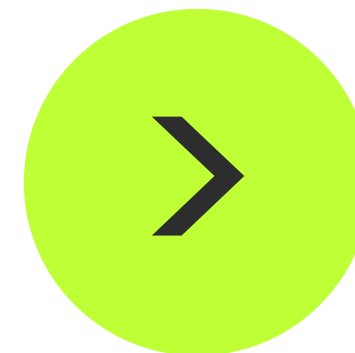


Coding with Akash

DIGITAL MARKETING PORTFOLIO



ABOUT US

Codingwithakash is a performance-driven digital marketing agency dedicated to helping brands grow through clarity, creativity, and clicks.

We specialize in:

- Google Ads – ROI-focused campaigns with precision targeting
- Meta Ads – Engaging creatives and audience segmentation
- Website Design – Conversion-optimized, responsive builds
- Landing Page Design – Fast-loading pages built to convert



Coding with Akash

–

2025

–

Presentation





OUR SERVICES

- **Google Ads**
Precision targeting, optimized spend, and high-converting campaigns that deliver measurable ROI.
- **Meta Ads**
Creative storytelling meets audience segmentation to drive engagement and brand awareness.
- **Website Design**
Responsive, fast-loading websites built to convert visitors into loyal customers.
- **Landing Page Design**
Streamlined pages with compelling CTAs designed to maximize lead generation and sales.





OUR SERVICES

- **Google Ads**

Precision targeting, optimized spend, and high-converting campaigns that deliver measurable ROI.

- **Website Design**

Responsive, fast-loading websites built to convert visitors into loyal customers.

- **Meta Ads**

Creative storytelling meets audience segmentation to drive engagement and brand awareness.

- **Landing Page Design**

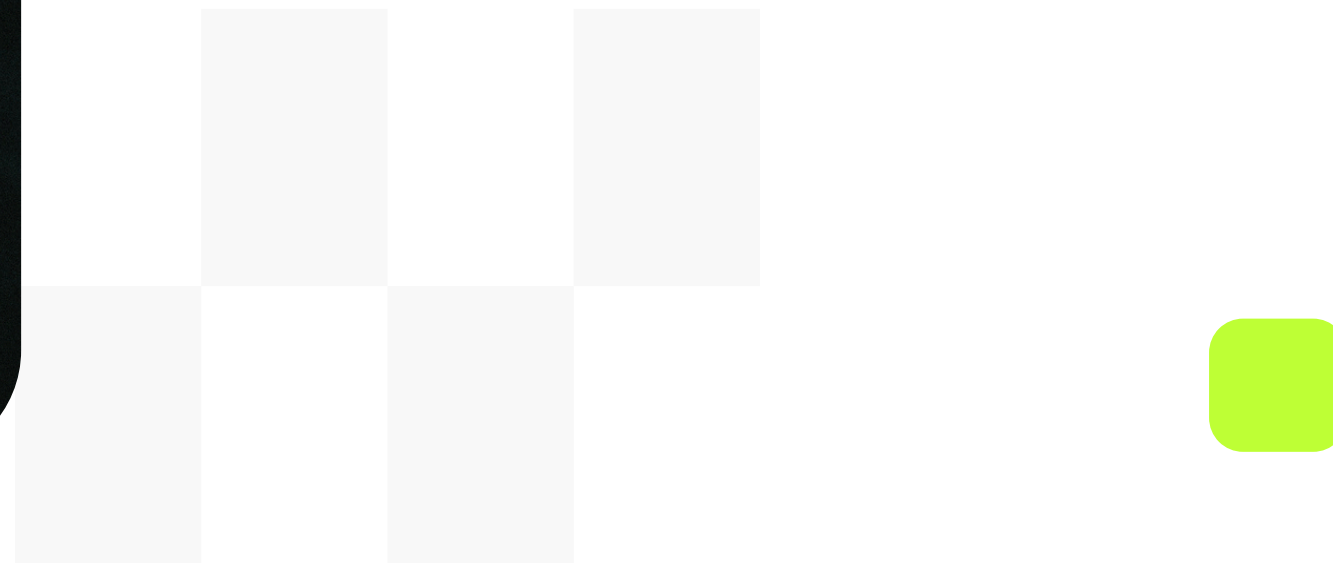
Streamlined pages with compelling CTAs designed to maximize lead generation and sales.





OUR APPROACH

- A/B tested creatives for CTR boost
- Funnel-based targeting with retargeting layers
- Real-time dashboards & spend ratio optimization



Coding with Akash

–

2025

–

Presentation



FEATURED CAMPAIGNS

Meta Ads Campaign – U.S. Dental Practice Targeted lead generation for dental services using localized Meta Ads. Strong results across implants, whitening, and cleanings.

Campaigns

Updated just now

Discard Drafts

Review

Search and filter

Maximum: 8 Nov 2023

Campaigns

Ad sets

Ads

+ Create

Edit

A/B test

Rules

View Setup

Columns: Performance

Breakdown

Reports

| <input type="checkbox"/> | Off/On | Campaign | Category | Budget | Attribution | Results | Reach | Impressions | Cost per result | Amount spent |
|--------------------------|-------------------------------------|--|-------------|---------------------|-------------|----------------------------|-------------------------------|-----------------|---------------------------------|-------------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Hidden for client's privacy | set bid ... | Using ad set bud... | 7... | 4 [2] Website leads | 1,877 | 3,335 | \$21.98 [2] Per lead | \$87.90 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | | set bid ... | Using ad set bud... | 7... | 4 [2] Messaging con... | 717 | 947 | \$8.19 [2] Per messaging ... | \$32.77 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | | set bid ... | Using ad set bud... | 7... | — Website lead | 39 | 41 | — Per lead | \$2.15 |
| <input type="checkbox"/> | <input type="checkbox"/> | | set bid ... | Using ad set bud... | 7... | — | 665 | 801 | — | \$42.38 |
| <input type="checkbox"/> | <input type="checkbox"/> | | set bid ... | Using ad set bud... | 7... | 13 [2] Website leads | 2,929 | 4,223 | \$10.18 [2] Per lead | \$132.33 |
| <input type="checkbox"/> | <input type="checkbox"/> | | set bid ... | Using ad set bud... | 7... | — Website lead | — | — | — Per lead | \$0.00 |
| <input type="checkbox"/> | <input type="checkbox"/> | | set bid ... | Using ad set bud... | 7... | 9 On-Facebook leads | 1,529 | 2,356 | \$10.17 Per on-Facebook l... | \$91.51 |
| <input type="checkbox"/> | <input type="checkbox"/> | | set bid ... | Using ad set bud... | 7... | — On-Facebook lead | — | — | — Per on-Facebook l... | \$0.00 |
| | | Results from 8 campaigns ⓘ Excludes deleted items | | | 7... | — Multiple conversio... | 6,716 Accounts Centre a... | 11,703 Total | — Multiple conversio... | \$389.04 Total Spent |



FEATURED CAMPAIGNS

Meta Ads Campaign – UK-Based Gym Equipment E-commerce Brand Performance marketing for product sales and brand visibility, leveraging Meta Ads to drive conversions and scale online revenue.

Campaigns

95 Opportunity score

Updated just now

Discard Drafts

Review and publish (8)

...

Search to filter by name, ID or metrics

Campaigns

Ad sets

Ads

1 Jan 2025 - 30 Jun 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Reports

Export

Char

| | Off/On | Campaign | Delivery | Actions | Bid strategy | Budget | Attribution setting | Results | Reach | Impressions | Cost per result | Amount spent | Ends |
|--------------------------|-------------------------------------|-----------------------------|----------|------------------|----------------------------|---------------------|---------------------|------------------------|---------|-------------|-------------------------------|--------------|---------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Hidden for client's privacy | Active | 1 recommendation | Using ad set bid strate... | Using ad set budget | 7-day click or ... | 172 Order Confirmed | 128,638 | 778,732 | £31.41 Per Order Confirmed | £5,401.85 | Ongoing |
| <input type="checkbox"/> | <input type="checkbox"/> | | Off | — | Using ad set bid strate... | Using ad set budget | 7-day click or ... | — Order Confirmed | — | — | — Per Order Confirmed | £0.00 | Ongoing |
| <input type="checkbox"/> | <input type="checkbox"/> | | Off | — | Using ad set bid strate... | Using ad set budget | 7-day click or ... | — Website purchase | — | — | — Per purchase | £0.00 | Ongoing |
| <input type="checkbox"/> | <input type="checkbox"/> | | Off | — | Using ad set bid strate... | Using ad set budget | 7-day click or ... | — Order Confirmed | — | — | — Per Order Confirmed | £0.00 | Ongoing |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | | In draft | | Highest volume | £25.00 Daily | — | — | — | — | — | — | Ongoing |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | | In draft | | Using ad set bid strate... | Using ad set budget | — | — | — | — | — | — | Ongoing |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | | | | | | | | | | | | |



FEATURED CAMPAIGNS

Meta Ads Campaign – U.S. Medspa Lead generation for aesthetic services with tailored Meta Ads targeting and optimized creatives.

Campaigns

Updated just now

Discard Drafts

Review

Search and filter

Maximum: 12 Apr 2023

Campaigns

Ad sets

Ads

+ Create

Edit

A/B test

Rules

View Setup

Columns: Performance

Breakdown

Reports

| | Off/On | | Category | Budget | Attr sett | Results | Reach | Impressions | Cost per result | Amount spent |
|--|-------------------------------------|--|----------|---------------------|-----------|-------------------|--------|-------------|----------------------|--------------|
| | <input type="checkbox"/> | | | | | 1 | 942 | 1,109 | \$40.18 | \$40.18 |
| | <input checked="" type="checkbox"/> | | | Using ad set bud... | 7-... | On-Facebook lead | | | Per on-Facebook l... | |
| | <input type="checkbox"/> | | | | | 1 | 581 | 704 | \$30.92 | \$30.92 |
| | <input checked="" type="checkbox"/> | | | Using ad set bud... | 7-... | On-Facebook lead | | | Per on-Facebook l... | |
| | <input type="checkbox"/> | | | | | — | 601 | 746 | — | \$31.38 |
| | <input checked="" type="checkbox"/> | | | Using ad set bud... | 7-... | On-Facebook lead | | | Per on-Facebook l... | |
| | <input type="checkbox"/> | | | | | 58 | 25,436 | 56,544 | \$34.82 | \$2,019.82 |
| | <input checked="" type="checkbox"/> | | | Using ad set bud... | 7-... | On-Facebook leads | | | Per on-Facebook l... | |
| | <input type="checkbox"/> | | | | | 111 | 20,525 | 61,810 | \$18.18 | \$2,018.50 |
| | <input checked="" type="checkbox"/> | | | Using ad set bud... | 7-... | On-Facebook leads | | | Per on-Facebook l... | |
| | <input type="checkbox"/> | | | | | 205 | 20,863 | 58,607 | \$9.25 | \$1,895.24 |
| | <input checked="" type="checkbox"/> | | | Using ad set bud... | 7-... | On-Facebook leads | | | Per on-Facebook l... | |



FEATURED CAMPAIGNS

Meta Ads Campaign – U.S. Medspa Lead generation for aesthetic services with tailored Meta Ads targeting and optimized creatives.

Campaigns

Updated just now

Discard Drafts

Review

Search and filter

Maximum: 12 Apr 2023

Campaigns

Ad sets

Ads

+ Create

Edit

A/B test

Rules

View Setup

Columns: Performance

Breakdown

Reports

| | Off/On | | Category | Budget | Attr sett | Results | Reach | Impressions | Cost per result | Amount spent |
|--|--------------------------|--|----------|--------|-----------|--------------------------|--------|-------------|---------------------------------|--------------|
| | <input type="checkbox"/> | | | | 7-... | 1 On-Facebook lead | 942 | 1,109 | \$40.18 Per on-Facebook l... | \$40.18 |
| | <input type="checkbox"/> | | | | 7-... | 1 On-Facebook lead | 581 | 704 | \$30.92 Per on-Facebook l... | \$30.92 |
| | <input type="checkbox"/> | | | | 7-... | — On-Facebook lead | 601 | 746 | — Per on-Facebook l... | \$31.38 |
| | <input type="checkbox"/> | | | | 7-... | 58 On-Facebook leads | 25,436 | 56,544 | \$34.82 Per on-Facebook l... | \$2,019.82 |
| | <input type="checkbox"/> | | | | 7-... | 111 On-Facebook leads | 20,525 | 61,810 | \$18.18 Per on-Facebook l... | \$2,018.50 |
| | <input type="checkbox"/> | | | | 7-... | 205 On-Facebook leads | 20,863 | 58,607 | \$9.25 Per on-Facebook l... | \$1,895.24 |



FEATURED CAMPAIGNS

Meta Ads Campaign – U.S. Aesthetic Practice Lead generation for aesthetic treatments using targeted Meta Ads and optimized creatives.

Campaigns

Ad sets

Ads

Jul 1, 2024 – Jul 31, 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Reports

Export

Charts

| <input type="checkbox"/> | Off / On ↑↓ | Campaign ↑↓ | Budget ↑↓ | Attribution setting | Results ↓ | Reach ↑↓ | Impressions ↑↓ | Cost per result ↑↓ | Amount spent ↑↓ | Ends ↑↓ |
|--------------------------|-------------------------------------|-----------------------------|--------------------|------------------------|-------------------------------|----------|----------------|---------------------------------|--------------------|--------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Hidden for client's privacy | Using ad set bu... | 7-day click or ... | 416 Meta leads | 37,471 | 245,617 | \$17.77 Per Meta lead | \$7,391.53 | Ongoing |
| <input type="checkbox"/> | <input type="checkbox"/> | | Using ad set bu... | 7-day click or ... | 338 Meta leads | 31,249 | 206,956 | \$12.36 Per Meta lead | \$4,176.22 | May 31, 2025 |
| <input type="checkbox"/> | <input type="checkbox"/> | | Using ad set bu... | 7-day click or ... | 283 Meta leads | 26,298 | 175,545 | \$12.78 Per Meta lead | \$3,616.74 | Jul 2, 2025 |
| <input type="checkbox"/> | <input type="checkbox"/> | | Using ad set bu... | 7-day click or ... | 257 Meta leads | 27,034 | 181,846 | \$14.84 Per Meta lead | \$3,814.28 | Apr 30, 2025 |
| <input type="checkbox"/> | <input type="checkbox"/> | | Using ad set bu... | 7-day click or ... | 227 Meta leads | 27,604 | 129,858 | \$11.20 Per Meta lead | \$2,542.66 | Mar 1, 2025 |
| <input type="checkbox"/> | <input type="checkbox"/> | | Using ad set bu... | 7-day click or ... | 185 Meta leads | 22,907 | 154,211 | \$16.36 Per Meta lead | \$3,026.30 | Mar 31, 2025 |
| <input type="checkbox"/> | <input type="checkbox"/> | | Using ad set bu... | 7-day click or ... | 159 Messaging conversat... | 8,911 | 56,022 | \$7.83 Per Messaging Conv... | \$1,244.52 | Ongoing |



FEATURED CAMPAIGNS

Google Ads Campaign – Indian Doctor with Multi-City Practice Lead generation and business profile promotion across New Delhi, Jaipur, and Gurugram through targeted Google Ads, driving phone calls and patient inquiries.

Campaigns

CustomFeb 1 – Jun 30, 2025<>Show last 30 days

CampaignsDraftsSettings

1 Bid more efficiently with Maximize conversions using a target CPA: Get more conversions at a lower or similar CPA with a fully automated bid strategy ?

+7.9%ViewApply<1/2>

+Add filter

SearchSegmentColumnsReportsDownloadExpandMore

| <input type="checkbox"/> | Campaign | Status | Optimization score | Campaign type | Impr. | Clicks | Avg. CPC | CTR | Cost | Phone calls | All conv. | Cost / all conv. | Label | Bid strategy type |
|-----------------------------|--|-------------------------|--------------------|---------------|-----------|--------|----------|-------|-------------|-------------|-----------|------------------|--------|-------------------|
| <input type="checkbox"/> | | | | | | | | | | | | | | |
| <input type="checkbox"/> | | ligible | – | Smart | 54,057 | 410 | ₹19.04 | 0.76% | ₹7,805.76 | 11 | 58.00 | ₹134.58 | | Maximize clicks |
| Hidden for client's privacy | | | | | – | – | – | – | – | – | 2.00 | – | | |
| | | | | | – | – | – | – | – | – | 5.00 | – | | |
| | | | | | – | – | – | – | – | – | 28.00 | – | | |
| | | | | | – | – | – | – | – | – | 7.00 | – | | |
| | | | | | – | – | – | – | – | – | 15.00 | – | | |
| | | | | | – | – | – | – | – | – | 1.00 | – | | |
| <input type="checkbox"/> | | Limited by bid strategy | 70.6% | Search | 0 | 0 | – | – | ₹0.00 | 0 | 0.00 | – | Search | Maximize clicks |
| ▼ | Total: All enabled campaigns in your current ... ? | | – | | 54,057 | 410 | ₹19.04 | 0.76% | ₹7,805.76 | 11 | 58.00 | ₹134.58 | | |
| ▼ | Total: Account ? | | – | | 1,490,537 | 28,788 | ₹6.41 | 1.93% | ₹184,464.69 | 989 | 3,436.00 | ₹53.69 | | |



FEATURED CAMPAIGNS

Meta Ads Campaign – U.S. Private Medical School Lead generation for admissions using precision targeting and compelling ad creatives.

| Campaigns | | | | | | | | | | |
|---|-------------------------------------|-----------------------------|------------------------|---------------------|---------------------|---------|-------------|-----------------------------------|--------------|-------------|
| Ad sets | | | | | | | | | | |
| Ads | | | | | | | | | | |
| Jul 1, 2024 - Jul 31, 2025 | | | | | | | | | | |
| + Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts | | | | | | | | | | |
| <input type="checkbox"/> | Off / On | Campaign | Budget | Attribution setting | Results | Reach | Impressions | Cost per result | Amount spent | Ends |
| <input type="checkbox"/> | <input type="checkbox"/> | Hidden for client's privacy | Using ad set bu... | 7-day click or ... | 230,324 Reach | 230,324 | 275,977 | \$2.28 Per 1,000 People Rea... | \$525.99 | Ongoing |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | | \$50.00 Daily | 7-day click or ... | 2,945 Meta leads | 342,456 | 1,328,654 | \$7.19 Per Meta lead | \$21,164.81 | Ongoing |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | | \$20.00 Daily | 7-day click or ... | 127 Meta leads | 19,276 | 67,939 | \$8.82 Per Meta lead | \$1,120.65 | Ongoing |
| <input type="checkbox"/> | <input type="checkbox"/> | | \$6,800.00 Lifetime | 7-day click or ... | 277 Meta leads | 160,901 | 574,771 | \$13.93 Per Meta lead | \$3,859.31 | Aug 6, 2024 |
| <input type="checkbox"/> | <input type="checkbox"/> | | \$359.00 Daily | 7-day click or ... | 21 Meta leads | 29,729 | 51,596 | \$53.50 Per Meta lead | \$1,123.58 | Ongoing |
| <input type="checkbox"/> | <input type="checkbox"/> | | \$10.00 Daily | 7-day click or ... | — Meta leads | — | — | — Per Meta lead | \$0.00 | Ongoing |



FEATURED CAMPAIGNS

Meta Ads Campaign – U.S. Private Medical School Lead generation for admissions using precision targeting and compelling ad creatives.

Campaigns

Ad sets

Ads

Jul 1, 2024 - Jul 31, 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Custom

Breakdown

Reports

Export

Charts

| <input type="checkbox"/> | Off / On | Campaign | Budget | Attribution setting | Results | Reach | Impressions | Cost per result | Amount spent | Ends |
|--------------------------|-------------------------------------|-----------------------------|------------------------|---------------------|---------------------|---------|-------------|-----------------------------------|--------------|-------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Hidden for client's privacy | Using ad set bu... | 7-day click or ... | 230,324 Reach | 230,324 | 275,977 | \$2.28 Per 1,000 People Rea... | \$525.99 | Ongoing |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | | \$50.00 Daily | 7-day click or ... | 2,945 Meta leads | 342,456 | 1,328,654 | \$7.19 Per Meta lead | \$21,164.81 | Ongoing |
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| <input type="checkbox"/> | <input type="checkbox"/> | | \$359.00 Daily | 7-day click or ... | 21 Meta leads | 29,729 | 51,596 | \$53.50 Per Meta lead | \$1,123.58 | Ongoing |
| <input type="checkbox"/> | <input type="checkbox"/> | | \$10.00 Daily | 7-day click or ... | — Meta leads | — | — | — Per Meta lead | \$0.00 | Ongoing |





THANK YOU

