



**INTEGRATED MARKETING AGENCY**

We deliver  
innovative marketing solutions  
fueled by data that generate  
**groundbreaking  
growth** for your brand.







CADD Impact is a creative agency based in Sri Lanka & United States, digitally transforming brands across the globe.

With 10 years of expertise in the digital arena and the world of data, CADD Impact combines Data, Analytics, Creative Design and Digital Marketing to provide you with complete digital solutions.





# DATA

## Let's talk data

We are experts in accumulating the most accurate data for your specific need. Our data solutions are guaranteed to streamline your decision-making process and make your brand a disruptive force in the business world.

*Data Cleansing | Data Enrichment | Digital Data Research*





# ANALYTICS

Don't jump to conclusions;  
Jump into analytics.

We decipher data into in-depth analytics that provide you with great insights that would impact your journey towards boundless potential, enabling you to grow your business to greater heights.

*Actionable Insights | Website Performance Analytics |  
Marketing Performance Analytics | Advanced Marketing Analytics*

# ANALYTICS





# CREATIVES

We are the whole package;  
the looks, the feels and the works.

We curate creativity that resonates with your audience. Here, the world starts to see your brand and understand what sets it apart from everything else. Powered by people, CADD Impact 's bold, imaginative ideas will undoubtedly formulate a unique space for your brand in an intensely competitive market.

*Brand Identity Development | Brand Maintenance | Growth Strategy |  
Packaging Designing | Creative Intelligence | Creative Strategy |  
Creative Idea Generation | Creative Campaign Curation*

# CREATIVE



**CADD**  
**IMPACT**



# DIGITAL

What happens in Digital stays in digital,  
so make it count.

Even the most impactful identity can be meaningless unless it reaches the right audience. CADD Impact is fully equipped to take your brand to new heights. Our unmatched insight into the digital landscape results in a targeted and focused strategy that will scale up your market presence and boost your performance in an efficient manner.

*Digital Audit / Digital Strategy / Lead Generation Campaigns /  
Email Marketing / Digital Community Management / SMS Marketing /  
Search Engine Optimization / Web Development / Google Ads*

# DIGITAL



**CADD**  
**IMPACT**



# OUR EXPERTISE

*Social Media Management*

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*Performance Marketing Campaigns*

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*Website Development & SEO*

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*Branding*

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*Digital Analytics*

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# SOCIAL MEDIA PORTFOLIO





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# SOCIAL MEDIA PORTFOLIO



# Holborn – Lead Generation

Holborn is a UK-based financial advice and wealth management company. They had a significantly high cost for marketing and sales, \$40-\$50 a lead and a client acquisition cost of \$5000 per client.

## Performance

### With CADD Impact

**8000** Leads  
Generated

**2500** Qualified  
leads

**650** Customers

**\$3500** Per client  
acquisition cost

**\$35** Per Lead

“CADD Impact provides great strategic plans that my team is able to leverage to deliver outstanding results and return on investment.”



– John Parker –  
Director of Client Acquisition,  
Holborn Assets LLC



## SURADO – SEO

Surado Campus is a leading vocational training institution in Sri Lanka. They wanted to connect the Surado Campus brand to its consumers locally and reach new potential partners to help expand their network of training healthcare centres across the country.

### Performance

With CADD Impact

**67% ↑** Monthly  
organic traffic

**41% ↑** Monthly  
organic conversions

**225% ↑** Local 3-pack  
listings

“  
I am very impressed with CADD  
Impacts’s creative process and ability  
to run a smooth project. Briefings are  
efficient, first drafts hit the mark and  
they deliver exceptional creativity.”



–Rachitha Buddhika –  
Managing Director,  
Surado Campus



# amrak – Google Ads

Amrak Institute of Medical Sciences is an educational institute that offers qualifications related to the healthcare industry. Amrak lacked brand awareness within its target audience and the healthcare education category overall. They did not generate a high conversion rate and their ROI was low. Their website did not have visibility locally and globally.

## Performance

With CADD Impact

**2.5x** Revenue  
surges in 2021

**1500+** average  
monthly leads in 2022

**80x** ROI on Google  
Ads during Q2 2022

“With CADD Impact, we got 10x more leads and double the conversion rate in comparison to traditional marketing methods.”



–Ranga Wimalasuriya–  
Executive Director (Partner)  
Amrak Institute of Medical Sciences



# Q4US – LinkedIn Ads

Q4US, a software development company based in Finland and Sri Lanka, sought to launch an awareness campaign targeting attendees of an upcoming conference in the USA. The goal was to promote their presence at the event, where they would have an exhibition stall, with a focus on business development and networking opportunities. We successfully engaged the right audience, with the top three groups aligning perfectly with Q4US's potential customers.

## Performance

### Spend

\$126.93

### Key Results

16278 Reach

### Impression

27,803

### Clicks

258

Ad Name	Impressions	Reach
1 ad	27,803	≈16,456
<div>Meet us at BCMC to explore how our software solutions can transform your truss manufacturing business.</div> <div>Name: 292036756 ID: 292036756 · Single Image</div>	<div>27,803</div>	<div>≈16,456</div>





## Berlo - Meta Ads

Berlo is a natural tapioca pearl and popping boba product company. The client wanted to execute a B2B campaign at the early stages of launching.

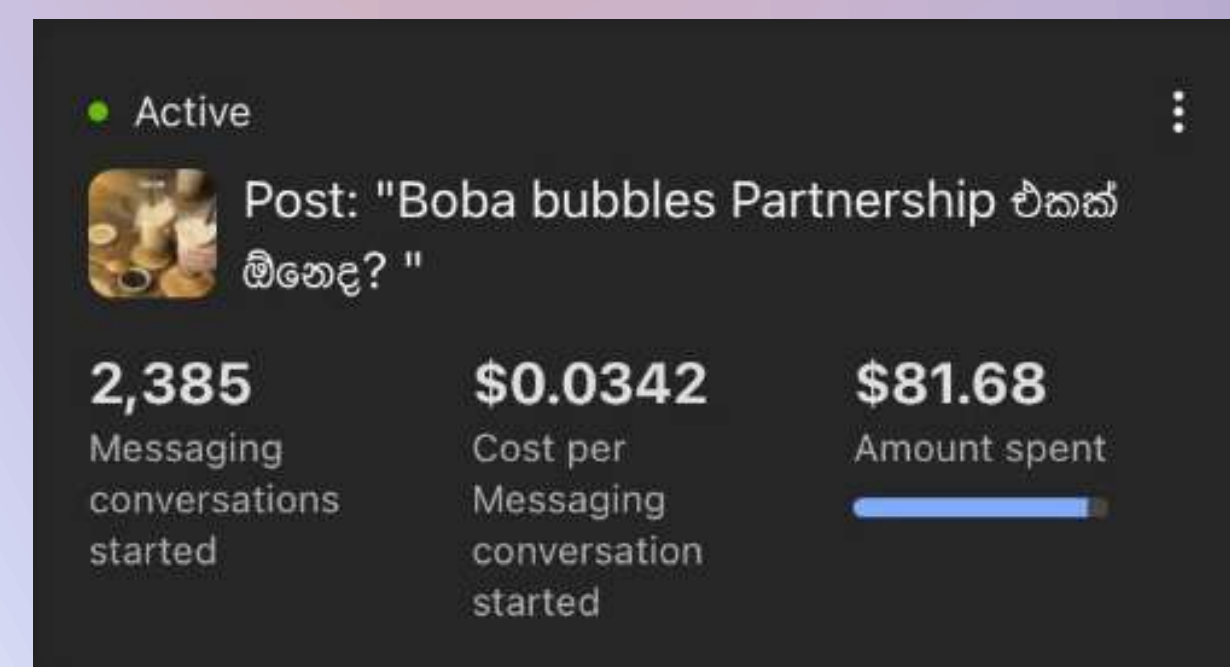
Even with a limited budget and limited time to create brand awareness, CADD Impact executed a successful campaign to generate leads and sales.

### Performance

With CADD Impact

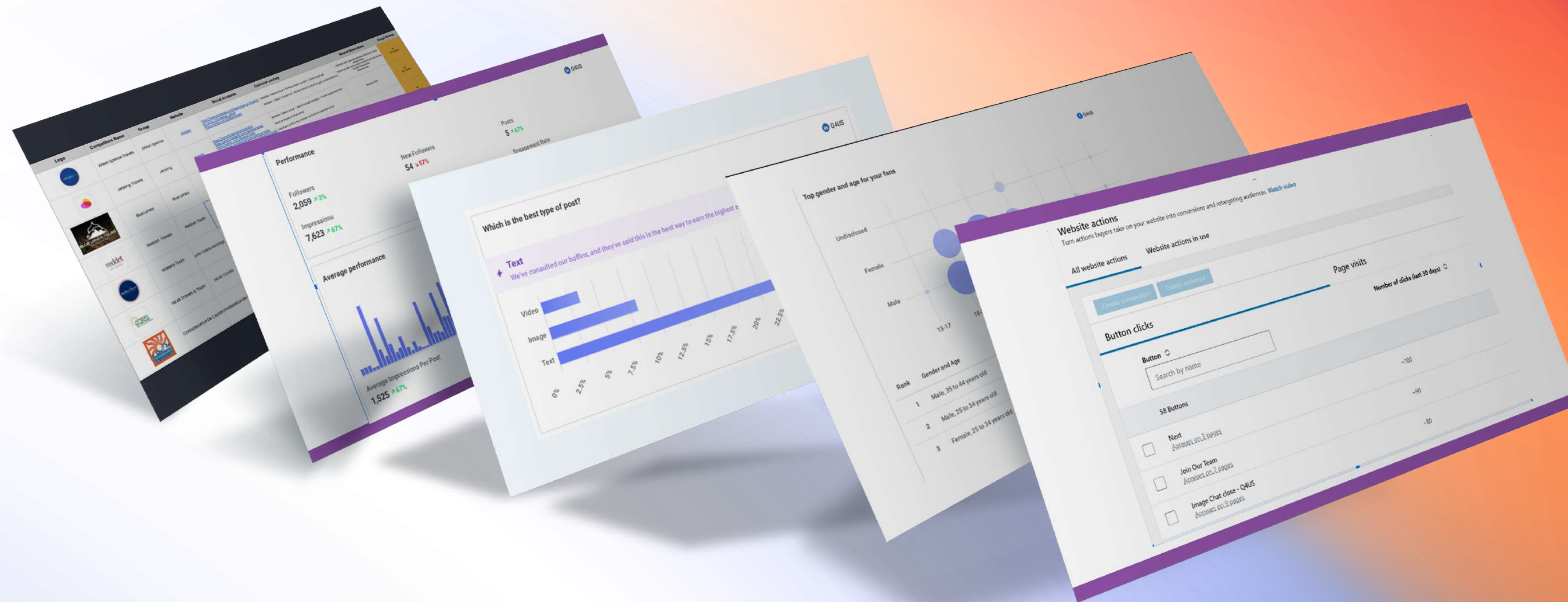
**2500+** Leads  
(No lead duplication)

**1500+** Online Sales  
**20+** B2B Partnership  
secured which included big  
names in the business.





# DIGITAL ANALYTICS



## Data-Driven Decision-Making

Make informed decisions based on actual user behaviour and preferences rather than relying on assumptions. This leads to more effective and strategic marketing initiatives.

## Performance Measurement

Reporting and tracking of the performance of various digital channels, campaigns, and assets.

## Competitive Analysis

By understanding industry trends and competitors' strategies, marketers can identify areas for improvement and innovation.

## Optimization of User Experience

Understanding how users interact with digital assets enables us to optimize the user experience.

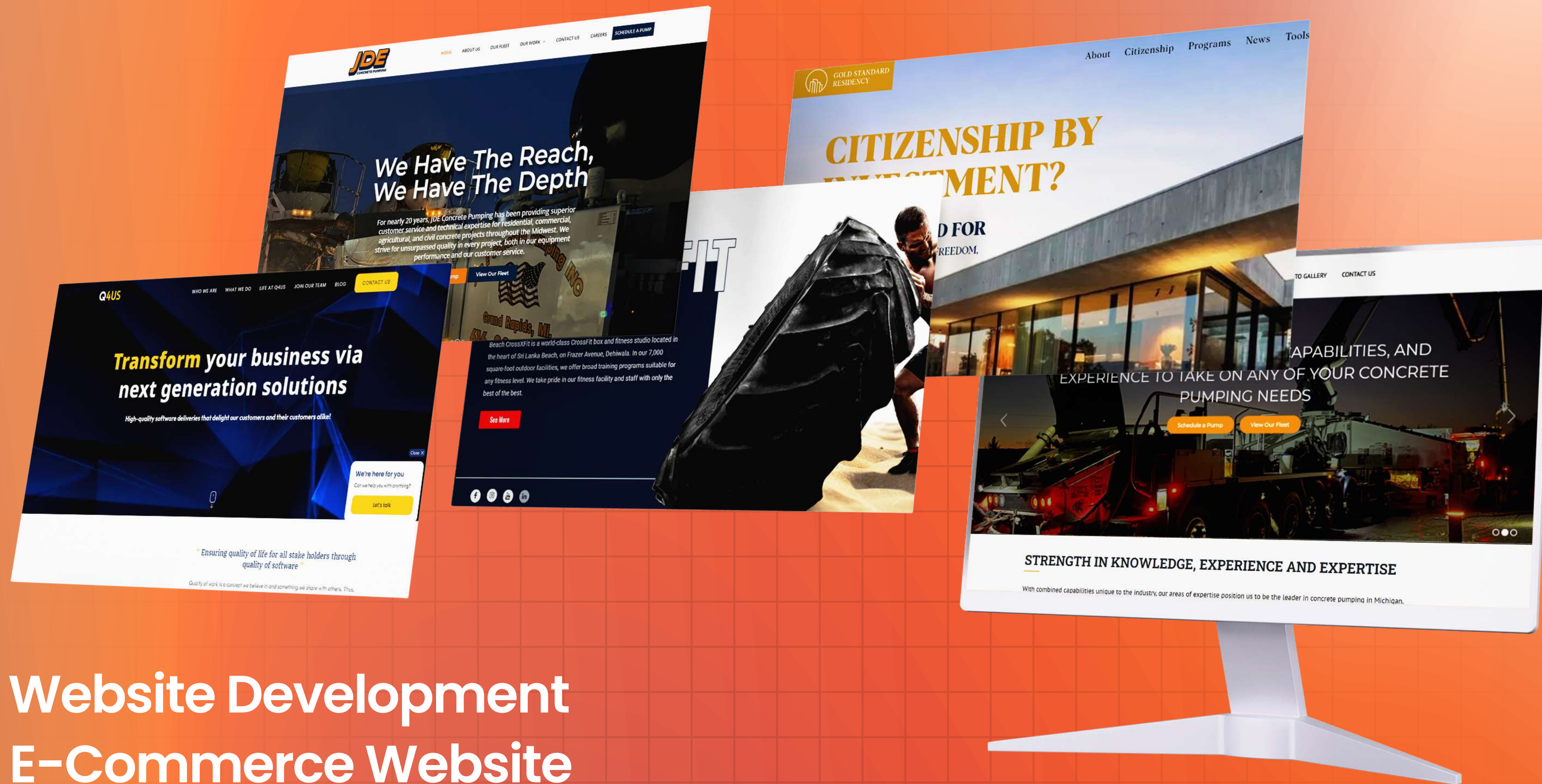
## Audience Insights

This information helps in creating targeted and personalized campaigns that resonate with specific audience segments.



# WEBSITE DEVELOPMENT

Website Development  
E-Commerce Website  
Search Engine Optimization





# BRANDING





# OUR CLIENTS

*Digitally transforming brands across the globe*

**Aisonic**

  
HOLBORN

**CA**  
Cabbage  
Apps

**MAS**  
CHANGE IS COURAGE



**amrak+**  
INSTITUTE OF MEDICAL SCIENCES  
AFFILIATED WITH DURDANS HOSPITAL

**GLORY**  
SWIM SHOP

**Q4US**  
QUALITY IS PERSONAL

TILMA  
**berlo**  
A BURST OF HAPPINESS

 **NIOSH**  
National Institute of  
Occupational Safety and  
Health • Sri Lanka

  
Deanna School of Dancing

 **IVEY**  
CAMPUS

**BLUeSINGA**  
City Air Purifier

  
Island Climate Initiative

**HITE**  
CONCRETE PUMPING

CHEROKEE  
**CPOS**  
PUMPING OF SAVANNAH

 **KC CONCRETE**

  
**NOBEL**  
FOUNDATIONS

**JDE**  
CONCRETE PUMPING

**ABC**  
ABC Stone & Tile

**NICP**  
NORTHERN MI CONCRETE PUMPING

 **SPARK**  
STUDY ABROAD

  
**ODO**  
PLUS

**BOLT GEAR**

**OR**

**DOVERA.**

**THE BLACKBRIDGE**  
GROUP

  
**SSP IMPEX (Pvt) Ltd.**  
"Unlock Potential"



*"CADD Impact was instrumental in Q4us's brand discovery process. They helped us articulate our brand and define our brand standards in a way that resonated with our clients. The team has strong knowledge of the Tech space, and we are thrilled with our new brand."*

**- Sandun Dasanayake -**  
Co-Founder and CEO, Q4US

*"CADD Impact is responsible for managing the creation of our market research reports. Given their extensive knowledge, I trust CADD Impact to get the job done right every time."*

**-Brittany Partridge -**  
Head Of Market Development, Sendwave

*"I see CADD Impact as a brilliant partner. They understand the brand, trends and SMM. Always with a hand on the pulse, trusted to have the project under control. And the quality, the way they work with the content – a pleasure for the experienced eye. It's hard to find a partner who cares for the brand and deadlines the way they do. It seems incorporated into their DNA. Happy to work with them through all these years."*

**- Angelo Nicholas -**  
Chairman, Alsonic Group

*"As a result of our partnership with CADD Impact, our social account was listed in Best Practices in South Asia countries. Moreover, the brand started to look more bright and more contemporary, closer to the target audience. KPIs are met, tasks successfully completed, the agency is being proactive and basically feels like the prolongation of our marketing team. It's good to work with professionals highly involved in communication with the audience and the brand, full of creative and positive vibes."*

**- Shanker Sivasubramaniam -**  
Group Chief Operating Officer, Nawata Group  
(Member Of Nawaloka Holdings)



# ***Let's Create Brilliance Together***

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