Helium 10 keyword & competitor research; structured auto / manual / exact / broad testing; isolated winning keywords into dedicated campaigns; kept iterating — six months of rigorous testing.
- **Result:** sales 4–5k → 25–27k AED/month within 6 months at **ROAS 10–15+**, with organic sales lifting on the back of listings. USA now doing ~\$3–4k/month on ~\$1k ads (profitable, still scaling); Qatar in progress.

CASE 04

Motwani Constructions — real estate, Bhubaneswar

Meta + Google · Content & podcast IP · CRM nurture · Since Jul 2024

THE PROBLEM

- Meta CPL ~₹850–900 and rising; junk leads; an industry where buyers distrust brands.

WHAT I DID

- Brand-first: launched films, curated social profiles and a **locally iconic podcast** — a recurring public forum that rebuilt trust in a category obsessed with fraud fear.
- Progressive funnel: awareness → engagement → traffic (site / IG / YouTube) → retargeting → lead gen, testing every audience, content type and destination combination.
- Implemented CRM nurturing: junk lead share dropped, and only self-qualified leads reached sales.
- Google: search campaigns won over every other type we tested.

RESULTS

CPL ~₹900 → ₹150–250

Meta, with some campaigns as low as ₹50–200; conversion improved from 1 sale per 250+ leads to 1 per 40–50.

₹300–400 CPL (Google)

Higher cost, far better intent: 17 site visits per 100 qualified leads.

7–8 site visits / 100 leads

Meta, after de-junking (70–80% relevant leads); 2–3 closes per 50 site visits over a 3–6 month follow-up window.

Brand IP that compounds

Podcast + content engine built for decades, not campaigns.

CASE 05

5-star hospitality group, Odisha (client confidential)

Meta performance marketing · 5 properties · Since Nov 2025

THE PROBLEM

- Multiple properties and events, ~₹1.5L/month Meta budget, and content produced by a separate in-house team — no bridge between content and paid performance.

WHAT I DID

- Built the campaign matrix: lead gen, WhatsApp/messaging, traffic, awareness, engagement, package, seasonal, F&B and event campaigns.
- Tested every conversion path — Meta Lead Forms vs WhatsApp vs site vs Instagram — and funnelled budget into the winners.
- Closed the loop with the content team: analysed what content type performed, fed insights into both content planning and campaign planning.

RESULTS

2,886 leads @ ~₹35 CPL

13 lead-gen campaigns, ~₹1L spend; ~20% converted → ~577 bookings; ~90% of target occupancy hit on promoted packages.

Revenue +~20%

Q4 2025 vs first half of 2026 — a mix of content, paid planning and continuous testing (not ads alone).

4,336 WhatsApp conversations

19 messaging campaigns, ~₹1.7L spend, ~₹39 per conversation; 8–10% → 347–434 bookings.

Instagram 2.5K → 12.5K

~5x follower growth — a supporting metric, with a business account (not a creator account).

CASE 06

GBJ Properties — land & duplex realtor, Odisha

Meta lead gen · CRM-linked nurturing · Project-based model · 2 years

HOW IT WORKS

- Micro land and housing projects: ads run ~25 days/month, then the cycle flips to follow-up, tracking and analysis; campaigns stop as soon as a project sells. No vanity spend on awareness.

RESULTS

~6,000 leads for ₹2.35L

Over 2 years — ~3,000 land + ~3,000 housing, at under ₹40 per lead.

6–8 properties closed /month

4–5 plots (2–4 week cycle) + 2–3 housing units (strong months: 6–8); ~144–192 cumulative closures over 2 years with delayed attribution.

A real monthly report I produced

Performance marketing is 50% strategy and 50% proving what happened and what's next. Here is a slice of a live report I authored for a solar lead-gen client (Meta Ads, 1–24 July 2026):

SOLARMAXO — Meta Ads Monthly Report, July 2026 (24 of 31 days)

Spend ₹55,084 across 9 campaigns · 12.66 lakh reach · three objectives: lead gen (58.6%), hiring (30.6%), awareness (10.8%)

960 leads

Solar leads in 24 days across 3 DISCOM territories (401 / 335 / 224)

CPL ₹27.59–42.02

Best territory ₹27.59; each territory diagnosed with a next-step optimisation

384 conversations

Hiring: Tele-caller, electrician & back-office roles, ₹15–48 per result

1,37,917 engagements @ ₹0.02

Rath Yatra festival push — plus IG profile visits at ₹0.77

The report ends where the value is: a **data-backed August budget recommendation** — ₹1.44L/month across four territories to hit a 160-leads/day target, awareness consolidated at ₹7.5k — so the client makes the next decision with numbers, not guesses. Full report available on request.

Why clients stay



DELIBERATELY SMALL ROSTER

Three years in a multi-client agency (2020–23) taught me everything; since 2023 I've kept only a few clients — all long-term, several since 2023, none of them looking elsewhere.



CURRENT, EVERY TIME

Every platform update adopted quickly (Google & Meta policy and auction changes, new campaign types) — staying ahead of the market, adapting live.



ONE THROAT TO CHOKE

Paid media + strategy + process fixes + reporting in one accountable partner. I do the work myself, with the client's team in the loop.



CONFIDENTIALITY

Cases can be presented anonymised or with named approval, per NDAs — one flagship case in this portfolio runs anonymous at the client's request.

"Let's find the leak before we spend the next rupee."

Himansu Sekhar Rout

Marketing & Growth Consultant — Meta · Google · Amazon · TikTok

hihimansuhere@gmail.com · +91 90402 60086 · linkedin.com/in/himansu1507 · Based in India, Working remotely & Globally