



IMAGICAA

Case Study

Imagicaa





ABOUT THE CLIENT

Imagicaa is a themed entertainment destination featuring multiple themed experiences, an on-premise hotel, unique characters, innovative and unique attractions, thrilling rides and shows, meeting spaces, and major events - it's a place for all seasons, all interests, and all ages.

India's first and only family holiday destination from Mumbai and Pune, Imagicaa is the perfect weekend getaway which includes an International Standard theme park, a water park and a premium hotel.

Imagicaa





WE'VE DEVELOPED AN APPROACH TO SHAPING DIGITAL/ ONLINE STRATEGIES FOR OUR CLIENTS

That result in defining prioritized,
cost-effective
solutions that deliver a measurable Return on
Investment (ROI) via paid, owned, earned &
shared media channels.

Imagicaa





Google My Business Page



Imagicaa

Website Directions Save Call

4.4 ★★★★★ 94,051 Google reviews

Theme park in Maharashtra

You manage this Business Profile

RESERVE A TABLE

SEE TICKETS

Service options: Has restaurant

Imagicaa is a 130-acre theme park in Khopoli, India. It is owned by Imagicaa World Entertainment Ltd. Imagicaa is listed on the National Stock Exchange and Bombay Stock Exchange. [Wikipedia](#)





These Keywords Are Ranking on 1st Page

Imagicaa





Top Keyword Positions

Water park pune



water park pune

Keyword difficulty: ... (for google.com database) — View full report for this keyword

Do water parks in Pune provide locker facilities?

Imagicaa
<https://www.imagicaaworld.com> › water-park

4. Best Water Park near Mumbai, Pune & Lonavala

L: 279 LD: 105K I: 2.16K whois source Rank: 630K

The best Water Park in and near Mumbai, Pune and Lonavala. Enjoy high-energy slides, chilled out attractions, great food and drinks, in a picturesque location.





Top Keyword Positions

Water park near pune maharashtra





Top Keyword Positions

water park near mumbai



water park near mumbai

Keyword difficulty: ... (for google.com database) — View full report for this keyword

Feedback

 Imagicaa
<https://www.imagicaaworld.com> › water-park ›

10. Best Water Park near Mumbai, Pune & Lonavala

🕒 L: 279 🕒 LD: 105K 🎥 I: 2.16K 🧑 whois 📄 source 🕒 Rank: 630K

The best Water Park in and near Mumbai, Pune and Lonavala. Enjoy high-energy slides, chilled out attractions, great food and drinks, in a picturesque location.





Google Analytics 3Month Report 2023

Session default channel group	↓ Users	Sessions	Engaged sessions
	821,202 100% of total	1,271,597 100% of total	635,116 100% of total
1 Paid Search	281,533	415,362	309,300
2 Organic Social	251,936	306,894	51,113
3 Organic Search	205,655	281,515	187,073
4 Direct	61,552	86,916	39,032
5 Display	38,350	73,466	10,130
6 Paid Video	18,211	28,952	8,965
7 Unassigned	8,430	10,233	3,982
8 Cross-network	7,933	8,681	3,304
9 Referral	3,856	5,826	3,172
10 Paid Other	2,573	5,323	660





Blog Posts in 2023



Be a Part of Imagicaa's Diwali 2023 celebration!

October 12, 2023 - by Imagicaa

Diwali's splendor lies not only in its visual spectacle but also in the deep sense of togetherness, hope, and the

[READ MORE](#)



Children's Day Delight at Imagicaa

October 12, 2023 - by Imagicaa

Remember your countless adventures and moments of pure wonder from your childhood? It was a time when the world was

[READ MORE](#)





GO DIGITAL LOCAL GLOBAL



Google search results for 'imagicaa'. The page shows search filters, a list of results, and a 'People also ask' section. The first result is '1. Plan Your Visit to Imagicaa - India's favourite Holiday' from Imagicaa, describing it as a perfect holiday destination near Mumbai, Pune, and Lonavala. Other results include 'Imagicaa Theme Park Ticket' and '7. Imagicaa Theme Park | Amusement Park Tickets Mumbai'.


Google search results for 'imagicaa' showing a list of images and video results. The image results include 'Imagicaa Tickets | Adlabs Imagica Theme Park Khopoli' and 'Imagicaa (Khopoli) - All You Need to Know BEFORE...'. The video results include 'Imagicaa Water Park | amusement-parks Tickets Khopoli' and 'Get 25% Off On Express Ticket At Imagicaa Theme & Water Park'.





TYPE OF GOOGLE LEADS

Sponsored

 Imagicaa World
www.imagicaaworld.com/imagicaaworld

Imagica Theme Park Rides - Theme Park Near Lonavala

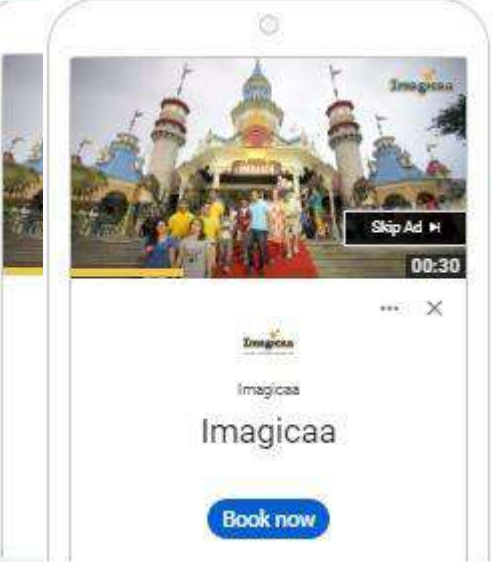
Make sure to visit us for a fun-filled vacation! Book your tickets now. Imagicaa is a themed entertainment destination featuring world class rides & attractions. Amenities: Unique Attractions, Parking Area, ATM Facility, Food & Drink Kiosk, Stroller Rental, Informati...

Flash Sale Imagicaa Wrold Save upto 50% Ne

Call 02262552901

Khalapur · 30/31 Sangdewadi

Search Ads



Imagicaa

Imagicaa

Imagicaa

Book now

Video Ads



CELEBRATE NEW YEAR WEEKEND AT IMAGICAA 30th & 31st Dec 2023

₹ 999* Onwards

DJ GANESH LIVE ON 31st Dec 2023

BOOK NOW

New Year party at Imagicaa

Imagicaa is back again for new year party celebration 2023

Close Open

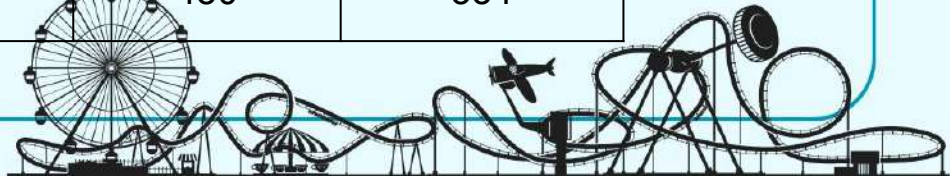
Display Ads





GOOGLE SCAMPAIGN PERFORMANCE OVERVIEW

	September	October	November
Clicks	300,575	225,075	402,893
Impressions	4,26,1521	9,940,028	13,002,161
Avg CPC	₹1.66	₹8.45	₹6.71
Cost	₹1,010,471	₹1,902,639	₹2,701,532
Conversions	2957	3297	8068
Cost / Conv	349	450	334





GOOGLE VIDEO CAMPAIGN PERFORMANCE OVERVIEW

	September	October	November
Clicks	6,890	12,412	402,983
Interaction Rate	10.76	24.14	10.03
Impressions	1,157,397	1,985,217	40,27379
Avg Cost	₹0.46	₹0.16	₹0.31
Spent	₹57200	₹75,452	₹251,397
Conversions	131	135	430





GOOGLE DISPLAY CAMPAIGN PERFORMANCE OVERVIEW

	September	October	November
Clicks	45,049	23,362	17,955
Interaction Rate	2.52%	1.60%	2.32%
Impressions	1,789,441	1,457,897	775,320
Avg Cost	₹2.85	₹2.20	₹2.17
Spent	₹128,821	₹51,416	₹39,127
Conversions	31	12	22





WE HELP YOU MANAGE YOUR DAILY
DIGITAL/ONLINE PRESENCE & GENERATE
LEADS, CALLS, INQUIRIES, WALK-INS,
ENGAGEMENTS & MORE


The logo for Imagicaa, featuring the word 'Imagicaa' in a stylized, blue, bubbly font with a yellow outline. Above the 'i' is a yellow star with a blue outline, and above the 'a' is a blue star with a yellow outline.

Imagicaa



Contact Us

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