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Performance Marketing *ROI.*

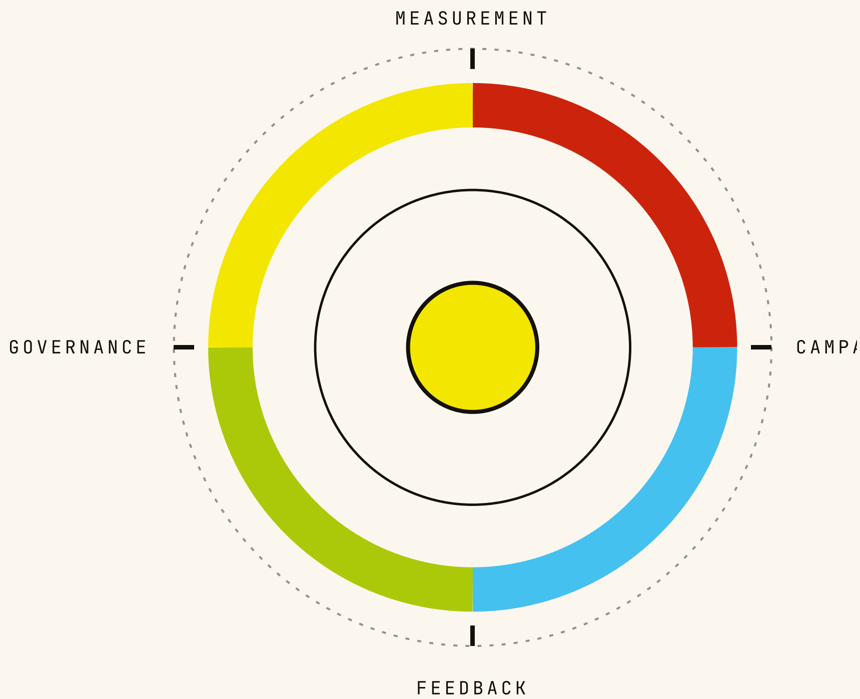
Turning paid media spend into an accountable growth system: a working architecture for founders, CMOs and finance teams.

01

EDITION · THE ROI ISSUE

“Spend is easy. Accountability is engineered.”

EDITORIAL THESIS



PREPARED FOR
Magicworks IT Solutions Pvt. Ltd.

AUTHORS
Swapnil Ughade
Mohan Chute

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AUDIENCE
Founders, CMOs, sales & finance leaders

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FRONT MATTER · METHODOLOGY AND SOURCING

Methodology and sourcing

This whitepaper is based on Magicworks' public service positioning, the provided working draft, and cited external sources. External claims are supported by references listed at the end of the document. No client results, proprietary benchmarks, or case studies are included unless explicitly cited or approved for publication.

HOW TO READ THIS PAPER

Sections 1–4 frame the problem and the operating model. Sections 5–11 are the working chapters of the system. Section 12 is the 90-day rollout plan. Appendices A–F are templates you can lift directly into client engagements.

INSIDE THIS EDITION

Contents.

01

SECTION ONE

Executive summary.

Performance marketing often fails for a simple reason: the organization can see spend, clicks and lead volume, but it cannot reliably connect those signals to qualified demand, pipeline value, revenue quality or payback. Paid media platforms make campaign activity visible, but platform reports do not automatically answer the commercial question, did this spend create profitable growth?

Magicworks positions its digital marketing service around measurable growth, full-funnel execution, AI-driven audience intelligence, conversion-focused creatives, analytics and continuous optimization. Its public digital marketing page states the need for clarity, control and conversions, and describes marketing as a connected growth system rather than fragmented activity [1]. This whitepaper translates that positioning into an implementation-grade ROI framework.

The central recommendation is to manage performance marketing as an operating system with six connected layers: measurement, campaign structure, landing page relevance, CRM feedback, experimentation and budget governance. If any layer is weak, spend can look efficient in-platform while the business receives poor-fit enquiries, longer sales cycles or lower pipeline value.

The AI-search transition raises the stakes. Google Search Central says AI Overviews and AI Mode are part of Google Search experiences; it also says existing SEO fundamentals remain relevant and that sites appearing in AI features are reported in Search Console as part of overall web search traffic [4]. Magicworks' own 2026 advertiser playbook warns Indian advertisers to fix CRM-to-Google Ads conversion tracking, test AI Max before wider migration and establish a permanent weekly sales-marketing review rhythm [2].

> CORE THESIS
>
> Paid media ROI is not produced by media buying alone. It is produced when conversion tracking, commercial definitions, landing pages, sales feedback, privacy compliance, experiments and budget rules operate together.

CONTINUED FROM PREVIOUS PAGE

The shape of the problem, and the ROI-led response.

This whitepaper is designed for Indian SMEs and mid-market businesses that want to move from *"we are running ads"* to *"we know how paid media contributes to business outcomes."* It provides a practical architecture, governance model and 90-day roadmap that Magicworks can use as a client education asset, lead magnet, sales enablement document or audit framework.

FIGURE 1.1 · THE FIVE MOST COMMON ROI BREAKDOWNS

PROBLEM	WHY IT MATTERS	ROI-LED RESPONSE
High click volume but weak lead quality	Platform optimization may be learning from low-value form fills.	Define qualified conversions, pass CRM feedback to reporting, and use rejection reasons to refine campaigns.
Low CPL but no pipeline growth	Cheap enquiries can hide poor buyer fit and wasted sales time.	Report cost per sales-qualified lead, cost per opportunity and pipeline value per spend.
Traffic on the wrong landing pages	Ad promise and page content mismatch reduces trust and conversion intent.	Map every campaign to intent-specific landing pages and monitor page-level outcomes.
Attribution disagreement	Finance, sales and marketing may use different systems and time windows.	Agree on conversion definitions, reporting windows and source-of-truth dashboards.
AI-era opacity	Broad matching, AI features and modeled conversions can reduce explainability.	Use experiments, CRM outcomes, search-term review and anomaly thresholds.

> “ The advertiser who measures clicks negotiates with platforms. The advertiser who measures outcomes negotiates with finance, and wins both rooms.

WHAT THE PAPER DELIVERS

- A six-layer ROI operating model
- A conversion taxonomy that platforms can learn from
- A weekly cadence that turns reports into decisions
- A 90-day implementation roadmap

WHO IT IS FOR

- Founders and CEOs reading paid media reports
- CMOs and marketing heads owning growth targets
- Sales and finance leaders judging lead value
- Growth and operations teams executing the loop

SECTION TWO

02 Why performance marketing ROI breaks down.

Paid media spend is easy to increase and hard to govern. A business can add budget, launch more campaigns and produce more reports without improving commercial accountability.

The breakdown usually happens because each team optimizes a different layer of the funnel: media teams optimize cost per click or cost per lead, sales teams judge lead quality, finance judges acquisition cost and payback, and leadership judges revenue growth. An ROI system must align these perspectives into one chain of evidence.

A click becomes valuable only when it produces a qualified action. A lead becomes valuable only when the sales team can progress it. A conversion becomes financially meaningful only when its expected value justifies the acquisition cost and follow-up cost. Google Ads Help defines a conversion action as a specific customer activity that is valuable to the business and says conversion measurements can be used to refine campaigns toward advertising objectives [3]. If a business defines every form fill as equally valuable, the platform can optimize toward the wrong business outcome.

DIAGNOSTIC

From visible metrics to better business questions.

Most paid media dashboards stop one step short of the real conversation. They surface the platform's vocabulary (impressions, CTR, CPL, ROAS) without asking whether those numbers describe commercial truth. Replace each comfortable metric with the harder question behind it.

FIGURE 2.1 · THE REFRAMING TEST

VISIBLE METRIC	FALSE COMFORT IT CAN CREATE	BETTER BUSINESS QUESTION
Impressions	We are reaching the market.	Are we reaching the right intent segments and buyer roles?
Clicks	The message is working.	Are clickers aligned with the offer and the landing page?
CTR	The ad is relevant.	Does relevance translate into qualified enquiry quality?
CPL	Acquisition is efficient.	What is the cost per sales-qualified lead and opportunity?
Conversion rate	The funnel is healthy.	Are the conversions commercially meaningful?
ROAS	Revenue attribution is clear.	Is attribution incremental, profitable and finance-approved?

MAGICWORKS POINT OF VIEW

A paid media account should be judged by decision quality, not reporting volume. If a dashboard does not help the team decide what to pause, scale, fix or test, it is not yet an ROI system.

03

SECTION THREE

What changed in the AI search & ads era.

Performance marketing is moving from manually constrained keyword logic toward AI-assisted matching, automated creative, modeled measurement and broader search experiences. This does not make fundamentals obsolete. It makes them more important, because the system needs better signals to learn from.

Google Search Central states that AI Overviews and AI Mode surface relevant links to help users find information quickly and explore content they may not have discovered before. AI Mode can support nuanced questions that previously required multiple searches, and may use a query fan-out technique across subtopics and data sources [4]. For advertisers, this means buyers may arrive with more context, more complex questions and less predictable paths.

Google Search Central also says there are no additional technical requirements to appear as a supporting link in AI Overviews beyond being indexed and eligible to appear with a snippet; it recommends continuing fundamentals such as crawlability, internal links, page experience, textual content, high-quality media and structured data matching visible text [4]. For paid media teams, this reinforces the idea that ad performance cannot be separated from site quality.

Magicworks' AI Mode and AI Max playbook argues that Indian advertisers should respond with practical controls: confirm CRM-to-Google Ads conversion tracking, run controlled campaign tests, maintain aggressive search-term and negative-keyword discipline, and set up weekly sales-marketing review rituals [2].

THE SHIFTS, THE RISKS, THE CONTROLS

Read each shift twice, once for the opportunity, once for the failure mode.

FIGURE 3.1 · AI-ERA SHIFTS AND WHAT TO DO ABOUT THEM

AI-ERA SHIFT	RISK FOR ADVERTISERS	CONTROL TO IMPLEMENT
Broader matching and keywordless expansion	Ads may trigger for adjacent but commercially weak queries.	Search-term review, negative keyword governance and CRM lead-quality feedback.
Automated ad copy or asset generation	Copy may drift from approved positioning or overpromise.	Message guardrails, claim substantiation rules and periodic creative review.
Final URL or page-routing automation	Users may land on pages that do not match their intent.	Page mapping, conversion-rate monitoring and landing-page exclusions where relevant.
Modeled and cross-device conversions	Reported numbers may include modeled outcomes and differ from CRM data.	Compare platform metrics with CRM stages and finance-approved revenue records.
AI Overviews and AI Mode behavior	Clicks may be fewer, different or higher context; reporting may be less granular.	Track conversion quality, time on site, source mix and Search Console trends.

EDITOR'S NOTE

This paper does not claim that AI Max or AI Overviews will improve every account. It recommends controlled testing because independent and platform-reported results can vary by account setup, sector, data quality and landing-page relevance.

> “ Automation does not remove the need for judgement. It moves the judgement upstream, to the definitions, the signals, and the experiments you choose to run.

04

SECTION FOUR · THE OPERATING MODEL

The accountable ROI architecture.

An accountable ROI architecture makes every layer of paid media observable and governable. The aim is not a larger report, it is a decision system that shows where money is being converted into demand, where it is leaking, and which changes are most likely to improve commercial outcomes.

FIGURE 4.1 · SEVEN LAYERS, SEVEN QUESTIONS, SEVEN SOURCES OF EVIDENCE

LAYER	QUESTION IT ANSWERS	MINIMUM EVIDENCE
Commercial definition	What counts as success?	Revenue model, lead types, qualification criteria, target CAC, payback period.
Tracking & consent	Are valuable actions measured lawfully and correctly?	Tags, consent notices, UTM rules, conversion action map, verification logs.
Campaign intent	Which buyer intent segments receive budget?	Campaign and ad-group map, keyword/audience logic, exclusions.
Landing page relevance	Does the page match the ad promise and user intent?	Message match, Core Web Vitals, form logic, trust proof, offer clarity.
CRM feedback	Which leads progress through sales?	Source fields, lifecycle stage, rejection reason, opportunity value, close date.
Experimentation	Which changes caused improvement?	Hypothesis, control/test design, success metric, decision log.
Budget governance	Where should spend move next?	Scale/fix/refine/pause rules and weekly decision meeting.

OPERATING PRINCIPLE

Spend should move only when the team knows which outcome improved, why it likely improved, and whether the improvement is strong enough to justify more risk.

05

SECTION FIVE

Measurement foundations & conversion taxonomy.

The most important measurement decision is not which tool to use. It is what the business chooses to count as a conversion. Google Ads can measure multiple conversion types: website actions, calls, app actions and offline conversions [12]. The business must decide which actions should guide bidding and which should remain diagnostic. A practical conversion taxonomy separates signal strength.

FIGURE 5.1 · A SIX-LEVEL CONVERSION TAXONOMY

LEVEL	EXAMPLES	USE IN BIDDING?	NOTES
0 · Diagnostic engagement	Scroll depth, video view, blog click, resource view	No	Useful for page learning but too weak for lead optimization.
1 · Micro-conversion	Download, newsletter signup, pricing-page visit	Usually no	Useful for retargeting and nurture segmentation.
2 · Lead capture	Form fill, WhatsApp lead, call click, demo request	Sometimes	Use only if spam and duplicate filtering are reliable.
3 · Qualified lead	SQL, counsellor-accepted lead, verified business enquiry	Yes	Best optimization signal when volume is sufficient.
4 · Opportunity	Proposal sent, admission application, site visit, meeting	Yes, if tracked	Better reflects pipeline value and sales effort.
5 · Revenue	Closed-won deal, enrollment, purchase, signed agreement	Yes, where feasible	Strongest signal but may be delayed in long-cycle businesses.

The "Conversions" column in Google Ads is based on primary conversion actions and is generally used for bidding optimization; related metrics like cost per conversion and conversion value per cost are derived from the configured data [13]. Therefore: bad conversion definitions create bad optimization signals.

MEASUREMENT CONTROLS, THE WORKING TABLE

Who owns each piece of the measurement spine.

FIGURE 5.2 · THE MEASUREMENT CONTROL MAP

CONTROL	IMPLEMENTATION REQUIREMENT	OWNER
UTM taxonomy	Standard naming for source, medium, campaign, ad group, creative and keyword/audience where possible.	Marketing operations
Tag verification	Use Tag Assistant or equivalent QA to ensure tags fire as intended; Google explicitly recommends checking implementation when conversions are missing or low [3].	Marketing + web
Conversion hierarchy	Define primary vs secondary conversions and document which columns guide bidding.	Marketing + finance
CRM source capture	Capture original source, latest source, campaign, landing page, sales stage and rejection reason.	Sales operations
Offline conversion import	Where appropriate, connect qualified-lead and opportunity outcomes back into ad platforms.	Marketing ops + CRM admin
Data dictionary	One definition of Lead, MQL, SQL, Opportunity, CAC and Payback, agreed across departments.	Leadership + finance

ANTI-PATTERN

Optimizing toward "all form fills" because the platform asks for one primary conversion. The platform will learn to deliver any form fill, including the ones sales will reject by Friday.

BETTER PATTERN

Pass *qualified lead* back from CRM as the primary signal. Use lead capture as a secondary diagnostic. The model now learns toward commercial fit.

06

SECTION SIX · INDIA CONTEXT

Privacy, consent & data governance.

Paid media ROI depends on data, but data use must be lawful, transparent and proportionate. Google Ads Help tells advertisers to provide users with clear and comprehensive information about data collected on sites, apps and other properties, and to obtain consent where required by law or applicable Google policies [3].

For Indian businesses, the Digital Personal Data Protection Act, 2023 is a critical reference point. The Act applies to processing of digital personal data within India and can also apply to processing outside India when connected with offering goods or services to Data Principals in India [7]. Personal data may be processed only in accordance with the Act and for a lawful purpose where consent has been given or for certain legitimate uses. Consent must be free, specific, informed, unconditional and unambiguous, with a clear affirmative action, and the Data Principal has the right to withdraw consent [7].

FIGURE 6.1 · PRIVACY CONTROLS FOR A PAID MEDIA STACK

RISK AREA	PRACTICAL QUESTION	RECOMMENDED CONTROL
Consent notice	Does the landing page clearly explain what data is collected and why?	Use clear notice language; avoid buried or vague tracking statements.
Remarketing	Are audiences built only when user consent and policy conditions are satisfied?	Suppress remarketing signals where legally required consent is absent.
Lead forms	Are fields proportionate to the purpose?	Ask only for information needed to qualify and respond.
CRM enrichment	Are third-party enrichment tools documented and contractually governed?	Maintain processor/vendor list, data fields and retention policy.
Children / sensitive categories	Could targeting or forms involve children or sensitive contexts?	Apply higher scrutiny and avoid targeting practices that create welfare or compliance risk.
Data retention	Do marketing systems retain leads indefinitely?	Set retention rules aligned with business purpose, law and platform policies.

COMPLIANCE PRINCIPLE

If the team cannot explain what data is collected, why, where it flows and how a user can exercise rights, the measurement system is not yet mature enough for aggressive scaling.

This whitepaper is not legal advice. Teams should involve qualified legal counsel when designing consent, retention and data-sharing practices.

07

SECTION SEVEN

Campaign structure for learning & control.

Campaign structure is not an administrative detail. It is how the organization controls intent, budget, measurement and learning. A good structure separates segments with different economics, intent and expected sales outcomes. A weak structure combines brand demand, cold prospecting, retargeting and low-intent queries in a way that makes ROI impossible to diagnose. Magicworks' public digital marketing page emphasizes strategy before execution, intelligence before spend and growth before vanity metrics [1].

FIGURE 7.1 · SEGMENTS, ROLES AND KPIS

SEGMENT	PRIMARY ROLE	PRIMARY KPI	CONTROL RULE
Brand search	Capture existing demand & protect branded discovery.	Qualified CPL, impression share, conv. rate.	Do not mix brand with non-brand ROI when judging prospecting.
High-intent non-brand	Capture buyers actively looking for the service.	Cost per SQL, opportunity rate, search-term quality.	Protect budget only when qualified outcomes are proven.
Problem-aware search	Educate prospects researching a problem.	Engaged visits, micro-conversions, nurture entry.	Route to content or consultation offers, not direct CPL.
Competitor / alternative	Reach prospects comparing providers or categories.	Lead quality, CPC trend, compliance review.	Keep messaging factual and avoid misleading comparisons.
Retargeting	Bring back warm visitors and content consumers.	Assisted conv., frequency, incremental lift.	Avoid over-crediting retargeting for demand generated elsewhere.
Paid social demand	Create awareness and segment audiences.	Qualified micro-conversions, cost per engaged visit.	Do not expect cold social to behave like high-intent search.
LinkedIn / B2B by role	Reach specific job roles and account types.	Meetings, qualified opportunities, pipeline influence.	Keep audience tight and test offers, costs run higher.

STRUCTURE DECISIONS

When to split, and why.

The right answer to *"should we separate this?"* is almost always yes, provided the segments have different economics, sales cycles or message requirements. Combine when in doubt; the moment a difference matters, separate.

FIGURE 7.2 · THE SEPARATION DECISION

STRUCTURE DECISION	WHEN TO SEPARATE	REASON
Brand vs non-brand	Always	Brand demand is not the same as incremental acquisition.
Service lines	When buyer intent, margins or sales cycles differ	A software lead and a digital marketing lead may have different economics.
Geographies	When CPC, language, demand or sales coverage differs	Local markets need different budgets and message relevance.
Landing-page groups	When offers differ by buyer stage	Page relevance is a major conversion-quality lever.
Experiment campaigns	When testing a high-risk change	Protect baseline performance and isolate the learning.

> “ A campaign structure is a confession. It reveals what the organization believes about its buyers, and what it is willing to be measured on.

BRAND · SEPARATE, ALWAYS

Branded queries reflect demand created elsewhere. Mixing them inflates non-brand ROI.

INTENT · SPLIT BY READINESS

Problem-aware, solution-aware, and decision-ready buyers want different offers.

PAGES · PAIR EACH AD TO ONE

A campaign cannot outperform the page it sends people to for very long.

08

SECTION EIGHT

Landing pages, trust & conversion quality.

A campaign cannot outperform the page it sends people to, not for long. Landing pages are where intent becomes trust, and trust becomes action. If the page does not match the ad promise, explain the offer quickly, load fast enough and present credible proof, the platform may still deliver clicks but the business will not get qualified demand.

Core Web Vitals provide a practical page-experience baseline. web.dev recommends LCP within 2.5 s, INP of 200 ms or less and CLS of 0.1 or less, measured at the 75th percentile across mobile and desktop [6]. Slow or unstable pages reduce trust and form completion.

FIGURE 8.1 · THE LANDING-PAGE CHECKLIST THAT DRIVES QUALIFIED DEMAND

ELEMENT	WHAT GOOD LOOKS LIKE	ROI RISK WHEN WEAK
Message match	Headline reflects the ad promise and user intent.	Traffic bounces because the page feels irrelevant.
Audience clarity	First screen states who the offer is for and what problem it solves.	Wrong-fit users convert and waste sales time.
Offer specificity	CTA says what the user gets: audit, consultation, quote, demo.	Generic CTAs reduce intent and qualify poorly.
Trust proof	Relevant proof, credentials, process detail, FAQs and clear next steps.	Users hesitate, especially in high-value services.
Form design	Fields qualify without unnecessary friction.	Too little data produces poor leads; too much kills conversion.
Performance	Mobile-first load speed, stable layout, responsive interactions.	Slow pages reduce completion and perceived quality.
Post-conversion	Thank-you page explains timeline and next action.	Leads go cold because expectations are unclear.

LANDING-PAGE RULE

Do not send high-intent paid traffic to a generic page unless the page is intentionally built to route the user to the right next step within seconds.

09

SECTION NINE

CRM feedback & sales-qualified attribution.

The most important paid media data often lives outside the ad platform. Sales teams know whether leads are serious, whether prospects have budget, whether the requirement matches the service, whether the geography is viable. If that feedback does not return to marketing, the platform can optimize toward form fills that sales teams reject. Magicworks' 2026 advertiser playbook emphasizes tracking outcomes rather than platforms, building pipeline-source attribution manually where necessary, and using weekly sales–marketing review to monitor cost per qualified lead, SQL rate, qualitative lead quality and sales-cycle length [2].

FIGURE 9.1 · THE MINIMUM CRM FIELD SET FOR PAID MEDIA ACCOUNTABILITY

CRM FIELD	PURPOSE	EXAMPLE VALUES
Original source	Preserve first known acquisition source.	Google Ads, LinkedIn Ads, Organic Search, Referral.
Campaign / UTM	Connect lead to campaign and landing page.	`sem_nonbrand_ai_consulting_pune`
Lead type	Differentiate enquiry categories.	Quote, consultation, vendor pitch, job seeker, support.
Fit status	Judge commercial relevance.	High fit, medium fit, low fit, not relevant.
Qualification stage	Track sales progression.	New, contacted, SQL, opportunity, proposal, won, lost.
Rejection reason	Explain why leads fail.	No budget, wrong location, wrong service, student, spam.
Opportunity value	Connect marketing to expected revenue.	Estimated deal value or enrollment value.
Sales effort	Understand hidden cost.	Calls made, meetings held, hours spent.

CLOSING THE LOOP

What sales is telling you, and what marketing should do about it.

FIGURE 9.2 · SALES-FEEDBACK SIGNALS AND THE MARKETING RESPONSE

SALES FEEDBACK SIGNAL	MARKETING ACTION
High volume of wrong-service enquiries	Rewrite ad copy, tighten keywords/audiences, add form qualifiers and negative keywords.
High volume of low-budget enquiries	Add pricing context, improve targeting, change offer and qualify earlier.
Strong leads but low appointment rate	Improve response time, confirmation message and scheduling flow.
Strong appointments but weak close rate	Review offer fit, sales collateral, pricing and nurture sequence.
Sales cycle length increasing	Audit landing-page intent, query mix and lead source distribution.

> “ If your CRM cannot tell you which campaign produced your best client this quarter, you don't have an attribution problem, you have an organisation problem.

SERVICE BUSINESSES

Most Indian service businesses begin high-value conversations through phone or WhatsApp. Treat call tracking and chat capture as primary measurement, not as an afterthought.

LONG SALES CYCLES

When closure takes months, optimize toward *opportunity* rather than waiting for revenue. It is the strongest stable signal a model can learn from.

SECTION TEN

10 Experimentation, incrementality & budget governance.

Attribution tells a story about who should receive credit. Incrementality asks a harder question, what would have happened *without* the campaign or change? For budget decisions, incrementality is often more useful than last-click attribution because it focuses on causal impact rather than observed path credit.

Gordon, Moakler and Zettelmeyer write that randomized controlled trials provide credible estimates of advertising incrementality but can be difficult to scale; their 2026 revision proposes a predicted-incrementality approach trained on RCTs and reports that it outperformed industry-standard 7-day last-click attribution in their setting [10]. A separate study on Meta experiments warns that A/B tests can have divergent delivery, where algorithms deliver variants to different audience segments, complicating causal interpretation [11].

FIGURE 10.1 · TEST TYPES, AND THEIR WEAKNESSES

TEST TYPE	BEST USE	WEAKNESS TO MANAGE
A/B ad creative test	Compare messages or offers.	Platform delivery may shift audience mix.
Landing-page split test	Compare page structure or offer clarity.	Needs sufficient conversion volume and stable traffic quality.
Geo holdout	Estimate regional incrementality.	Requires enough comparable geographies and stable seasonality.
Budget holdout	Measure impact of pausing or reducing spend.	Can create opportunity cost and internal resistance.
Campaign experiment	Test bidding, match type, AI feature or structure.	Needs pre-defined success metric and enough runtime.
Sales-quality test	Compare qualified lead rate before/after a change.	Requires consistent sales tagging and rejection reasons.

BUDGET GOVERNANCE

Six decisions a paid media account should be capable of making every week.

FIGURE 10.2 · THE SCALE / FIX / REFINE / PAUSE FRAMEWORK

DECISION	TRIGGER	ACTION
SCALE	Campaign meets qualified-CPL or opportunity-cost target for agreed volume and time.	Increase budget gradually; monitor lead quality and marginal cost.
FIX	Traffic is relevant but conversion rate is weak.	Review landing page, offer clarity, form friction, proof and page speed.
REFINE	Leads arrive but sales rejects a high percentage.	Tighten targeting, negative keywords, copy and qualification fields.
PAUSE	Spend continues without qualified actions after agreed threshold.	Stop or reduce budget; document learning before relaunch.
INVESTIGATE	CPC, CPL, SQL rate or conversion rate change sharply versus baseline.	Check auction shifts, tracking errors, landing pages and search-term drift.
EXPERIMENT	Hypothesis has a clear audience, message, offer and success metric.	Run controlled test; avoid changing multiple major variables at once.

THE TAKEAWAY

Do not make major budget decisions based only on last-click reports or short-term dashboard movement. Use controlled experiments where possible, interpret A/B tests carefully, and require a decision log that records hypothesis, setup, result and action.

11

SECTION ELEVEN

Dashboards, meeting cadence & operating rhythm.

A dashboard is only useful if it creates better decisions. The weekly meeting is where paid media becomes an operating system, answering four questions: what changed, why, what action is required, and who owns it. Start with business outcomes; move backward to platform metrics.

FIGURE 11.1 · THE DASHBOARD MAP

SECTION	METRICS	DECISION IT SUPPORTS
Executive summary	Spend, qualified leads, cost per SQL, opportunities, pipeline value, pipeline value per ₹ spent.	Growth, quality or measurement problem?
Campaign performance	Spend, conversions, qualified conversions, SQL rate, cost per SQL, opportunity rate.	Scale, fix, refine or pause?
Sales feedback	Lead rating, rejection reasons, time to first contact, appointment rate.	What must marketing or sales improve this week?
Landing pages	Conv. rate, form completion, engagement, Core Web Vitals, page-level SQL rate.	Which pages block conversion quality?
Search terms / audiences	Irrelevant terms, new high-intent terms, audience performance, exclusions.	What should be added, excluded or separated?
Experiment board	Hypothesis, start date, volume, current result, decision date.	What learning is ready for action?

FIGURE 11.2 · A 30-MINUTE WEEKLY MEETING THAT SHIPS DECISIONS

STEP	TIME	QUESTION
1 · Outcome review	8 min	What happened to qualified leads, opportunities and pipeline?
2 · Variance diagnosis	7 min	Which metric moved most and what is the likely cause?
3 · Sales feedback	5 min	What did sales learn from the newest leads?
4 · Budget decisions	5 min	What should scale, pause, fix or test?
5 · Owner assignments	5 min	Who will do what by when?

WEEKLY RULE

End every performance meeting with three to five decisions, no more. A long list of observations is not management; documented action is.

12

SECTION TWELVE · ROLLOUT

90-day implementation roadmap.

The 90-day plan below creates a working ROI system without waiting for perfect enterprise data maturity. It assumes the organization already runs paid campaigns but has gaps in tracking, attribution, sales feedback or budget governance.

FIGURE 12.1 · SIX PHASES · NINETY DAYS

PHASE	DAYS	FOCUS	DELIVERABLES
1 · Baseline audit	1–15	Assess account structure, tracking, landing pages, CRM fields and lead quality.	Measurement audit, campaign map, conversion hierarchy, waste list, risk register.
2 · Measurement repair	16–30	Fix tag QA, UTMs, primary/secondary conversions, consent notices and CRM source fields.	Verified events, UTM rules, source-of-truth definitions, dashboard spec.
3 · Structure rebuild	31–45	Separate intent segments, rebuild campaigns and map landing pages to buyer intent.	Campaign restructure, negative keyword list, landing-page map, offer matrix.
4 · Experiment launch	46–65	Test the highest-impact change: message, landing page, audience, bidding or AI feature.	Experiment briefs, control/test setup, daily monitoring checklist.
5 · Sales loop activation	66–80	Run weekly review with sales feedback and lead-quality scoring.	Lead-quality report, rejection reason summary, budget actions.
6 · Scale plan	81–90	Document proven channels, unresolved risks and next-quarter priorities.	90-day ROI report, scale/pause/fix list, next-quarter roadmap.

> “ Ninety days will not fix everything. It will fix enough to make the next ninety days defensible.

WEEK BY WEEK

Thirteen weeks · one priority action each.

FIGURE 12.2 · THE THIRTEEN-WEEK PRIORITY LIST

WK	PRIORITY ACTION	PROOF OF COMPLETION
01	List every active campaign, objective, conversion action and landing page.	Campaign inventory signed off by marketing owner.
02	Audit conversion tags, forms, calls, WhatsApp and thank-you pages.	Tracking QA log with pass/fail status.
03	Agree on Lead, SQL, Opportunity, CAC and Payback definitions.	Data dictionary approved by marketing, sales and finance.
04	Add or clean CRM fields for source, campaign, fit and rejection reason.	CRM test lead confirms fields capture correctly.
05	Separate brand, non-brand, retargeting and major service-line campaigns.	New structure live or staged.
06	Create page–offer map and landing-page issue list.	Top landing pages ranked by fix priority.
07	Launch first controlled test.	Experiment brief with hypothesis, metric and decision date.
08	Start weekly sales–marketing ROI meeting.	Decision log created and owners assigned.
09	Review search terms and sales rejection reasons together.	Negative keyword and copy refinement list.
10	Implement landing-page fixes.	Before/after page QA and Core Web Vitals check.
11	Review experiment results against business metrics.	Scale/fix/pause decision recorded.
12	Prepare executive ROI report.	Next-quarter budget recommendation and risk notes.
13	Lock the operating model.	Recurring meeting, dashboard, decision rules and owners confirmed.

13

SECTION THIRTEEN · INDIA

Sector-specific guidance for India.

The ROI architecture is broadly applicable, but each sector has different lead-quality risks and sales-cycle realities. The notes below are designed for common Magicworks audience segments and avoid fabricated results or unsupported benchmarks.

FIGURE 13.1 · SECTOR RISKS AND RECOMMENDED CONTROLS

SECTOR	COMMON PAID MEDIA RISK	RECOMMENDED CONTROL
Education & EdTech	High lead volume can hide poor fit; students compare fees, eligibility and location before committing.	Segment by program, qualification level, geography and admission stage; track counsellor-qualified leads and enrollment value.
Manufacturing & industrial B2B	Generic educational queries can waste expensive sales time.	Separate procurement-intent keywords from informational keywords; use negative keywords and role/company qualifiers.
Travel, hospitality & wellness	Early-stage inspiration traffic may not convert immediately.	Separate discovery, package enquiry and booking intent; use retargeting and nurture for longer consideration cycles.
Professional services	Lead quality depends on budget, urgency, authority and scope.	Use qualifying questions and route low-readiness leads into nurture rather than direct sales.
Healthcare-adjacent services	Claims, targeting and privacy require extra caution.	Use compliant wording, avoid exaggerated outcomes and involve legal review for sensitive categories.
E-commerce & retail	ROAS may look strong while margin or returns weaken profit.	Track gross margin, returns, new vs returning customers and payback, not revenue alone.

A NOTE ON BENCHMARKS

Industry benchmarks circulate widely. Treat them as orientation, not targets. Your own historical baseline, taken from CRM data, not platform reports, is the only honest benchmark for your account.

14

SECTION FOURTEEN · WORKING TEMPLATES

Appendices.

APPENDIX A

Paid Media ROI Audit Checklist.

Twelve checks. Use as a one-page sign-off for any account moving into the weekly operating cadence.

- Campaigns are mapped by objective, intent segment, service line, geography and landing page.
- Every primary conversion action is commercially meaningful and verified.
- Secondary conversion actions are used for diagnosis, not uncontrolled bidding.
- UTM naming is standardized and documented.
- CRM captures source, campaign, fit status, qualification stage and rejection reason.
- Sales and marketing agree on MQL, SQL, opportunity and closed-won definitions.
- Landing pages have message match, clear CTA, proof, fast load time and privacy notice.
- Remarketing and personalization respect consent and platform-policy requirements.
- Search terms and exclusions are reviewed weekly during active optimization.
- Budget movement follows documented scale / fix / refine / pause rules.
- At least one controlled test is always active for major budget segments.
- Leadership receives an outcome-focused report, not just channel metrics.

HOW TO USE THIS CHECKLIST

Read each line as a binary: meets / does not meet. If fewer than nine items pass, the account is not yet ready for aggressive scaling, return to Section 12 Phase 2.

APPENDIX B

Conversion taxonomy template.

CONVERSION ACTION	LEVEL	PRIMARY / SECONDARY	BUSINESS VALUE	OWNER	QA
Contact form submit	Lead capture	Primary only if quality is stable	Initial enquiry	Marketing ops	,
Phone call over threshold	Lead capture	Primary if call quality is verified	High-intent enquiry	Marketing ops	,
WhatsApp click	Lead / micro	Secondary until sales quality is known	Conversation started	Sales ops	,
Consultation booked	Qualified action	Primary	Sales-ready enquiry	Sales ops	,
SQL created	Qualified lead	Primary	Commercially fit lead	Sales manager	,
Opportunity created	Opportunity	Primary where volume supports	Pipeline value	CRM admin	,
Closed won	Revenue	Primary where import is feasible	Revenue	Finance / CRM	,

APPENDIX C

Weekly performance meeting template.

AGENDA ITEM	PROMPT	DECISION OUTPUT
Outcome review	What happened to qualified leads, opportunities and pipeline?	One-line summary of performance.
Variance diagnosis	Which number moved most versus baseline?	Hypothesis for cause.
Sales feedback	What are the top rejection reasons this week?	Campaign or page actions.
Budget governance	What should scale, pause, fix or test?	Budget action list.
Experiment review	Which tests are ready for a decision?	Continue, scale, stop or redesign.
Owner assignment	Who owns each action and by when?	Named owners and due dates.

APPENDIX D

Experiment brief template.

FIELD	PROMPT
Hypothesis	If we change X for audience Y, then business outcome Z should improve because...
Audience / campaign	Which campaign, ad group, audience, geography or page is included?
Control	What remains unchanged?
Test variant	What exactly changes?
Primary metric	Qualified CPL, SQL rate, opportunity rate, pipeline per spend or conv. value per cost.
Guardrail metric	Lead rejection rate, CPA, spend cap, bounce/engagement, sales-cycle length.
Runtime	Minimum dates, volume threshold and decision date.
Decision rule	What result is required to scale, continue, stop or redesign?

APPENDIX E

Landing page QA template.

CHECK	PASS CRITERIA
Ad-message match	Headline and first screen match campaign promise.
Audience clarity	Page states who the offer is for, and who it is not for.
CTA clarity	CTA describes the action and the expected next step.
Proof	Relevant credentials, process details, FAQs or approved proof points are present.
Form fields	Questions qualify without unnecessary friction.
Page speed	Core Web Vitals reviewed; major issues prioritized.
Mobile UX	CTA, form and proof work on mobile.
Privacy notice	Data collection and consent are clear and accessible.
Thank-you step	User sees confirmation, timeline and next action.

APPENDIX F

Executive one-page scorecard.

A single page leadership can read in two minutes, pipeline first, platform last. Designed to replace twelve-tab spreadsheets that nobody opens twice.

METRIC	THIS PERIOD	PREVIOUS PERIOD	STATUS	ACTION
Spend	,	,	○	,
Qualified leads	,	,	○	,
Cost per qualified lead	,	,	○	,
Opportunities created	,	,	○	,
Pipeline value	,	,	○	,
Pipeline value per ₹ 1,00,000 spend	,	,	○	,
Lead rejection rate	,	,	○	,
Average sales cycle by source	,	,	○	,
Top campaign to scale	,			
Top campaign to fix or pause	,			

STATUS LEGEND

ON TRACK, meets target.
WATCH, trending toward miss.
OFF TRACK, exception report required.

CADENCE

Update weekly in the marketing–sales review. Circulate to leadership every two weeks. Review the underlying definitions every quarter.

15

SECTION FIFTEEN

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END OF PAPER · NEXT STEP

Request a Paid Media ROI Audit

Magicworks offers a complimentary 60-minute ROI audit using the framework in this whitepaper. We will review your account against the twelve-point checklist in Appendix A, identify the three highest-impact fixes for your specific situation and share a tailored 90-day priority list.

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