

Feny Solanki

Social media &
Digital Marketing

SELECTED ACCOUNTS



NObesity



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Feny Solanki

Social media specialist / Digital Marketing

Performance marketing,
from strategy to reporting.

Healthcare acquisition and consulting enquiries.
Campaign work, original creative and analytical context,
with reporting periods attached to the results.

Ahmedabad, India · Meta & LinkedIn Ads

Verified ad spend managed

₹39.72 lakh

Actual delivery / ownership periods

Recorded leads / all accounts

22,862

Meta events, not unique customers

Ad impressions

146.20M

All three documented accounts

Open the interactive portfolio → feny.trayaam.com

SOURCE / Prepared from 22 verified CSV exports. Meta-attributed events; qualified enquiries, paid patients and revenue are not verified.



Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR



Overall portfolio performance

All three accounts combined / verified ownership reporting periods through 29 October 2026.

Ad spend managed

₹3,972,365.30

Delivered spend / all objectives

Recorded leads

22,862

Includes one incidental Vastu lead

Weighted lead-campaign CPL

₹164.37

22,861 leads / matching spend

Ad impressions

146,201,639

Total delivery / all accounts

Link clicks

345,397

Meta-reported link clicks

Link CTR

0.236%

Link clicks / impressions

Link CPC

₹11.50

Spend / link clicks

CPM

₹27.17

Spend / impressions x 1,000

Account / reporting scope	Delivered spend	Recorded leads	Conversations
NObesity / Jan 2025 - Oct 2026	₹3,925,335.67	22,639	2,247
Bapashri / 2026 available history	₹36,058.39	222	150
Vastu Vidya / 2026 available history	₹10,971.24	1	71

Additional delivery: 27,149 landing-page views; 2,507,612 3-second video plays; 422,947 ThruPlays. Events may overlap and are not unique customers.

Scope: Managed budget is represented by actual spend. NObesity full ownership is confirmed from 2025 at year level; January is a reporting boundary. Weighted CPL uses ₹37,57,614.03 across NObesity and Bapashri lead campaigns, including no-result spend. Reach/frequency are not additive; ROAS, CAC and qualified-lead rates are unverified.

SOURCE / 22 verified source exports; ownership-period aggregation. Rates recalculated from matching totals, not averaged account rates.

Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

NObesity / Multi-market healthcare acquisition

Ownership reporting scope: 1 Jan 2025 - 29 Oct 2026; October is partial.

Recorded leads

22,639

Lead-campaign cohort

Weighted CPL

₹165.10

No-result spend included

Lead-campaign spend

₹37.38 lakh

INR / matching lead cohort

Impressions

59.63M

Lead-campaign cohort

Highest-spend campaigns / selected period	Spend INR	Leads	CPL INR
Ahmedabad Local Marketing Campaign	₹1,028,584.04	5,893	₹174.54
Rajkot/Surat Local Marketing Campaign	₹426,666.81	2,735	₹156.00
Retargeting Campaign - 2023	₹250,045.47	3,116	₹80.25
New Branding Video Campaign	₹225,416.59	896	₹251.58
OPD Jaipur+Nagpur +Pune +Raipur	₹196,479.96	1,320	₹148.85

Local-market campaigns, OPD promotions, retargeting, NRI enquiries and awareness form the account mix. Campaign names do not prove targeting or incremental lift. Available-history account context: 31,646 leads and ₹55.05 lakh spend; not all personal achievement.

SOURCE / raw/Nobesity_campaigns_monthly.csv. January is the calendar-year reporting boundary; full ownership is confirmed at year level, not an exact January handover.



Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

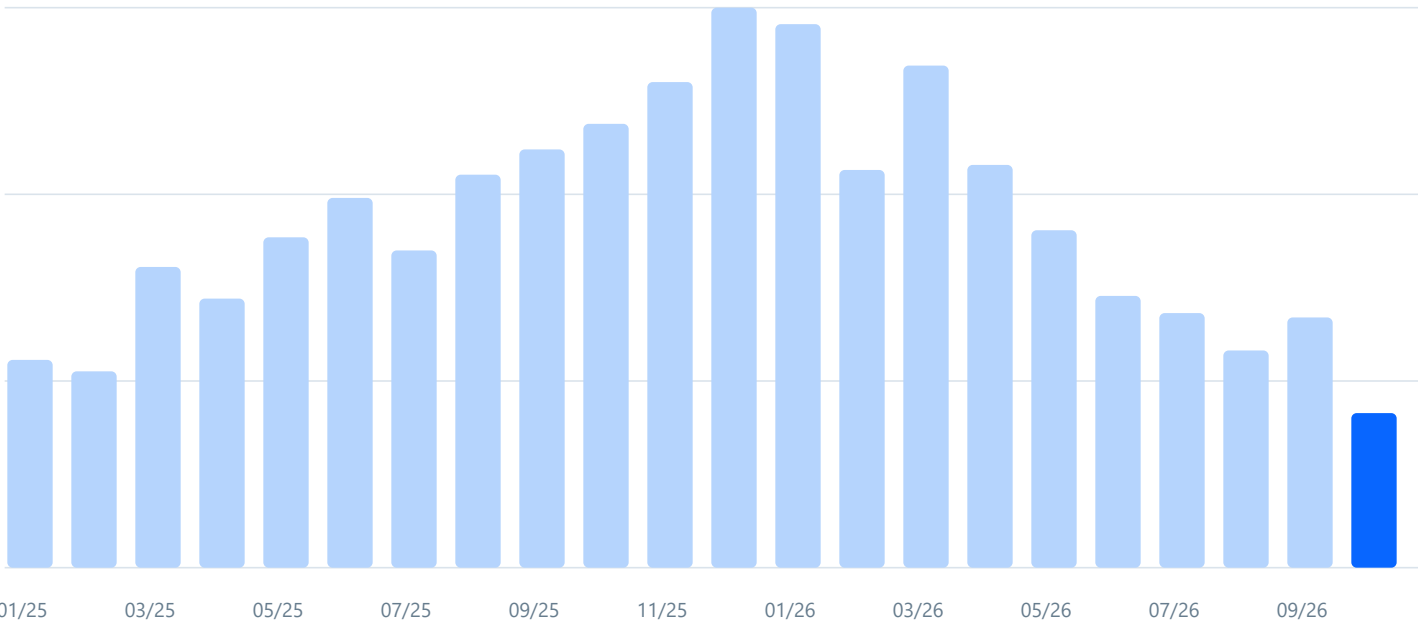
Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

NObesity / How the delivery evolved

Monthly recorded leads from the matching lead-campaign cohort. No causal explanation is inferred from the trend.

Recorded leads / monthly



Read the exposure, too

A lower monthly lead count can reflect spend, delivery, objective mix, timing or conversion performance. October is partial. The export does not isolate fatigue or establish the impact of an individual optimisation.

Reporting period	Lead-campaign spend	Recorded leads	Weighted CPL
2025 full calendar year	₹2,086,680.44	12,745	₹163.73
2026 YTD / partial October	₹1,650,936.11	9,894	₹166.86

SOURCE / Monthly export; different year lengths are shown descriptively, not used for a like-for-like annual uplift claim.

Feny Solanki

Social media &
Digital Marketing

SELECTED ACCOUNTS



NObesity



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

NObesity / Consultation, education and patient stories

Actual account previews. Ad-level cumulative performance is not isolated to the pictured creative version.



Answering the surgery question

47-second video

2,687

recorded leads

₹66.86

CPL

Ad 23857418773230417
Spend ₹1,79,662.03



A local OPD offer in Gujarati

Gujarati static

1,831

recorded leads

₹192.50

CPL

Ad 23858409416400417
Spend ₹3,52,459.96



Making health risks easier to understand

Educational static

1,416

recorded leads

₹206.65

CPL

Ad 120216095457630418
Spend ₹2,92,615.66



A transformation story as the hook

Testimonial static

585

recorded leads

₹232.27

CPL

Ad 120235629079390418
Spend ₹1,35,879.40

SOURCE / Available-history ad exports; native previews and copy captured 29 Oct 2026. Video images are saved posters/previews, not playable files. Different offers and periods are not an A/B test.

Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Bapashri / Enquiries and website traffic

27 May - 29 Oct 2026 as stored in the export; different objectives retain their own denominators.

Recorded leads

222

Lead-campaign cohort

Weighted CPL

₹90.08

₹19,997.48 matching spend

Landing-page views

16,103

Traffic-campaign cohort

Cost per LPV

~₹1.00

₹16,060.91 traffic spend

Lead campaign	Spend INR	Recorded leads	Weighted CPL
Knee Replacement Lead Gen August'26	₹16,019.86	133	₹120.45
MegaHealthCamp_Leads ABO	₹2,042.11	68	₹30.03
Knee Replacement Lead Gen August'26 – Copy	₹1,935.51	21	₹92.17

Traffic is a separate result

The traffic campaigns recorded 30,960 link clicks and 16,103 LPVs: a 52.01% LPV/link-click ratio. These are page-load events, not unique people or registrations.

The offer changes the comparison

The camp campaign recorded 68 leads at ₹30.03 CPL. The original knee campaign recorded 133 at ₹120.45. Different offers and delivery periods prevent an experimental winner claim.

SOURCE / raw/Bapashri_campaigns_full_metrics.csv. The original knee campaign Results field includes an additional appointment event; 133 is its recorded Leads count.



Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Bapashri / Local offers in static and video formats

Actual account previews. Ad-level cumulative performance is not isolated to the pictured creative version.



An everyday knee-pain moment

Gujarati static

21

recorded leads

₹92.17

CPL

Ad 120251821054220751
Spend ₹1,935.51



A time-bound local health camp

Gujarati static

68

recorded leads

₹30.03

CPL

Ad 120250231601150751
Spend ₹2,042.11



Taking the camp message into video

61-second video · Poster

3,739

landing-page views

₹1.38

per LPV

Ad 120249037898630751
Spend ₹5,156.04



A presenter-led local camp reminder

Gujarati video · Poster

3,147

landing-page views

₹1.05

per LPV

Ad 120249982229410751
Spend ₹3,313.70

SOURCE / Available-history ad exports; native previews and copy captured 29 Oct 2026. Video images are saved posters/previews, not playable files. Different offers and periods are not an A/B test.

Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Vastu Vidya / Messaging-led acquisition

22 Jul - 29 Oct 2026 as stored in the source. Delivery in the monthly extract is in July and August.

Messaging conversations

71

Rera Data campaign

Cost / conversation

₹140.61

Matching campaign spend

Messaging-campaign spend

₹9,983.28

Account-wide spend: ₹10,971.24

Link CTR

0.675%

Messaging-campaign cohort

Campaign	Spend INR	Conversations	Recorded leads
VV Cold Rera Data Lead Gen	₹9,983.28	71	1
VV Cold Builder Lead Gen	₹987.96	Not reported	Not reported

Keep the event label intact

The account reports 71 messaging conversations and one lead. A conversation can be an enquiry, but it is not automatically a qualified consultation or a paid client.

The non-result spend stays visible

The separate Builder campaign spent ₹987.96 without a reported primary result. Including it makes account-wide cost per conversation ₹154.52. The other Vastu account showed no campaigns.

SOURCE / raw/Vastu_1908546779729011_campaigns.csv; secondary Vastu Vidya ZW maximum-history check. Campaign names are not evidence of actual optimisation goals.

Feny Solanki

Social media &
Digital Marketing

SELECTED ACCOUNTS



NOesity



Bapashri



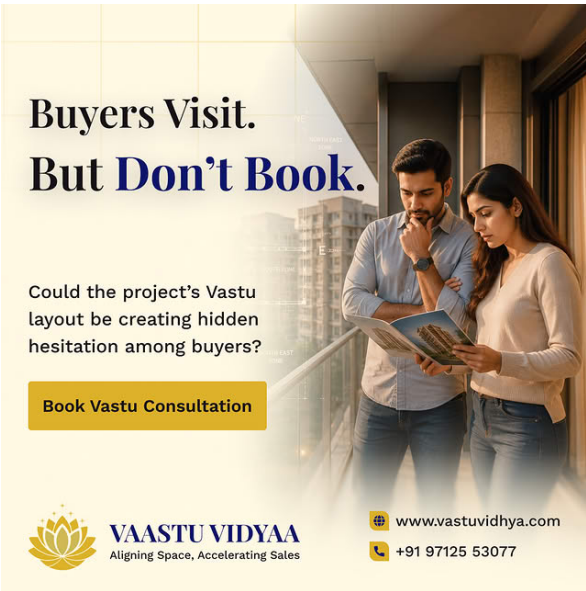
Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Vastu Vidya / Buyer objections and enquiry routes

Actual account previews. Ad-level cumulative performance is not isolated to the pictured creative version.



From buyer hesitation to an enquiry

Static · WhatsApp CTA

13

₹176.16

messaging conversations

per conversation

Ad 52593264449535
Spend ₹2,290.04



Addressing a buyer's last-minute objection

Static · WhatsApp CTA

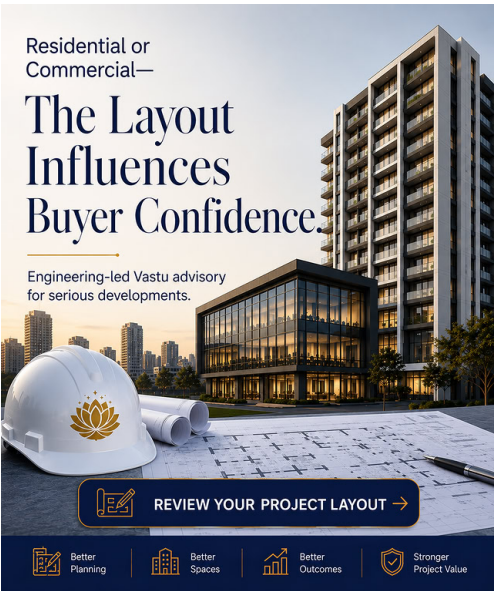
19

₹142.09

messaging conversations

per conversation

Ad 52591500656135
Spend ₹2,699.75



A form-led route to the consultation

Static · Lead form

Not reported

Unavailable

recorded leads

CPL

Ad 52596093590135
Spend ₹987.96

SOURCE / Available-history ad exports; native previews and copy captured 29 Oct 2026. Video images are saved posters/previews, not playable files. Different offers and periods are not an A/B test.

Feny Solanki

Social media &
Digital Marketing

SELECTED ACCOUNTS



NObesity



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Performance analytics / The full acquisition scorecard

NObesity: 2025 onward. Bapashri and Vastu: available 2026 history. These are account descriptions, not a brand ranking.

KPI / reporting scope	NObesity	Bapashri	Vastu Vidya
All-account spend	₹3,925,335.67	₹36,058.39	₹10,971.24
All-account impressions	144,045,135	2,056,089	100,415
Account reach	Not additive across months	732,693	48,995
Account frequency	Not additive across months	2.81	2.05
Link clicks	305,639	39,078	680
Link CTR	0.212%	1.901%	0.677%
Link CPC	₹12.84	₹0.92	₹16.13
CPM	₹27.25	₹17.54	₹109.26
Primary outcome / matching cohort	22,639 leads	222 leads	71 conversations
Matching CPL / cost per conversation	₹165.10	₹90.08	₹140.61
All-account landing-page views	11,044	16,105	Unavailable
Purchase ROAS	Unavailable	Unavailable	Unavailable
Qualified-lead / patient / sales rate	Not verified	Not verified	Not verified

SOURCE / Matching campaign exports and NObesity monthly aggregation. Rates recomputed from totals. Original account summaries supply deduplicated reach/frequency where available.

Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR



Funnel & creative attention diagnostics

Defined analytical ratios extend the native Meta metrics without pretending to establish unique-person conversion rates.

Matching primary-objective cohort	Impressions	Link clicks	Enquiry events	Enquiry / click ratio
NObesity lead campaigns	59,629,429	236,159	22,639 leads	9.59%
Bapashri lead campaigns	1,058,444	8,118	222 leads	2.73%
Vastu messaging campaign	88,908	600	71 chats	11.83%

Video attention / available-history ad extracts

Account / independent video scope	3-sec plays	ThruPlays	Hook-rate proxy	Hold-rate proxy
NObesity	3,151,351	590,065	7.58%	18.72%
Bapashri	296,238	67,184	14.76%	22.68%
Vastu Vidya	Unavailable	Unavailable	Unavailable	Unavailable

Hook-rate proxy: 3-second plays / impressions in ad rows reporting that field. **Hold-rate proxy:** ThruPlays / 3-second plays. ThruPlay is completion for shorter videos or 15 seconds for longer videos. These are event ratios; creative length, placement and attribution affect interpretation.

SOURCE / Available-history ad exports for video; selected campaign cohorts for the enquiry funnel. Neither event ratio establishes a user-level CVR or an incremental conversion effect.

Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Placement mix / Cost efficiency with context

Spend, delivery and conversion outcomes vary together. These observations are not randomised placement tests.

NObesity / 2026 lead cohort only

Placement	Spend INR	Leads	CPL
Instagram / Instagram Stories	₹463,134.64	3,170	₹146.10
Instagram / Instagram Reels	₹398,819.41	2,652	₹150.38
Facebook / Facebook Reels	₹209,942.13	1,432	₹146.61
Instagram / Feed	₹207,557.36	940	₹220.81
Facebook / Feed	₹187,590.70	997	₹188.16

Bapashri / Available-history lead cohort

Placement	Spend INR	Leads	CPL
Instagram / Instagram Reels	₹7,951.14	78	₹101.94
Facebook / Facebook Reels	₹7,593.25	80	₹94.92
Facebook / Feed	₹1,754.51	43	₹40.80
Instagram / Feed	₹1,254.79	11	₹114.07
Facebook / Facebook notifications	₹519.08	3	₹173.03

A practical reading

Use the matrix to identify where cost and outcome volume deserve a closer review. It does not prove that moving all spend to a lower-CPL placement would preserve enquiry volume or quality.

SOURCE / Nobesity_2026_campaigns_placement.csv; Bapashri_campaigns_placement.csv; campaign-name cohort joins include no-result spend.

Feny Solanki

Social media &
Digital Marketing

SELECTED ACCOUNTS



NObesity



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Audience diagnostics / Age and gender delivery

Aggregate delivered audiences, not a reconstruction of targeting settings or an instruction to exclude a group.

NObesity / 2026 only

Delivered segment	Spend INR	Leads	CPL
25-34 / male	₹321,907.01	2,112	₹152.42
35-44 / male	₹272,408.78	1,621	₹168.05
25-34 / female	₹266,833.63	1,719	₹155.23
35-44 / female	₹209,378.60	1,233	₹169.81
45-54 / male	₹150,119.58	830	₹180.87
18-24 / male	₹107,958.87	669	₹161.37

Bapashri / 2026 available history

Delivered segment	Spend INR	Leads	CPL
18-24 / male	₹5,161.88	50	₹103.24
25-34 / male	₹2,602.05	27	₹96.37
65+ / male	₹2,503.92	22	₹113.81
55-64 / male	₹2,279.19	28	₹81.40
35-44 / male	₹1,960.96	30	₹65.37
18-24 / female	₹1,721.23	13	₹132.40

Read the sample and the business context

The six highest-spend delivered segments are shown. Different offers, geographies, delivery allocation and attribution can explain differences. Low spend or low event counts make rates unstable. Country and further breakdown tables remain in the analytical appendix.

SOURCE / Nobesity_2026_campaigns_age_gender.csv and Bapashri_campaigns_age_gender.csv; source scope is independent of NObesity’s 2025 onward headline.

Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Measurement quality / Signals before certainty

Pixel, Conversions API and event diagnostics explain reporting limits; they do not establish implementation ownership.

NObesity

Pixel + CAPI

Primary dataset lists both integrations. PageView event match quality: 6.1/10.

Coverage diagnostic

Meta reported 4,647 fewer server events than browser events over seven days. This is not a quantified lost-lead estimate.

Data restrictions

Website data restrictions and domain confirmation appeared in diagnostics. Their causal performance impact is unverified.

Bapashri

Pixel + CAPI

Primary dataset lists both integrations. PageView match quality: 6.1/10.

Event mapping

The custom form event differs from the exported appointment event. Do not merge them without verified mapping.

Business outcome

Dataset events are incoming site activity; they are not automatically ad-attributed consultations or paid patients.

Vastu Vidya

Website signal

The pixel overview showed zero events over the last 28 days. This does not establish whether it ever worked.

Enquiry outcome

Keep messaging conversations separate from the single reported lead and from sales.

What is missing

Conversation quality, consultation bookings and attributable revenue are not supplied.

SOURCE / Events Manager snapshots, primary-dataset overviews and diagnostics captured 29 Oct 2026. No deduplication implementation test or tracking-ownership claim is made.

Feny Solanki

Social media &
Digital Marketing

01

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR

Campaign architecture & attribution

Exported configuration gives operational context. Names such as retargeting or CBO do not prove the actual setup.

Account	Ad-set rows	Attribution setting / most common	Performance goal / most common	Bid type / most common
NObesity	1046	7-day click or 1-day view (1031 ad sets) 28-day click or 1-day view (8 ad sets)	Conversion leads (927 ad sets) Leads (101 ad sets)	ABSOLUTE_OCPM (1045 ad sets) CPA (1 ad sets)
Bapashri	14	7-day click or 1-day view (14 ad sets)	Not reported in export	ABSOLUTE_OCPM (14 ad sets)
Vastu Vidya	8	7-day click or 1-day view (8 ad sets)	Replies (6 ad sets) Conversion leads (1 ad sets)	Not reported in export

Attribution is not incrementality

An attribution window assigns credit under Meta’s reporting model. It does not establish that advertising caused every recorded outcome. View-through and click-through credit should stay attached to any conversion comparison.

Historical configuration is not a live plan

Budgets from inactive ad sets must not be added into current pacing. Delivered age/gender/country breakdowns are also not the same as targeting settings. The audit made no campaign, budget or tracking changes.

SOURCE / Available-history ad-set exports; counts are reporting records, not claims that every historical setup occurred during Feny’s full-ownership period.

Feny Solanki

01

Social media &
Digital Marketing

02

SELECTED ACCOUNTS

03



NObesity

04



Bapashri



Vastu Vidya

Strategy through
reporting.

Selected account evidence
Snapshot: 29 Oct 2026
Currency: INR



Evidence, definitions and the next business question

The strongest performance story is specific about what the platform measured, and what still needs business data.

Technical measure	Definition / interpretation
Weighted CPL / cost per conversation	Matching cohort spend / matching recorded outcomes. Include no-result spend; do not average row costs.
Link CTR / Link CPC / CPM	100 × link clicks / impressions; spend / link clicks; 1,000 × spend / impressions.
Frequency / reach	Impressions / deduplicated reach at the same reporting scope. Never sum overlapping reach or average row frequencies.
ROAS / CAC / qualified-lead rate	ROAS needs verified attributable revenue. CAC and quality rates need business-side customer and lead-quality records. Unavailable here.
Ownership and causality	Responsibilities are user-confirmed; exact handover months and reasons for individual changes remain unspecified. Managed-period results are not causal lift.
Evidence coverage	22 saved exports, 7,871 detail rows across multiple grains, 108 distinct field headers including metadata. Each saved file reconciles spend and impressions to its own summary.

Continue with the interactive account explorer

feny.trayaam.com / campaigns, creative, analytical detail and source scope

SOURCE / Source register and claim register accompany the project. Snapshot dates are retained. NObesity’s available-history baseline ends 28 Oct; monthly scope includes 29 Oct.