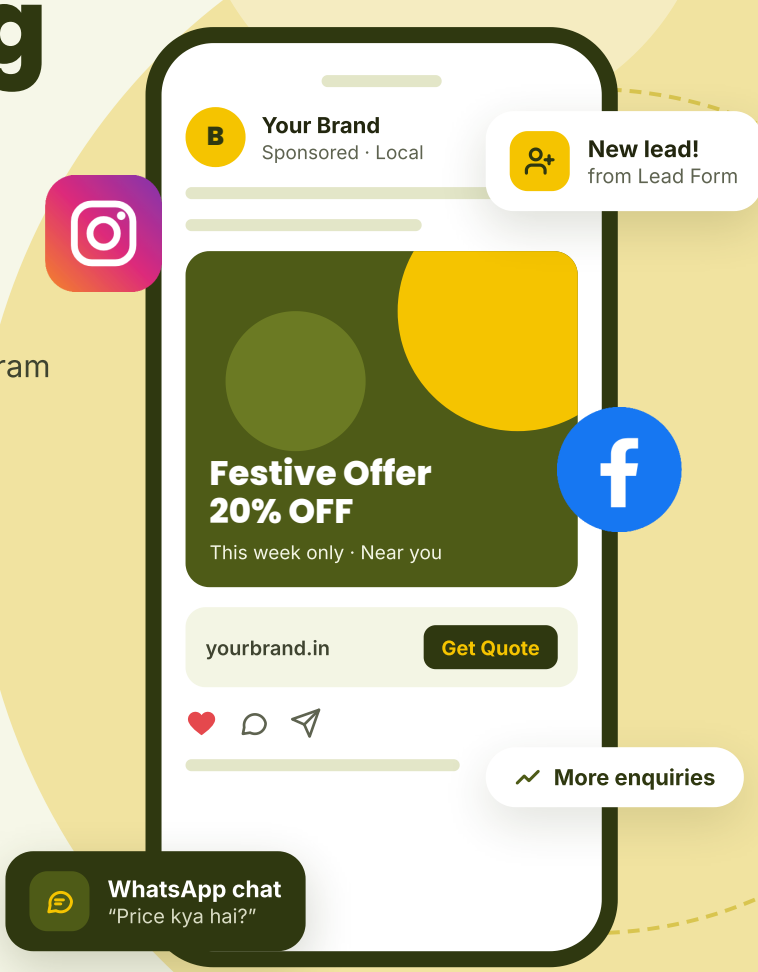
VRIDEXA
Creative & Digital Growth Agency

Facebook · Instagram · WhatsApp Ads

Ads that bring customers, not just likes.

Done-for-you **Meta Ads** on Facebook & Instagram — strategy, creatives, targeting, tracking and weekly optimisation.

- Right people
- Real leads
- Clear reports



- Strategy
- Ad creatives
- Targeting
- Lead forms
- Pixel tracking
- Monthly report

META ADS MANAGEMENT
Proposal · Greater Noida, India

vridexa.in
hello@vridexa.in
+91 766 711 4520

LET'S BE HONEST

Boosting a post is not advertising.

The “Boost” button is easy — but it spends money without a plan. See the difference.

Boost Post

One button, no plan

- ✕ **Audience:** broad guess
- ✕ **Goal:** likes & views
- ✕ **Creative:** same old post
- ✕ **Tracking:** none
- ✕ **Testing:** never
- ✕ **Result:** money gone, phone quiet

Vridexa Managed Ads

A plan for every rupee

- ✓ **Audience:** local & ready-to-buy
- ✓ **Goal:** leads, calls, sales
- ✓ **Creative:** made to be an ad
- ✓ **Tracking:** Pixel + every lead
- ✓ **Testing:** A/B every week
- ✓ **Result:** you know your cost per lead

Sound familiar?

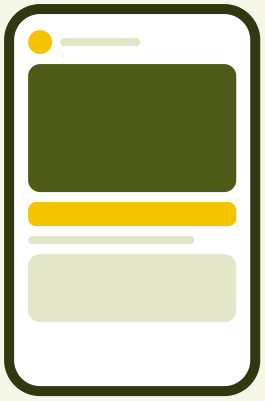
- Money spent, phone silent
- Likes from people far away
- Leads come, nobody follows up
- No idea which ad worked

Every rupee gets a job:

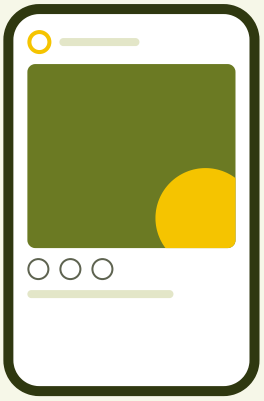
1. Reach the right person
2. Bring them back
3. Turn them into customers

WHERE YOUR ADS SHOW

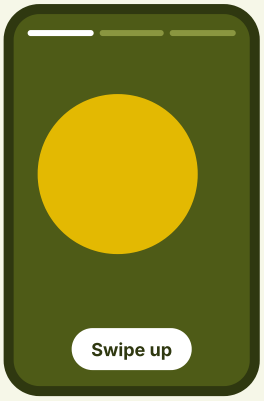
One campaign. Six places to be seen.



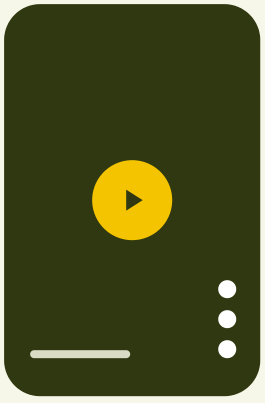
Facebook Feed



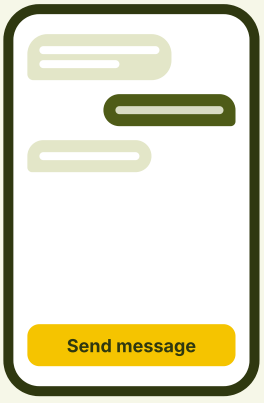
Instagram Feed



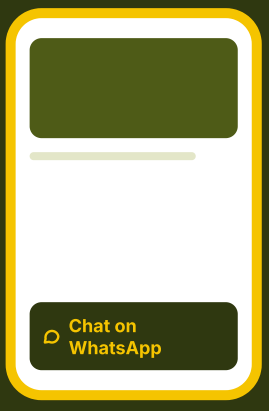
Stories



Reels



Messenger



WhatsApp click-to-chat

Pick a goal — we build the campaign

Meta campaign objectives

Awareness
Be known in your area

Traffic
Visits to site or profile

Engagement
Messages, views, follows

Leads
Forms, calls, chats

Sales
Orders & bookings

App promotion
Installs & actions

One budget, every placement. We choose where your ads run, set daily limits, and move money to what brings results.

OUR PROCESS

5 steps from “boost” to a real ad system.

STEP 01

Audit

Your page, past ads, competitors and goals

STEP 02

Strategy

Goal, audience, budget split and offer

STEP 03

Create

Ad designs, reels, copy and lead forms

STEP 04

Launch & test

2–3 ad versions go live, small budget first

STEP 05

Optimise & scale

Cut what fails, put more into winners

Everything we handle for you

- Business Manager & ad account setup
- Meta Pixel & Conversions API
- Audience research & lookalikes
- Ad designs, reels & copy
- Instant lead forms
- WhatsApp & Messenger ads
- Daily budget control
- Retargeting setup
- Weekly check-ins & monthly report

1 hr
your time per month — one call + approvals

100%
ad account owned by you, always

0
ads go live without your OK

THE AD FUNNEL

Strangers → fans → customers.

Most people don't buy on the first ad. We show the right ad at each stage.

COLD AUDIENCE
New local people who fit your customer

SEE
They discover you

ADS WE RUN
Reels · Video · Offers

WARM AUDIENCE
Watched your video, liked your page

TRUST
They get to know you

ADS WE RUN
Reviews · Results · Carousel

HOT AUDIENCE
Visited site, opened form, messaged

ACT
They call or buy

ADS WE RUN
Lead form · WhatsApp · Call now

✓ Customer

Who sees your ads

Location

City, pincode or a few km around your shop

Interests

Age 25–45 · Parents · Fitness · Shoppers

Age, gender, interests and behaviour

Lookalikes

People similar to your best customers

Retargeting

Bring back people who almost bought

Local business? We keep your budget inside your service area, so you don't pay for clicks from people who can't visit.

AD CREATIVES

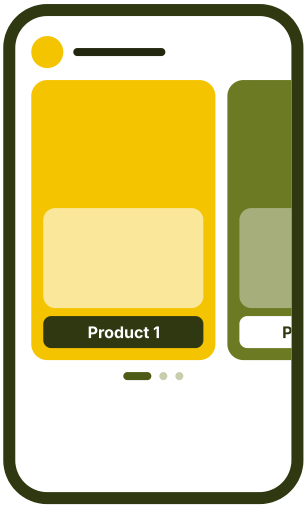
Ads people stop scrolling for.

Designed and edited in-house — in the format that fits your goal.



Image ad

Offers & announcements



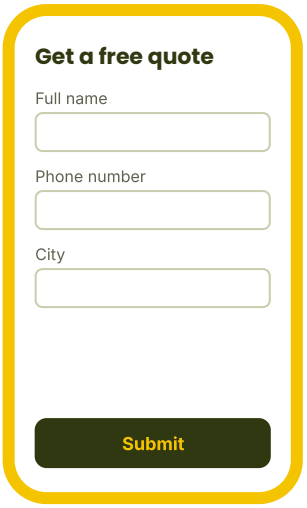
Carousel

Many products, one ad



Reel / Video ad

Best for new reach



Lead form

Enquiries without a website

We test. The winner gets your budget.

How A/B testing works

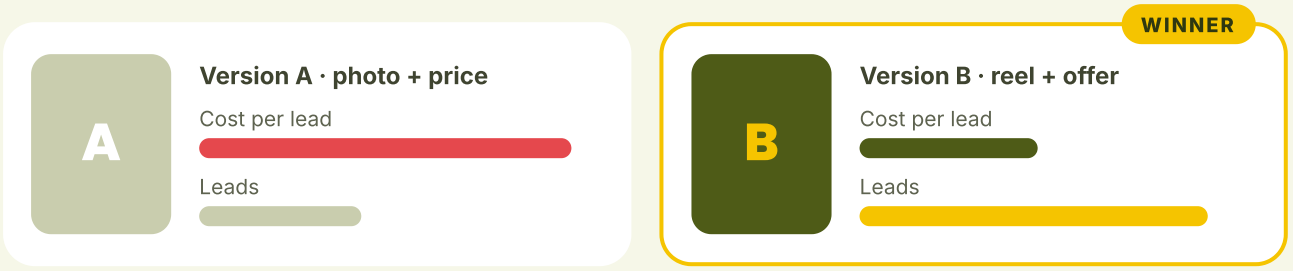


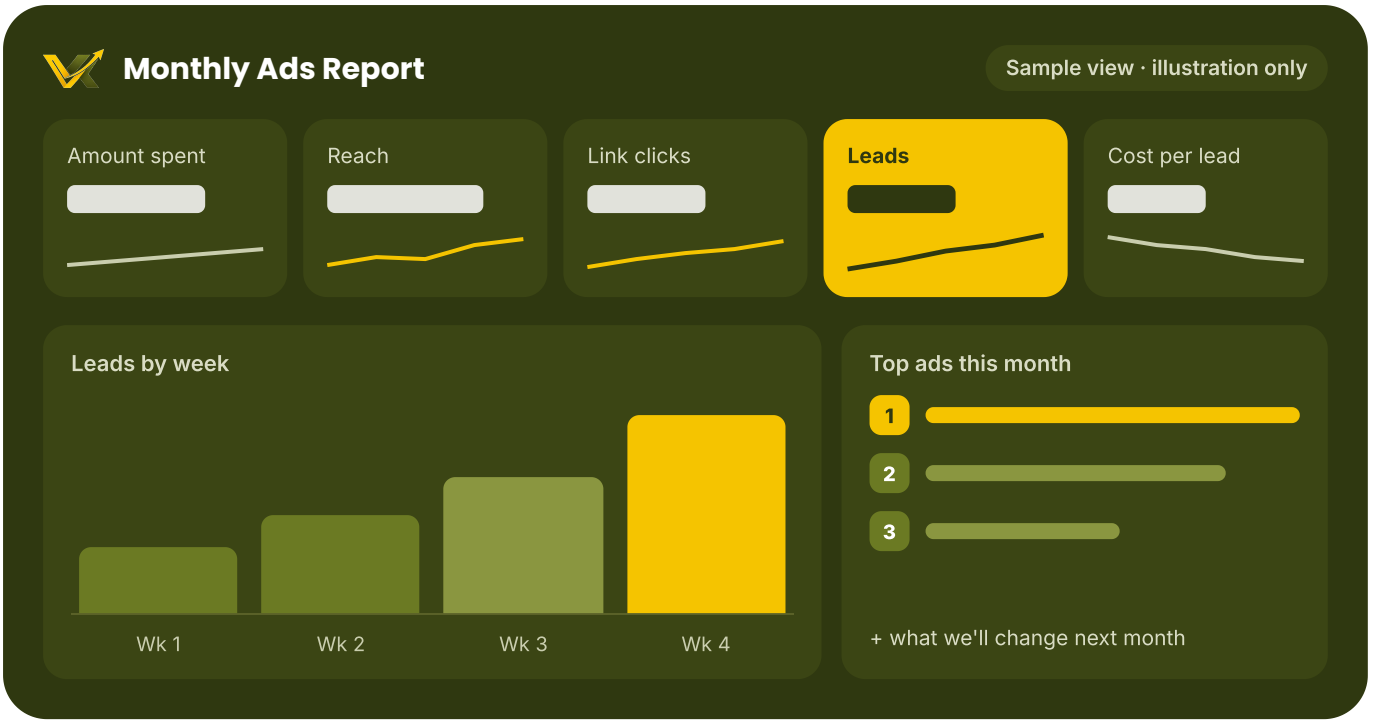
Illustration only — shows how we compare ads, not a promised result.

Every ad we make has

- Hook in first 3 sec
- One clear offer
- Hindi or English
- Strong call-to-action
- Your brand look

TRACKING & REPORTS

Know exactly what your money did.



Your first 90 days

MONTH 1

Launch & learn

- Account, Pixel, audiences
- 2–3 ad versions live
- First leads, first data

MONTH 2

Optimise

- Pause weak ads
- New creatives from winners
- Retargeting switched on

MONTH 3

Scale

- More budget to winners
- Lookalike audiences
- Plan for the next quarter

You own the ad account

Ad spend paid directly to Meta

Weekly updates on WhatsApp

PLANS

Pick the plan that fits your goal

Final price depends on your goal, number of campaigns and creatives. **Ad spend is paid directly to Meta** and is separate.

Starter

Custom pricing

Start getting leads

- Facebook + Instagram ads
- Ad account & Pixel setup
- Lead form campaign
- Image ad creatives
- Monthly report

MOST POPULAR

Growth

Custom pricing

Full funnel, every week

- **Everything in Starter**
- Reels + carousel ads
- WhatsApp click-to-chat ads
- Retargeting campaigns
- A/B testing every week
- Monthly call + report

Scale

Custom pricing

For brands ready to grow big

- **Everything in Growth**
- Lookalike audiences
- Catalogue & sales ads
- Conversions API tracking
- Landing page support
- Weekly reports

Start with a FREE Meta Ads Audit

We review your page and past ads and share **3 quick fixes** you can use — whether you work with us or not.

Getting started takes 3 simple steps

1. **Free audit call** — 20 minutes, no pressure
2. **Pick your plan** — We share your custom quote
3. **Ads go live** — First ads within 7 days

Ready to turn ads into customers?

Reply to this message or reach us directly — we'll book your free audit.

WHATSAPP / CALL
+91 766 711 4520

EMAIL
hello@vridexa.in

WEBSITE
vridexa.in