



COMPANY PORTFOLIO · 2026

Search, ads & AI — turned into enquiries.

We turn Google, Meta and AI search into a steady flow of calls, WhatsApp chats and form enquiries for businesses across India.



Since 2014
Gurugram, Delhi NCR

200+ clients
across India & abroad



New call enquiry

From Google Maps · just now



Home | About the Group | Our Hospitals | Specialities | Doctors | Why Us | Careers & Courses | Media Room



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WhatsApp chat started

"Hi, I'd like a quote..."



Form enquiry received

From Google Ads landing page

■■■ SOUND FAMILIAR?

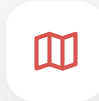
Six reasons good businesses lose enquiries online.

02



Visitors come — but the phone doesn't ring

Traffic without enquiries usually means a conversion leak on the website.



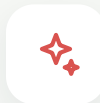
You've slipped out of the Google Maps top 3

Nearby customers now call the three businesses they see first.



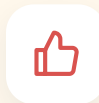
Ad costs keep rising, lead quality keeps falling

Broad targeting and no tracking quietly burn your budget.



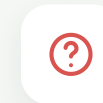
AI answers recommend your competitors

ChatGPT, Gemini and Google AI Overviews are the new first page.



Social posts get likes, not customers

Content without a plan and a call-to-action rarely sells.



You can't tell which channel brought which lead

Without call, WhatsApp and form tracking, you're guessing.

We fix all six — with one team, one plan and one monthly report.

[See how →](#)

One team for search, ads, social & email — planned around your cost per lead.

Innovative Digital Lab is a full-service digital marketing agency and training institute, founded in 2014 and headquartered in Gurugram (Delhi NCR). We help businesses across India get more enquiries and sales through SEO, AI search, Google Ads, lead generation, social media, email marketing and conversion-focused websites.

Our vision

To be the best digital marketing agency in India — measured by our clients' success.

Our promise

Every lead tracked and reported, every month, in plain language.

Our way

Monthly plans, no lock-in. We earn your business every month.

SEO & AI SEO

Local SEO

Google Ads

Lead Generation

Social Media

Email

Websites

Training

At a glance

Founded **2014**

Headquarters **Gurugram, Delhi NCR**

Serving **Clients across India & abroad**

Team **64+ marketing professionals**

Availability **Open 24x7**

Certified **Google Partner agency**

A brand of Digielevon Private Limited

A decade of results, not just **reports**.



14+

years in digital marketing

200+

clients served

97%

client retention

3B+

video views generated for clients

2M+

followers managed across platforms

64+

marketing professionals

24x7

open for calls & WhatsApp

9

services under one roof

Services that bring enquiries, not just traffic.

05



Search Engine Optimization

Technical SEO, content and link building that rank you for the searches your customers make.



AI SEO (GEO & AEO)

NEW

Become the answer ChatGPT, Gemini, Perplexity and Google AI Overviews recommend.



Local SEO & Google Business Profile

Rank in Google Maps and the local 3-pack so nearby customers call you.



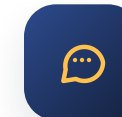
Google Ads (PPC)

Search, Performance Max, YouTube and Meta campaigns optimised weekly.



Lead Generation

Exclusive B2B & B2C leads delivered in real time to your team or CRM.



Social Media Marketing

Content, reels and paid campaigns on Instagram, Facebook, LinkedIn & YouTube.



Email Marketing

Newsletters, automation and drip campaigns that turn leads into buyers.



Website Design & Development

Fast, mobile-first, SEO-ready websites, Shopify stores and landing pages.



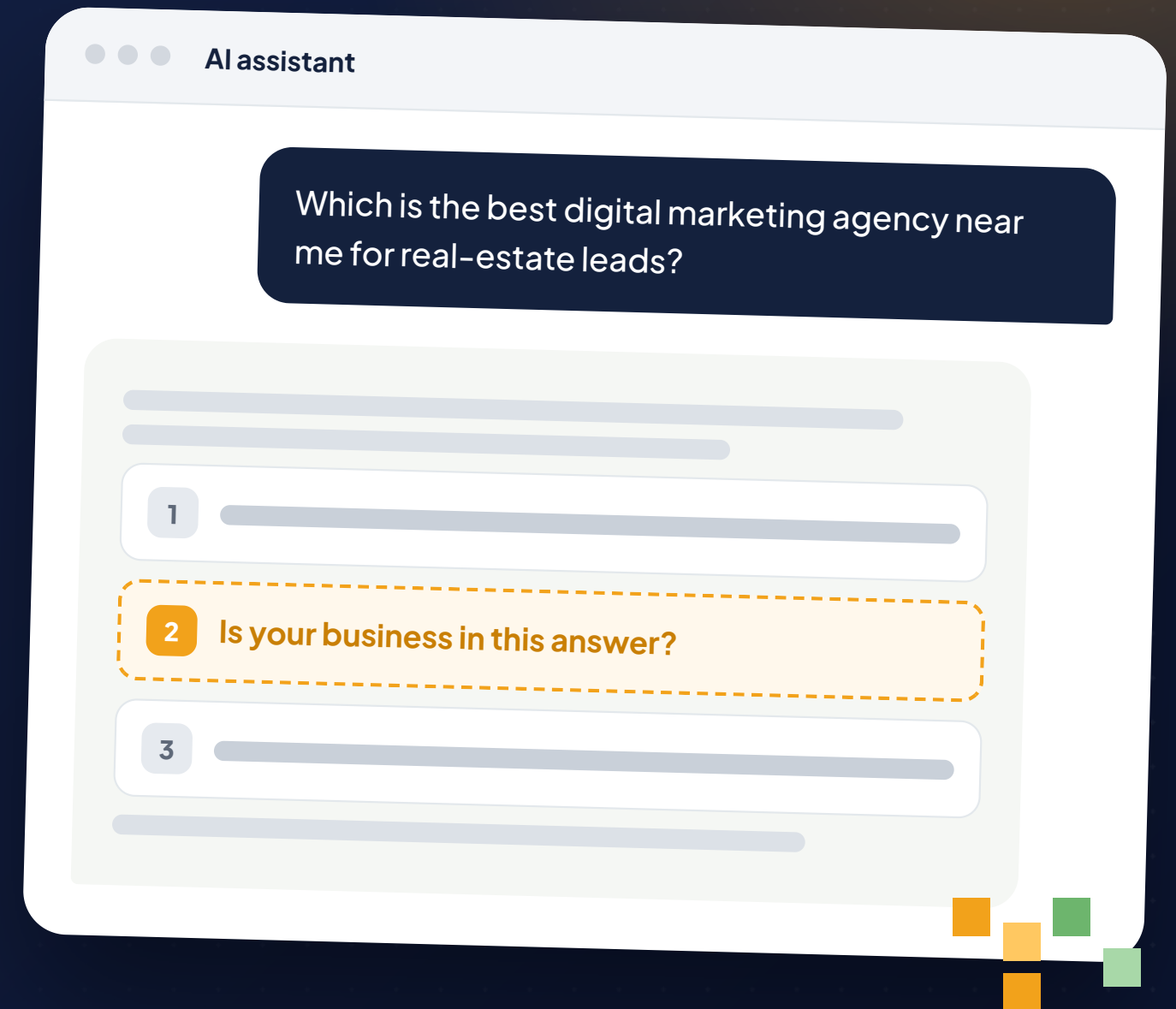
Digital Marketing Training

Practical courses with live projects for students, professionals and teams.

Your customers now ask **AI** before they call.

ChatGPT, Gemini, Perplexity and Google's AI Overviews give one short answer — with a few businesses named in it. If you're not one of them, you're invisible to that customer.

- ✓ Answer-ready content & FAQs for your services
- ✓ Schema, llms.txt and entity signals AI tools trust
- ✓ Mentions on the review sites and lists AI quotes
- ✓ Monthly checks of how AI describes your brand



Why 97% of our clients stay.



“They are very responsive, agile and have always delivered higher CTRs and incremental growth in conversions for us.”

Bhawya Sachdeva · Marketing Manager, Wellcurve



A certified Google Partner agency — your ad budget is managed by certified specialists.



Planned around cost per lead

Clear goals, channels and a target cost per lead — agreed before we spend a rupee.



Tracking comes first

GA4, call and WhatsApp tracking go live before campaigns, so every enquiry is counted.



Monthly plans, no lock-in

We earn your business every month instead of tying you into long contracts.



Reports in plain language

A five-minute monthly read — what we spent, what came in, what's next.



Google Partner agency

Certified Google Ads specialists managing budgets for brands, hospitals and developers.



Ready for AI search

We optimise for Google, Maps and AI answers together — wherever customers search.

■■■ INDUSTRIES WE SERVE

Built for the way **your industry buys.**

A patient books today. A property buyer takes months. A student enquires around admission dates. We plan channels, budgets and follow-up around your sales cycle.



Real estate

Site-visit leads for developers & brokers



Healthcare

Appointments for hospitals & clinics



Education & coaching

Admission-season enquiry campaigns



E-commerce & D2C

Shopify builds and ROAS-driven ads



Hotels & travel

Direct bookings, fewer OTA fees



IT, SaaS & B2B

Qualified demos and LinkedIn leads



Insurance

Compliant, high-intent lead flows



Legal & professional

Trust-first local visibility



Beauty & wellness

Bookings from Maps & Instagram



Local businesses

Calls and walk-ins from nearby

Don't see your industry? The same process works for any business that needs more enquiries.

Ask us →

Four steps. Same for a clinic or a national brand.



1

Week 1

Free audit

We review your website, Google Business Profile, ads and top competitors — and find where enquiries leak.

2

Week 1

Plan

Clear goals, the right channels, a budget and a target cost per lead — agreed before we spend a rupee.

3

Week 2

Track & launch

GA4, Tag Manager, call and WhatsApp tracking first, so every enquiry counts. Then campaigns go live.

4

Every month

Optimise & report

Weekly optimisation, a monthly plain-language report — and we scale what works.

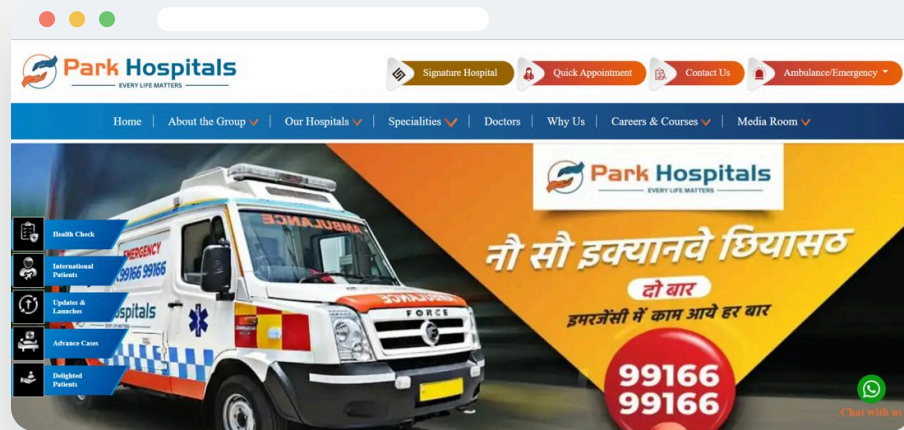
Step 1 is free. Get your digital growth audit — no obligation.

[Book your audit →](#)

SELECTED CLIENTS

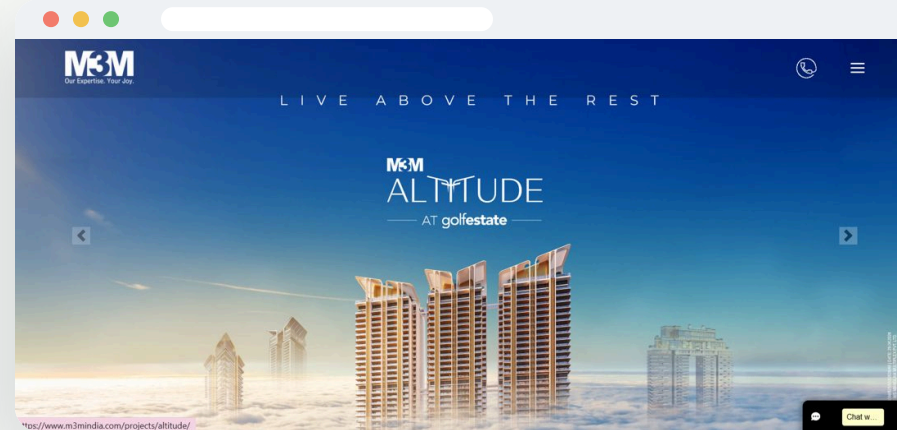
Real estate & healthcare

Developers and hospitals trust us with the campaigns that fill site visits and appointment books.



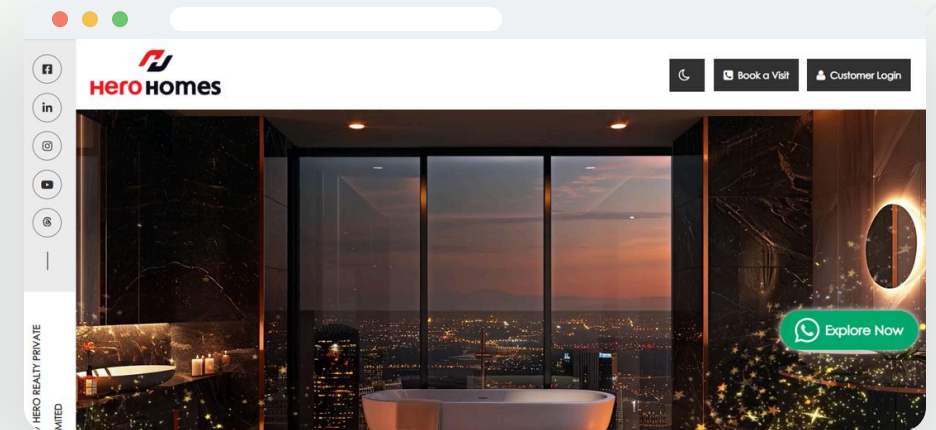
Park Group of Hospitals

HEALTHCARE



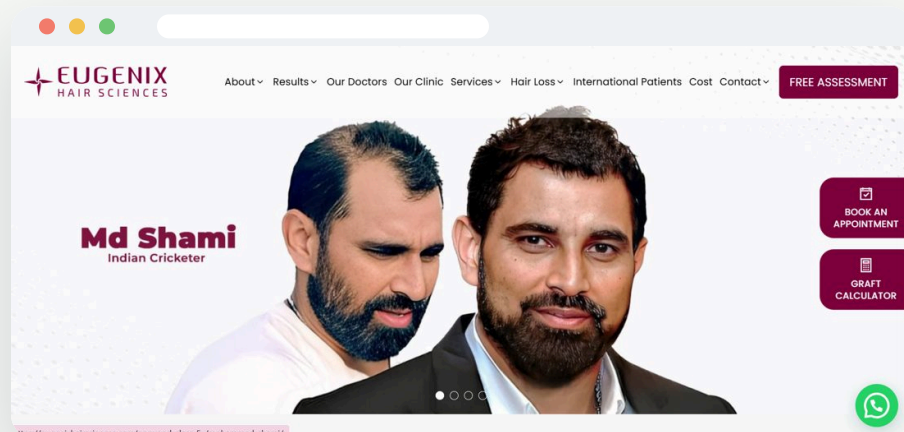
M3M

REAL ESTATE



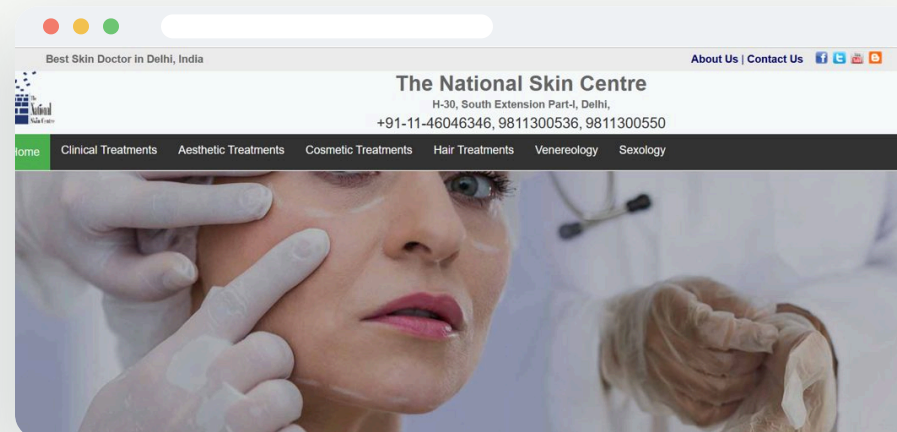
Hero Homes

REAL ESTATE



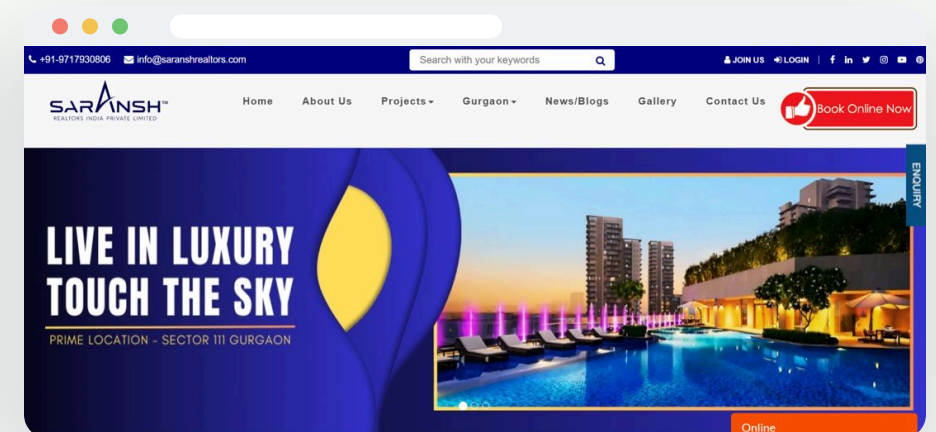
Eugenix Hair Sciences

HEALTHCARE



National Skin Clinic

HEALTHCARE



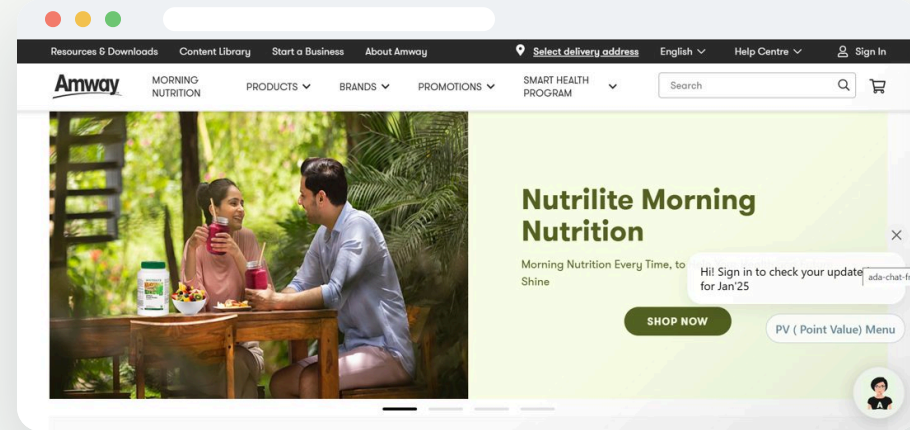
Saransh Realtors

REAL ESTATE

SELECTED CLIENTS

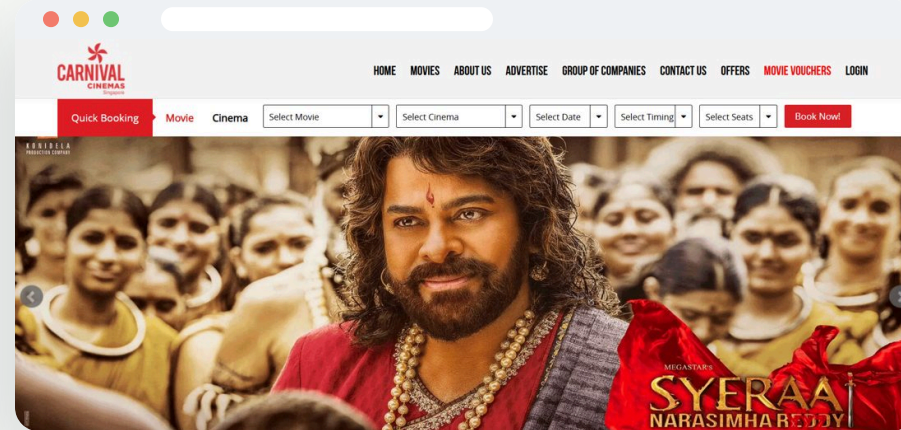
Brands, education & e-commerce

From national consumer brands to coaching institutes and D2C stores.



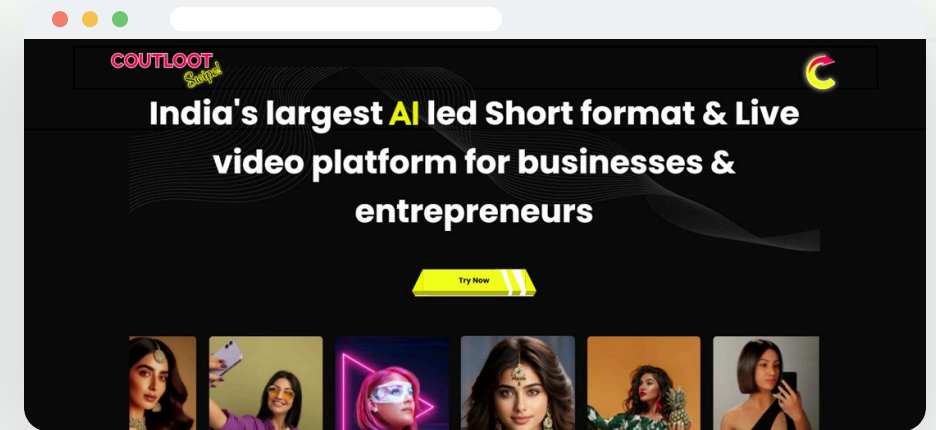
Amway India

CONSUMER BRAND



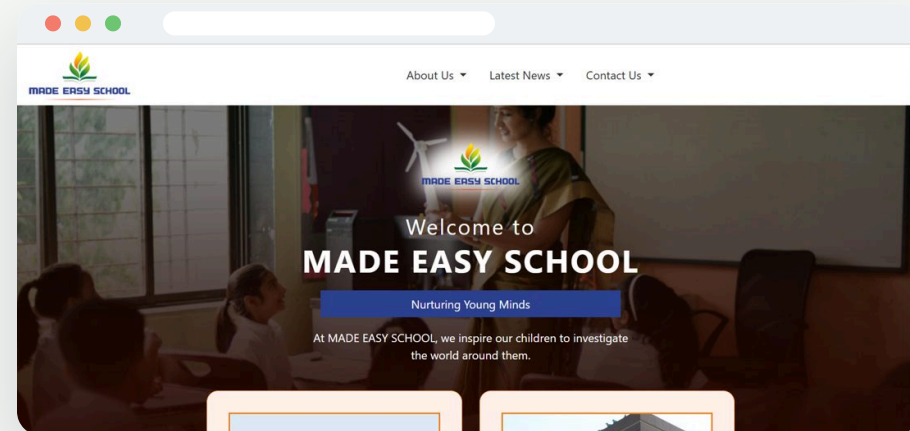
Carnival Cinemas

ENTERTAINMENT



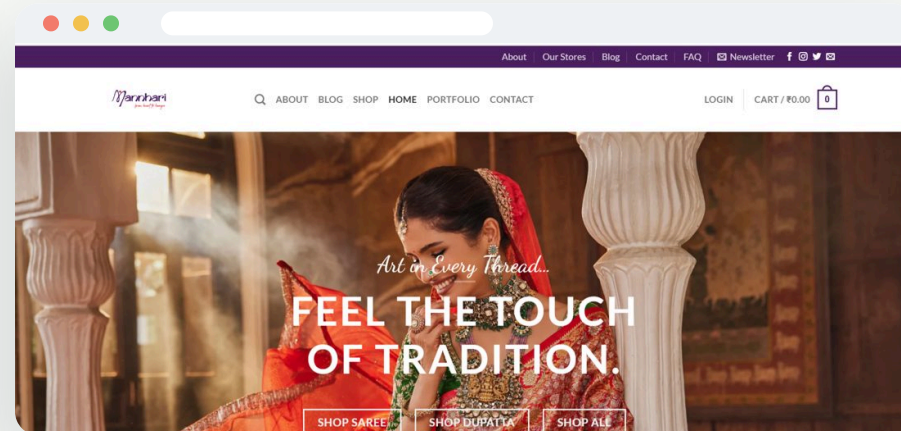
Coutloot

SOCIAL COMMERCE



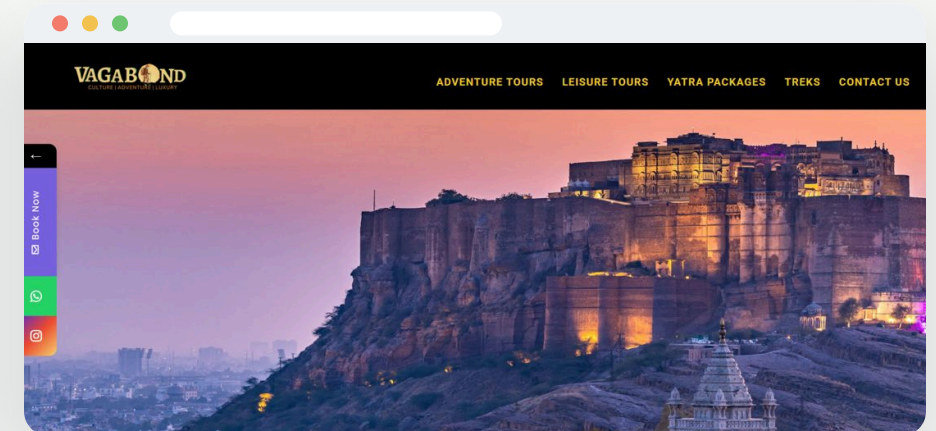
MADE EASY School

EDUCATION



mannhari.com

FASHION E-COMMERCE



Vagabond Holidays

TRAVEL

■ ■ ■ TRUSTED BY

200+ businesses. Here are **some of them.**

Hospitals, developers, institutes, consumer brands
and growing local businesses — across India and
abroad.

Park Group of Hospitals

Carnival Cinemas

Eugenix Hair Sciences

Amway India

M3M

Geetanjali Homestate

Global Residency Visa

MADE EASY School

Printers Market (Australia)

Vagabond Holidays

Deck Spectra Technologies

Coutloot

Carpets & Rugs

Importikaah

Saransh Realtors

Capitalxtend

Institute of Aeronautics & Engineering

Affstellar Media

Unnati Classes

Prime Landbase

Holly Wise

Fstone Technologies

National Skin Clinic

Hero Homes

Magic Meters

Expert Connect

mannhari.com

Mama Couture

Wellcurve

Swastik Creations

Don't take our word for it.

13



Innovative Digital Lab has been handling our media buying services for True Wanderer campaigns for the last 3 years and the results have been more than satisfactory.



Jasmeet Singh
Founder & CEO, Coutloot



The team follows a process-driven approach for ad campaigns. They are very responsive, agile and have always delivered higher CTRs and incremental growth in conversions for us.



Bhawya Sachdeva
Marketing Manager, Wellcurve



You've done a stellar job on our campaign and in general, have helped take our social media presence in India up by a notch.



Yash Singh
Marketing Manager, Importikaah

■ ■ ■ LET'S TALK

Let's make your phone **ring.**

FREE Your digital growth audit includes

- ✓ Website speed, SEO & conversion check
- ✓ Google Business Profile & Maps ranking review
- ✓ Top-3 competitor comparison
- ✓ Google & Meta ads account review
- ✓ AI search visibility check



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