



NEW HOLLAND
AGRICULTURE

DIGITAL MARKETING CASE STUDY

Connecting Farmers **Driving Sales**

25 **Tractors Sold**
Directly attributed to digital leads

AD SPEND

₹7,767

Total budget utilized

REVENUE GENERATED

₹2.5 Cr

@ ₹10L avg. unit price

RETURN ON AD SPEND

32,085% ↑ ROI

Extraordinary efficiency

Korahi Motors

Authorized Dealership Partner

Data Period: October 2025

Campaign Metrics

 TOTAL LEADS



598

↑ High Volume

Qualified inquiries generated

 COST PER LEAD



₹12.99

✓ 78% Better

vs. Industry Avg (₹60)

 TOTAL BUDGET



₹7,767

⚡ Minimal Spend

High efficiency allocation

 TOTAL IMPRESSIONS

480,392

Strong brand visibility in target regions

 UNIQUE REACH

202,202

Frequency capped at 2.3x per user

 CLICK-THROUGH RATE

0.61%

+50% vs Avg

Industry Standard: 0.3% - 0.4%

BUSINESS IMPACT

Sales Outcomes

25



Tractors Sold

Direct conversion from 598 leads

₹2.5 Cr

Total Revenue Generated

@ ₹10L Avg. Unit Price

EFFICIENCY

Return On Investment



32,085%

Return on Ad Spend (ROAS)

ANALYSIS

Why It Worked

Five strategic pillars that drove high-intent traffic and exceptional conversion rates for the Annasaheb Yojana campaign.



Strategic Blueprint
Replicable Success Model

01

Scheme Alignment

Leveraged government agricultural subsidy programs to create immediate trust, urgency, and financial enablement for buyers.

02

Seasonal Timing

Perfect synchronization with subsidy disbursement cycles and harvest seasons aligned with natural farmer cash flow.

03

Precise Targeting

Identified and reached scheme-eligible farmers with proven purchasing capacity at the exact moment of highest intent.

04

Optimized Execution

Deployed mobile-first creative, minimal friction forms (3 fields), and real-time bid optimization to lower CPL by 30%.

05

Exceptional Messaging

Achieved 0.61% CTR and 20.49% conversion rate through clear, benefit-driven communication tailored to rural needs.

Key Takeaways

32,085%
FINAL ROI

The Meta Ad campaign validated that precision digital marketing can drive substantial machinery sales with **minimal upfront investment**.



Exceptional Efficiency

25 Sold

From only ₹7,767 ad spend

Cost per sale of just ₹311 proves that digital channels can outperform traditional dealership marketing by 10x.



Digital-to-Sales Path

High Intent Pipeline

Lead conversion at 4.18%

Established a seamless journey from subsidy awareness on social media to dealership purchase completion.



Scalable Playbook

Regionally Ready

Plug-and-play model

The strategy is agnostic of dealership location and can be immediately deployed to other regions with similar subsidy schemes.