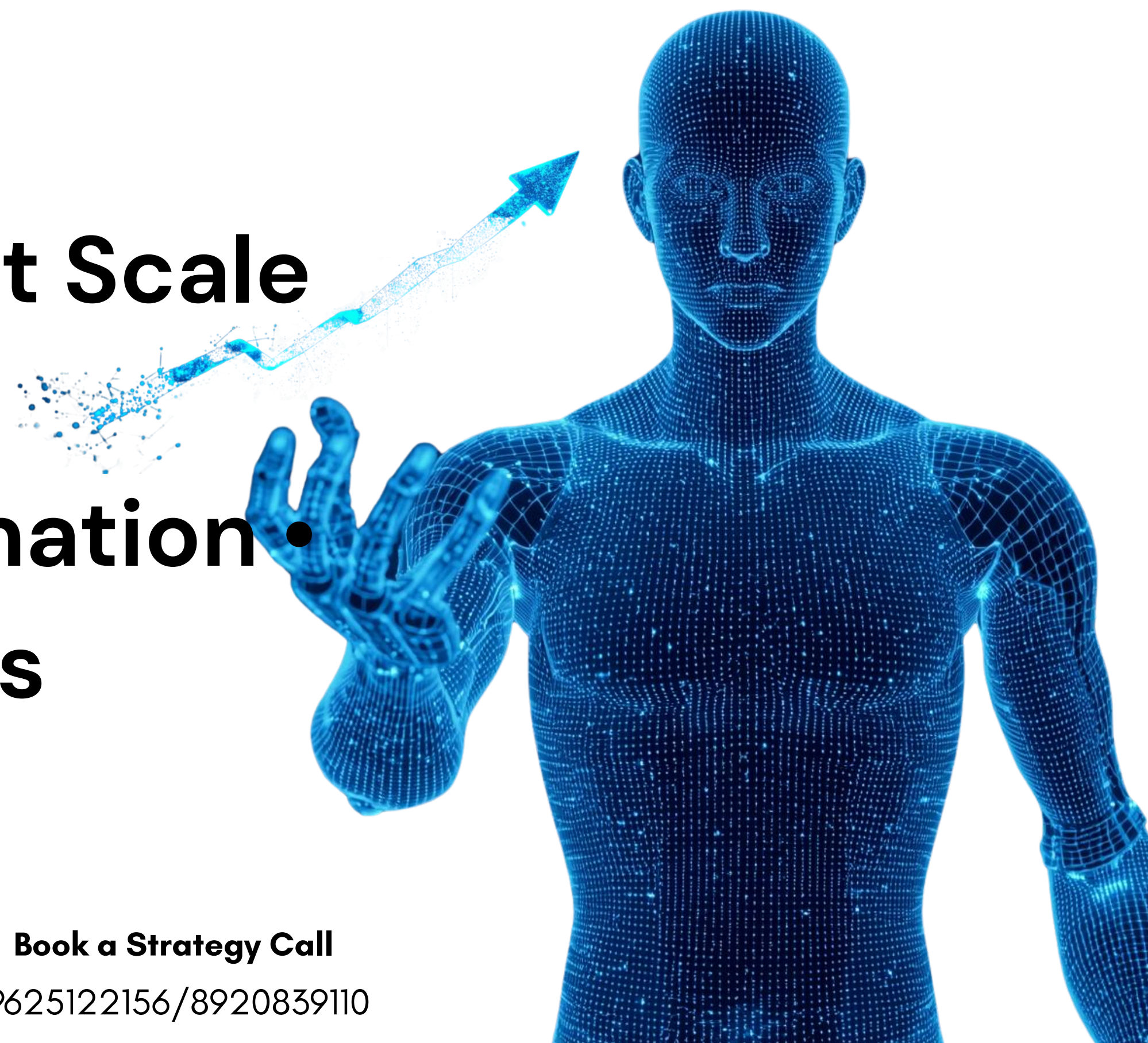


GrowthXCode

Building Systems That Scale Businesses

Ads • Funnels • Automation •
Websites • Apps



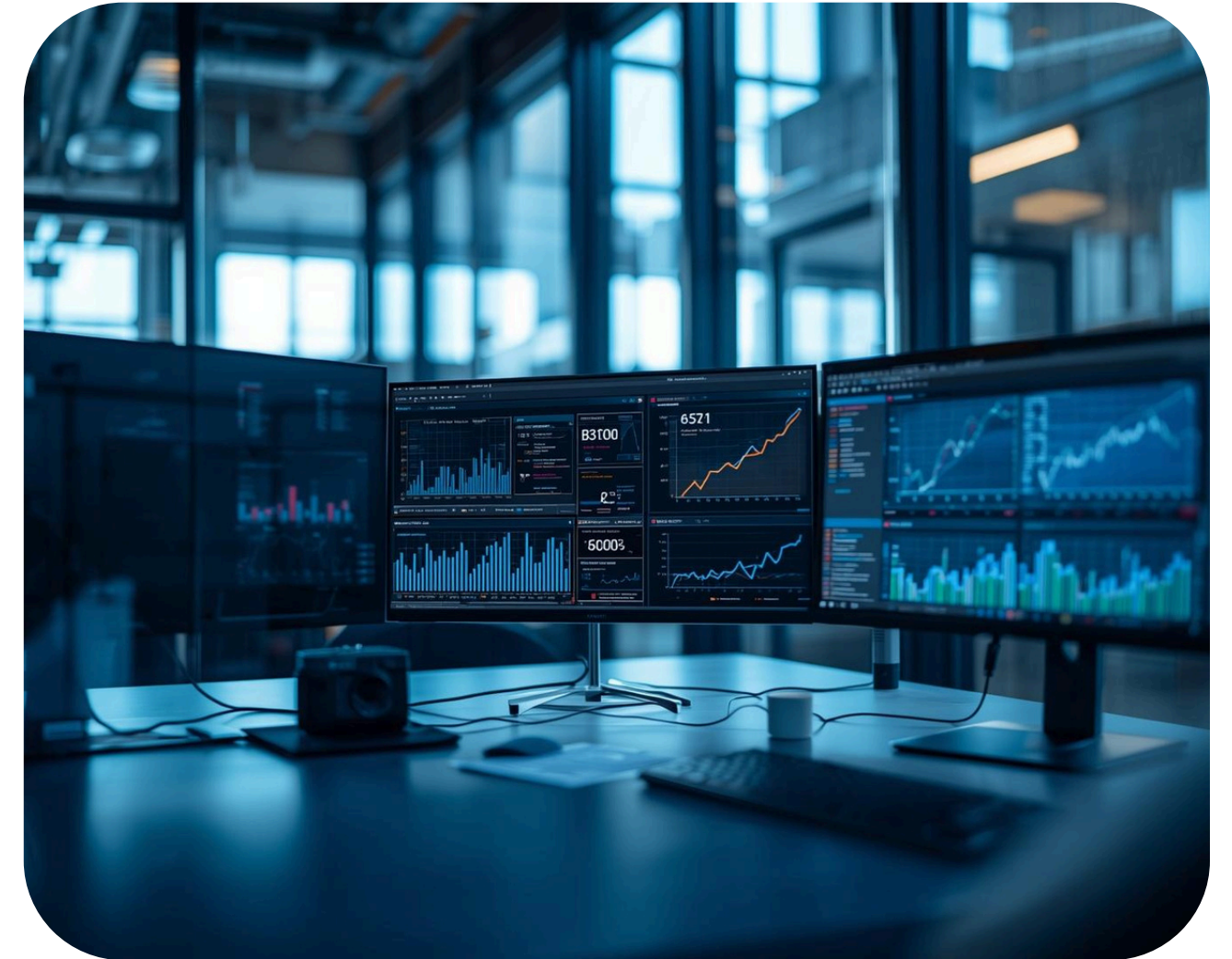
www.growthxcode.in

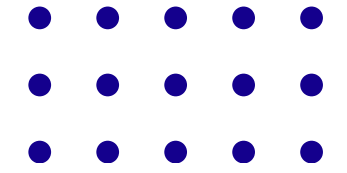


Book a Strategy Call
9625122156/8920839110

Building Systems That Scale Businesses

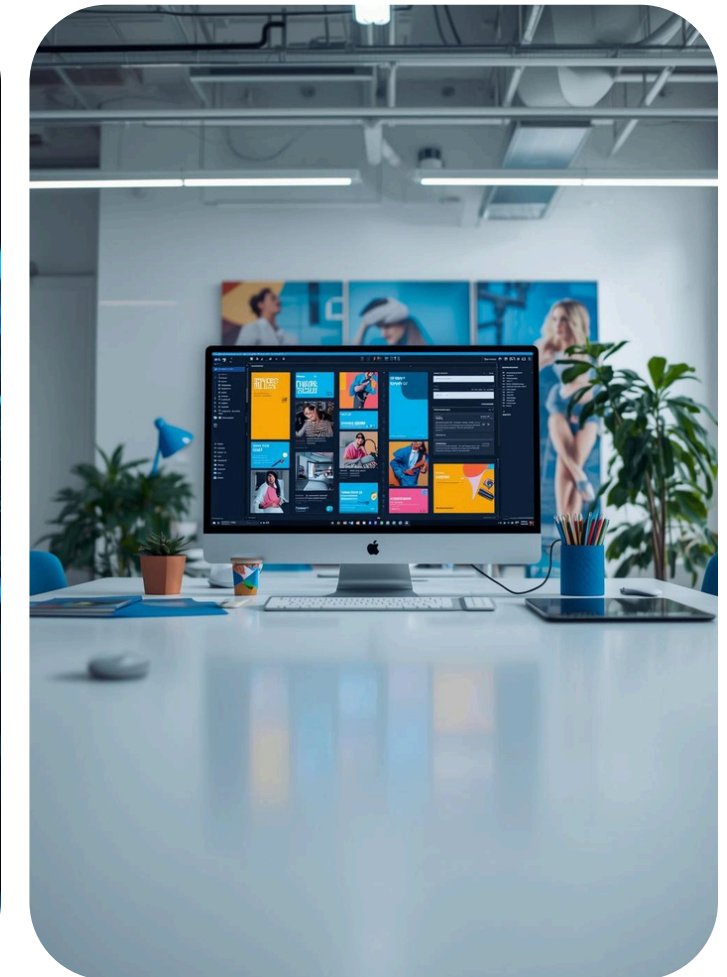
At GrowthXCode, we believe growth should be structured, data-driven, and sustainable. Every project is built with a focus on performance, user experience, and business scalability. We combine strategy, technology, automation, and creative execution to deliver measurable business results that support long-term growth and competitive advantage.





Our Approach

At GrowthXCode, we build complete ecosystems designed for measurable results. Our approach combines three core pillars: strategic planning to align with your business goals, technology and automation to create scalable systems, and creative execution to deliver engaging experiences that convert.



Our Vision



Predictable Growth

We build systems that help businesses scale with confidence, replacing uncertainty with reliable, repeatable results.



Data-Driven Systems

We envision a future where businesses grow through structured, data-driven systems instead of guesswork.



Scalable Confidence

Our vision is to empower every business with the tools and frameworks needed to scale sustainably and strategically.

Our Mission



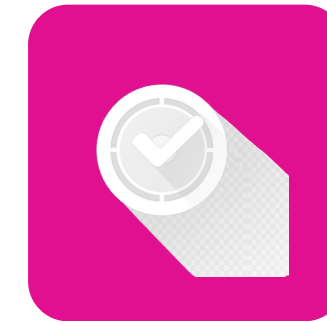
Sustainable Growth

We help businesses generate sustainable growth through strategic ads, optimized funnels, and smart automation.



Digital Systems

Our digital systems are built to scale with your business, improving efficiency and driving consistent results.



Measurable Results

We create scalable solutions that improve lead quality, automate processes, and deliver measurable outcomes.

Our Services



We deliver comprehensive digital marketing solutions that combine performance advertising, conversion optimization, and advanced analytics to drive qualified leads and maximize your return on investment.

Data-Driven Solutions for Measurable Growth



Performance Marketing

Data-driven ads across Meta, Google, and LinkedIn focused on qualified leads and measurable ROI.



Funnels & Conversion

High-converting funnels designed to turn traffic into leads and customers.



Lead Generation Systems

Structured systems that consistently attract high-intent prospects.



Analytics & Tracking

Performance monitoring to optimize campaigns and improve ROI.

Websites & Apps

Built for Growth,
Designed to
Convert

Modern Design



Sleek, responsive interfaces that captivate users.

Speed Optimization



Lightning-fast load times for better user experience.

Conversion Focus



Strategic layouts and CTAs that drive measurable results.

Scalable Architecture



Built to grow with your business demands.



Modern, fast, and conversion-focused digital experiences that transform visitors into loyal customers.



Complete Digital Growth Services

Social Media Management

Strategic content creation, posting, and engagement across all platforms.



Paid Advertising

Performance-driven campaigns across Meta, Google, LinkedIn, and YouTube.



Content Strategy

Data-backed planning for visibility and audience engagement.



Lead Generation Systems

Structured campaigns and funnels that generate high-quality prospects.





Complete Digital Growth Services

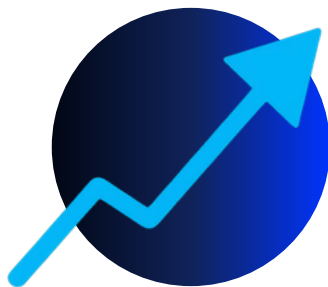
CRM & Automation Setup

Automated pipelines, lead tracking, and nurturing systems.



SEO & Organic Growth

Strategies that improve rankings, visibility, and traffic.



Brand Identity & Positioning

Building trust, authority, and digital differentiation.



Video Production & Reels

Professional promotional videos, reels, and ad creatives.



Our Solutions

Intelligent Automation. Effortless Growth.



Our automation solutions leverage AI and smart workflows to eliminate manual tasks, engage leads instantly, and scale your operations seamlessly.



AI Automation

Smart automation systems that streamline workflows and improve efficiency.



WhatsApp Automation

Automated lead engagement through personalized messaging flows.



Smart Workflows

Streamlined processes that reduce manual work and boost productivity.



Personalized Messaging

Tailored communication flows that nurture and convert leads.



HOW WE HELP CLIENTS SCALE SUCCESSFULLY

Client: B2B Company
Problem: Low-quality leads
Solution: Funnel + Ads system
Result: 2.5X better conversions

Key Services

↘ Strategic solutions designed to build authority and drive sustainable business growth.



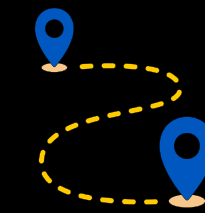
Growth Strategy

Custom roadmaps aligned with your goals.



Brand Positioning

Strategic digital presence that builds credibility.



Custom Roadmaps

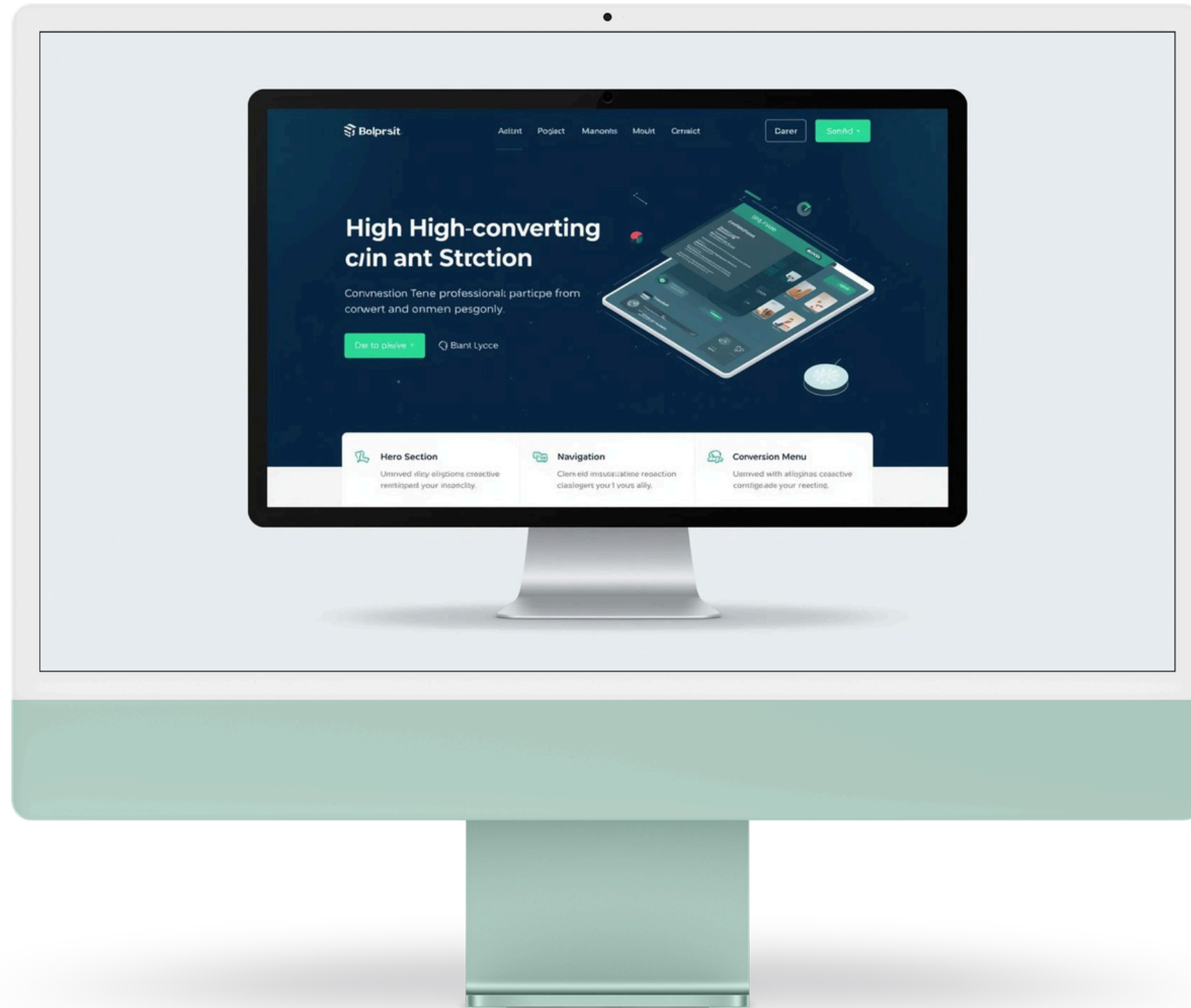
Tailored plans for scalable success.



Market Leadership

Positioning your brand as an industry authority.

Building Authority and Trust



DIGITAL PRODUCTS
**High-Converting
Websites & Apps**

WEBSITES & APPS

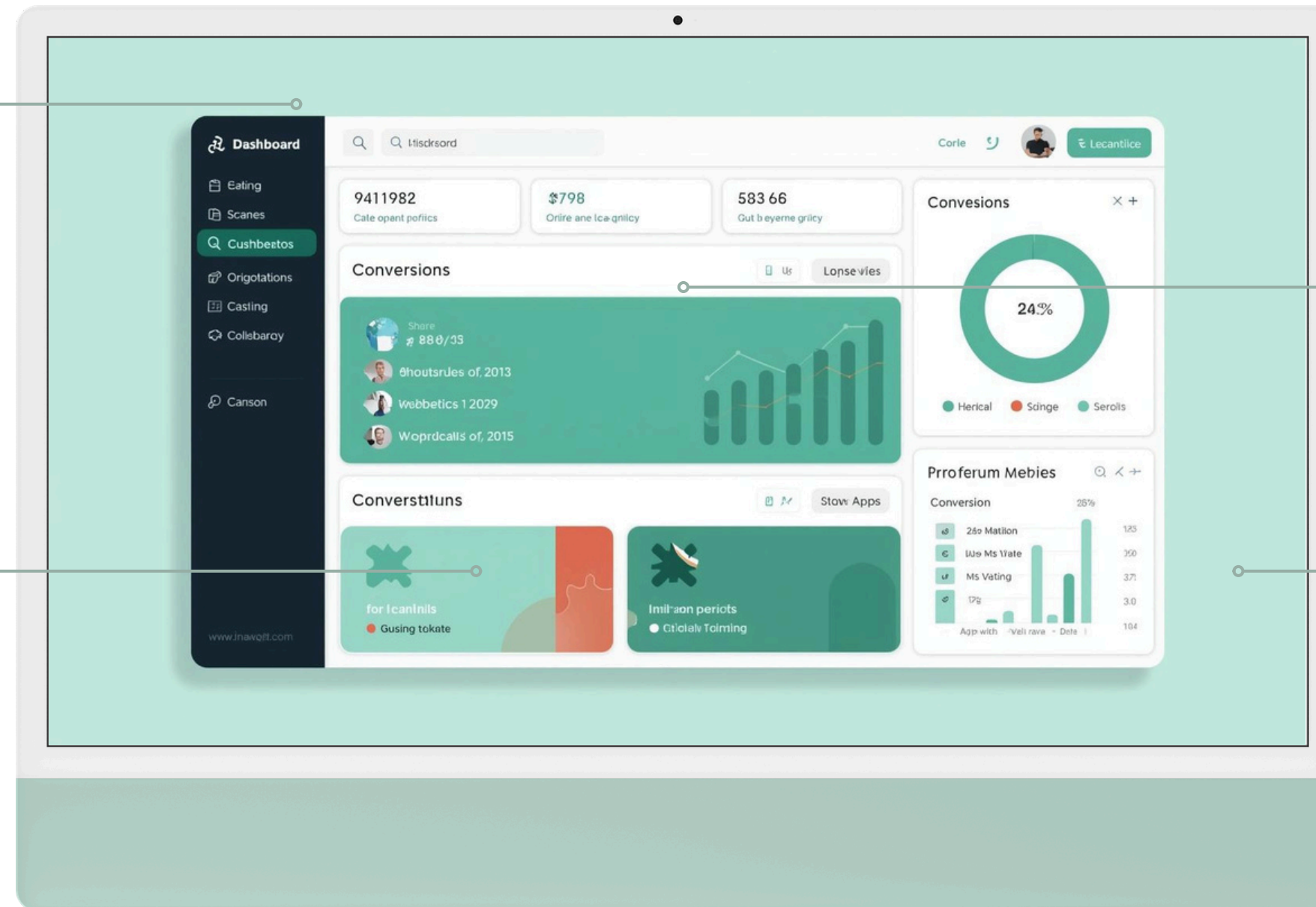
High-Converting Websites & Apps

UI/UX Optimized

Intuitive interfaces designed to guide users seamlessly toward conversion.

Mobile-First Design

Responsive layouts that perform flawlessly across all devices and screens.



SEO Ready

Built with search engine optimization baked in from day one.

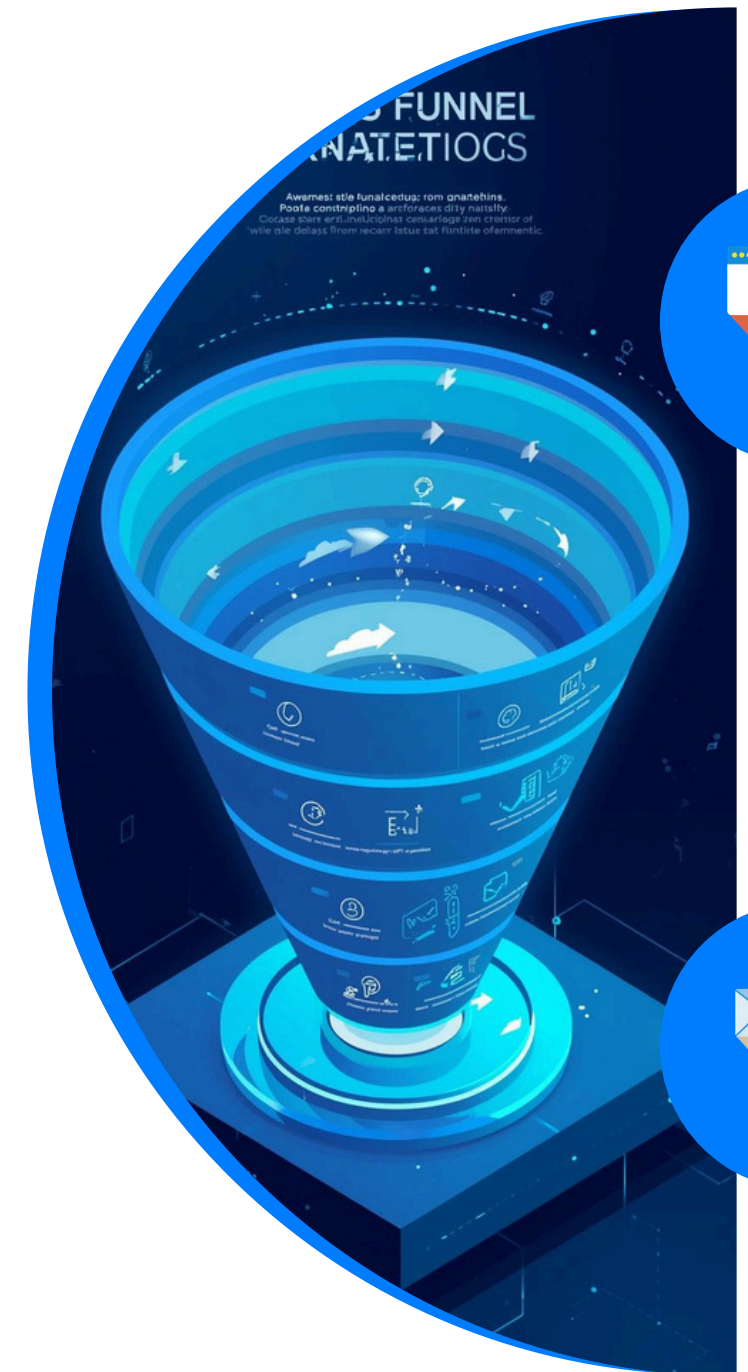
Built for Paid Traffic

Landing pages optimized to maximize ROI from your ad campaigns.



SALES FUNNELS THAT CONVERT

We don't send traffic to websites — we send them through systems designed to convert. Our funnels are engineered for maximum ROI and sustainable growth.



Landing Pages

High-converting landing pages with optimized layouts and lead capture systems that turn visitors into qualified prospects.



Nurturing Systems

Email and WhatsApp nurturing sequences with conversion optimization to guide leads through your sales pipeline.



PERFORMANCE MARKETING (PAID ADS)

We run ROI-focused campaigns across Meta, Google & LinkedIn designed to generate high-quality leads, not just clicks.



Advanced Targeting

Advanced audience targeting and conversion tracking setup to reach your ideal customers.

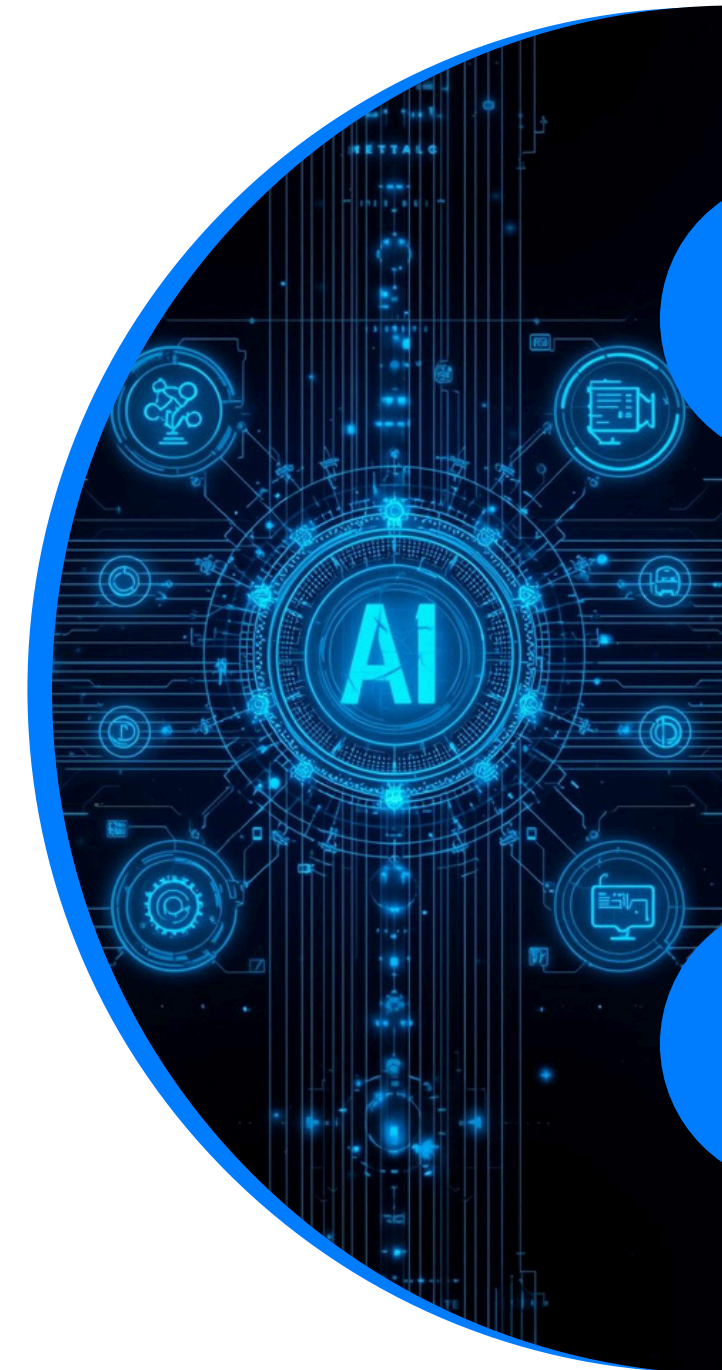
Creative Strategy

Creative + copy strategy with continuous optimization for maximum ROI.



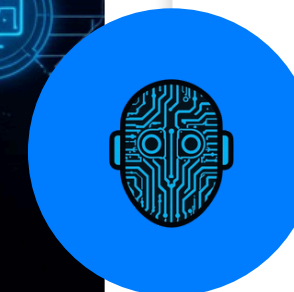
AI-POWERED AUTOMATION SYSTEMS

We automate your business processes so you generate and nurture leads 24/7. Smart workflows and AI-powered systems that work around the clock to grow your business.



WhatsApp Automation

Automated messaging flows that engage leads instantly and nurture them through your sales pipeline.



AI Chatbots & CRM

Intelligent chatbots for lead qualification plus seamless CRM pipeline integration for tracking.



HIGH-CONVERTING WEBSITES & APPS

We build fast, modern, and conversion-focused digital products that establish authority and drive results.



UI/UX Design

Beautiful, intuitive interfaces designed to engage users and guide them toward conversion.



Custom Development

Tailored websites and apps built for speed, scalability, and seamless user experience.

B2B Lead Generation System



01

Structured Funnel Design

Built a multi-stage funnel system that guides prospects from awareness to conversion with optimized landing pages and lead magnets.

02

Paid Advertising System

Implemented targeted ad campaigns across LinkedIn and Google to attract high-quality B2B leads with precise audience segmentation.

03

Conversion Optimization

Deployed A/B testing and analytics tracking to continuously improve lead quality and increase conversion rates by 40%.

Our Growth System

PROCESS

Strategy

Define goals, analyze market, and create a roadmap for success.

Launch

Deploy campaigns and go live with optimized systems.

Build

Design and develop your high-converting digital assets.

Scale

Optimize, iterate, and grow your results exponentially.



Selected Work

A showcase of growth systems, digital products, and performance-driven solutions built for modern businesses.





SAFETY TRAINING EXPERTISE

Specialized Solutions for
Compliance & Certification



Safety Training

Specialized compliance training, workforce education, and certification programs for all industries.

Video Production

Promotional videos, training content, and social media reels that educate and convert.

LMS Development

Course management, progress tracking, quizzes, and user-friendly dashboards for seamless learning.

E-Learning

Interactive digital safety education with engaging modules and assessments.

OUR CORE EXPERTISE

We deliver comprehensive safety training solutions, custom LMS platforms, professional video production, and interactive e-learning experiences. Our integrated approach ensures compliance, engagement, and measurable results across industrial, construction, and corporate sectors.



PROFESSIONAL SAFETY TRAINING



**Compliance
Training**



**Industry
Certifications**



**Digital Learning
Systems**



**Workforce
Education**

Comprehensive Safety Solutions

We develop professional safety training systems, certification programs, and digital learning experiences for industrial, construction, and corporate sectors. Our tailored solutions ensure regulatory compliance and workforce readiness.





LMS CAPABILITIES

01

Course Management

Intuitive dashboards and organized course libraries make content delivery seamless for learners.

02

Progress Tracking

Real-time analytics track learner advancement and identify areas needing improvement.

03

Quizzes & Assessments

Built-in assessments with automated grading ensure knowledge retention and compliance.

04

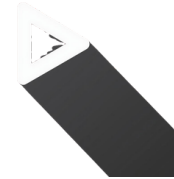
Certifications

Automated certificate generation upon course completion validates learner achievements.



VIDEO PRODUCTION

Promotional



Eye-catching promotional content that showcases your brand and drives conversions.

Storytelling



Compelling narratives that connect emotionally with viewers and build brand loyalty.

Training Content



Professional training videos that simplify complex topics for effective learning.

Social Reels



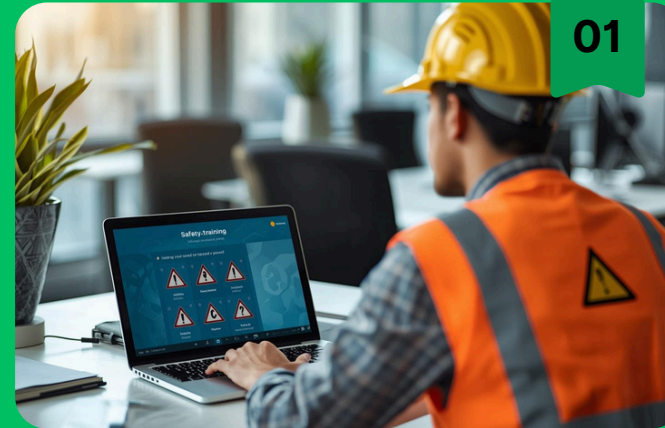
Short-form content optimized for social platforms to maximize reach and engagement.

From promotional videos to training content and social media reels, we produce visually compelling videos designed to educate, market, and convert. Our team combines creative storytelling with technical expertise to deliver content that resonates with your target audience and achieves measurable results.

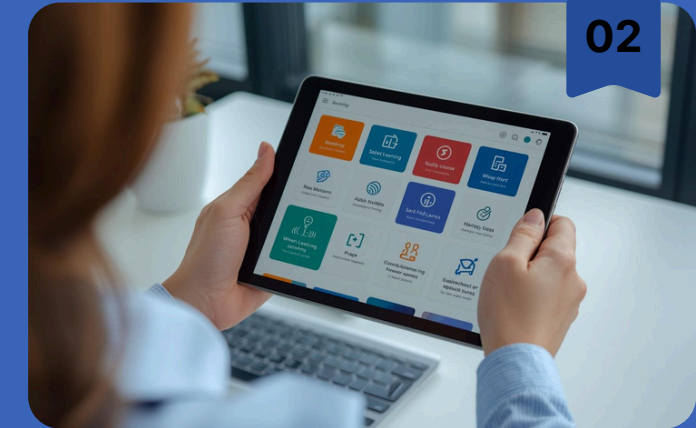
High-quality video production focused on storytelling, branding, and audience engagement across all platforms.



E-LEARNING SAFETY SOLUTIONS



→ Engaging Content



→ Accessible Learning



→ Compliance Tracking



→ Scalable Delivery

CYBER SECURITY





UNDERSTANDING CYBER SECURITY

Core Security Foundations



Cyber security focuses on protecting confidentiality, integrity, and availability of information through coordinated policies, advanced technologies, and responsible human behavior. It integrates risk assessment, preventive controls, threat monitoring, and structured incident response strategies to ensure digital systems remain resilient, secure, and reliable despite the rapid evolution of global cyber threats and technological complexity.





MALWARE AND VIRUSES



Hidden Digital Dangers

Malware includes harmful software such as viruses, worms, trojans, and spyware that infiltrate systems silently and compromise sensitive information. These threats often exploit weak passwords, outdated software, and unpatched vulnerabilities to spread quickly across networks without immediate detection by users or administrators.

Once activated, malware can corrupt files, monitor user behavior, steal confidential data, and provide unauthorized remote access to attackers. Strong endpoint protection, regular updates, continuous monitoring, and user awareness programs are essential to reduce exposure and prevent severe operational disruptions caused by malicious code.

```
define('PSI_INTERNAL_XML', false);
if (version_compare("5.2", PHP_VERSION, ">")) {
    die("PHP 5.2 or greater is required!!!");
}
if (!extension_loaded("pcre")) {
    die("phpSysInfo requires the pcre extension to php in order to work properly.");
}
require_once APP_ROOT.'/includes/autoloader.inc.php';
// Load configuration
require_once APP_ROOT.'/config.php';
if (!defined('PSI_CONFIG_FILE') || !defined('PSI_DEBUG')) {
    $tpl = new Template("/templates/html/error_config.html");
    $tpl->fetch();
}
```

PHISHING ATTACKS

Email Phishing



Fraudulent emails impersonate trusted institutions to steal login credentials and personal information.

Spear Phishing



Targeted attacks use personalized details to convincingly deceive specific high value individuals.

Smishing Schemes



Text message scams redirect victims toward malicious links requesting confidential personal information.



Vishing Attempts



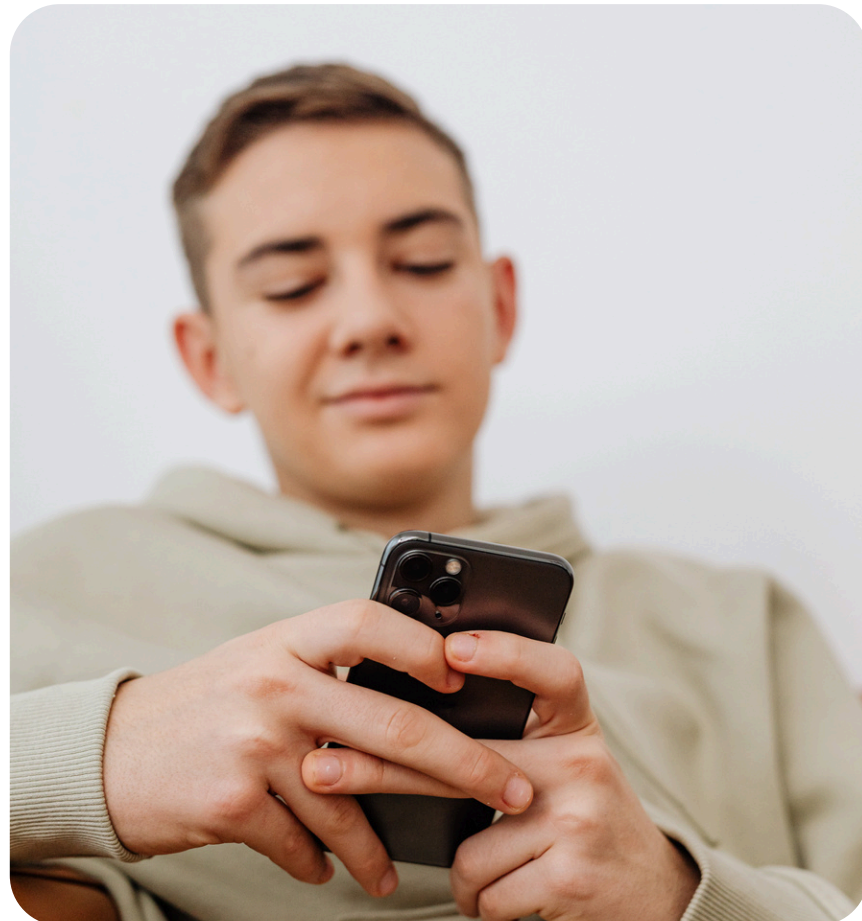
Voice based deception persuades victims to disclose sensitive banking or account information.



Firewall Protection



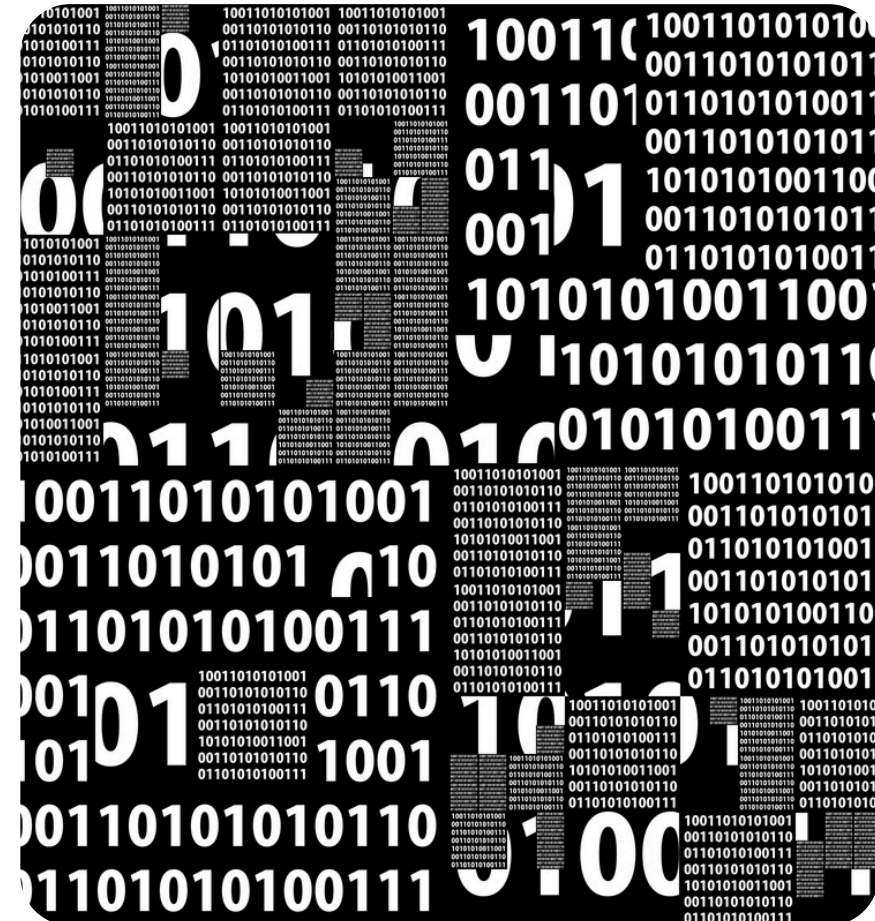
Firewalls filter network traffic to block unauthorized external access attempts.



Encryption Protocols



Encryption protects transmitted data by converting information into secure coded formats.



NETWORK SECURITY

DATA PROTECTION



Data protection ensures that sensitive information remains secure during storage, processing, and transmission across digital platforms. Organizations implement encryption standards, structured access controls, and classification policies to reduce exposure risks while maintaining regulatory compliance and safeguarding customer trust in increasingly data driven environments.

Safeguarding Information Assets

Regular backups, disaster recovery planning, and strict privilege management further strengthen resilience against breaches and accidental data loss. By combining technological safeguards with responsible governance, organizations can maintain operational continuity and protect valuable digital assets from internal misuse or external cyber threats.

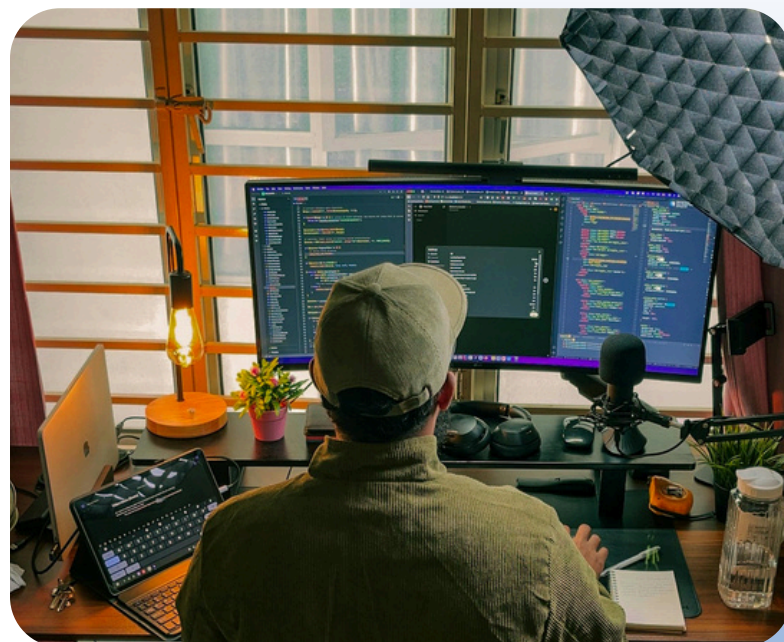
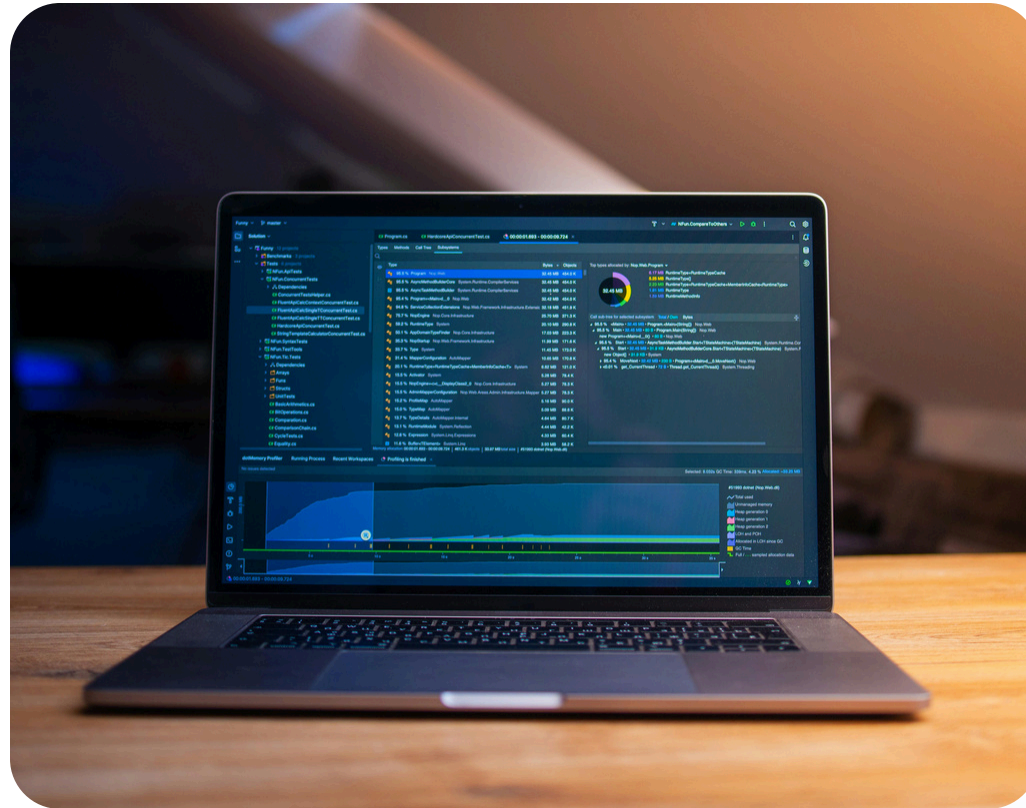




CYBER SECURITY BEST PRACTICES

- Strong Passwords**
● ● ●
Complex passwords significantly reduce risks of unauthorized account access.
- Multi Factor Authentication**
● ● ●
Additional verification layers strengthen protection against credential compromise.
- Regular Updates**
● ● ●
Timely updates patch vulnerabilities before attackers exploit weaknesses.





HUMAN FACTOR IN SECURITY



Security Training

Continuous employee training improves awareness of evolving cyber threats and modern attack techniques.

Incident Reporting

Prompt reporting of suspicious activity enables faster containment and mitigation of potential security breaches.

Policy Compliance

Strict adherence to security policies strengthens organizational defenses against internal and external cyber risks.

Access Limitation

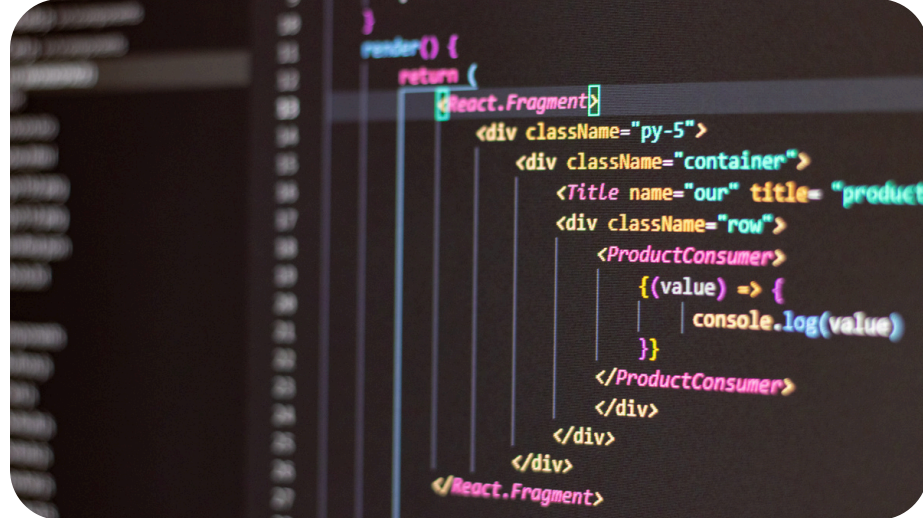
Restricting user privileges minimizes exposure to insider threats and accidental sensitive data misuse.



Artificial Intelligence



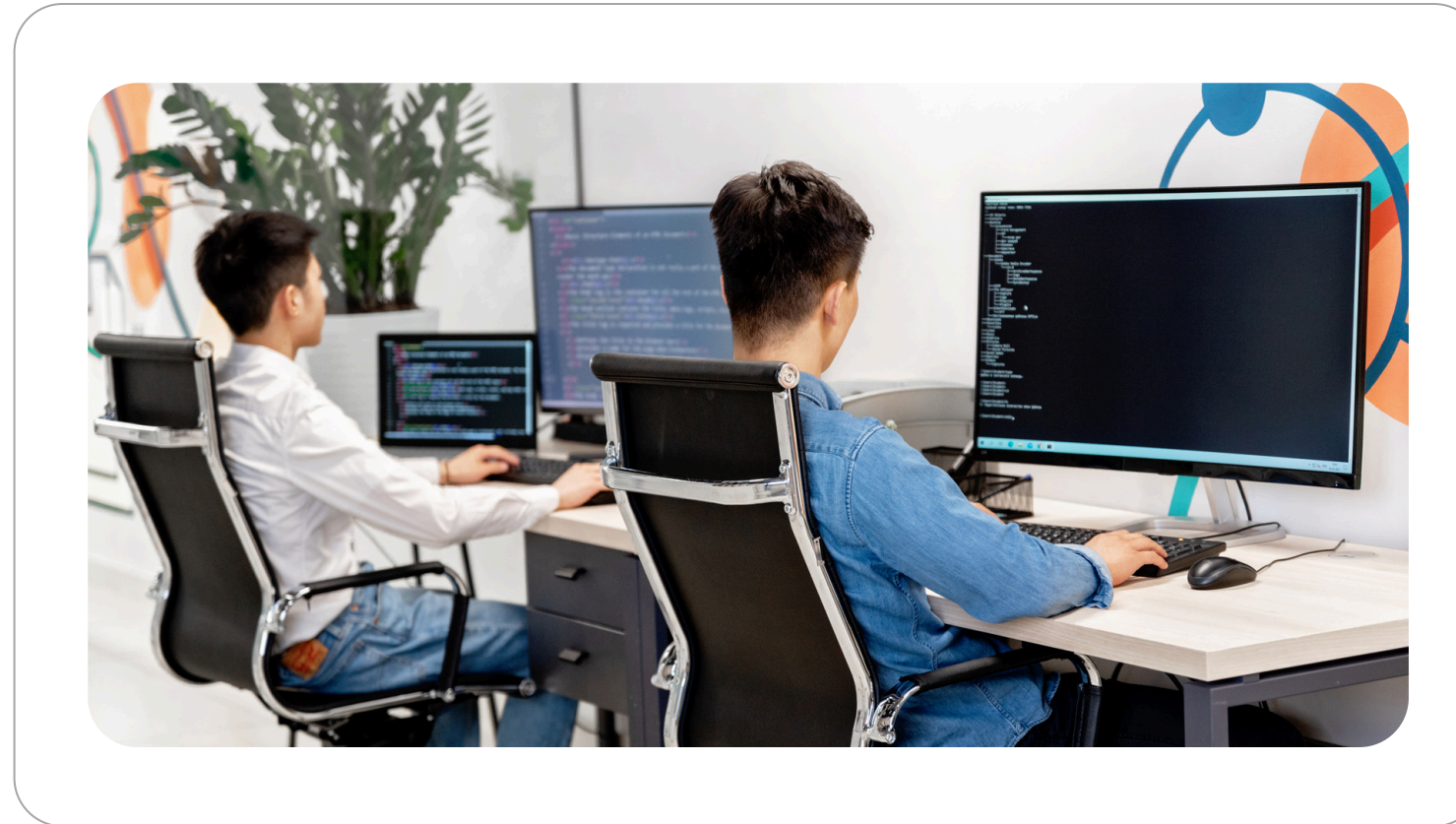
Artificial intelligence enhances threat detection through behavioral analysis and advanced pattern recognition.



Zero Trust Architecture



Zero trust models require strict verification for every system access request.



FUTURE OF CYBER SECURITY



WHY GROWTHXCODE



AI-FIRST APPROACH

We leverage cutting-edge AI technology to optimize every aspect of your marketing strategy.



FULL-STACK EXECUTION

End-to-end implementation from strategy to deployment, no gaps in your growth pipeline.



FOCUS ON RESULTS

Data-driven decisions and measurable outcomes that directly impact your bottom line.



PREMIUM SERVICE

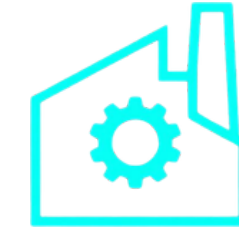
White-glove treatment with dedicated support and customized solutions for your business.

WHO WE WORK WITH



B2B BUSINESSES

Strategic growth solutions for B2B companies looking to scale.



MANUFACTURING

Digital transformation for manufacturing and industrial sectors.



AGENCIES

White-label solutions and partnerships for marketing agencies.



STARTUPS

Rapid growth strategies for startups ready to scale fast.

Client Benefits

Our performance-driven approach delivers measurable outcomes that transform your business growth and operational efficiency.



APP INSTALL CAMPAIGNS | META ADS

NEET PG

NEET UG

FMGE

ANDROID + iOS

Rs. 15,000 / day.

Rs. 1.60 per install.

Most app campaigns pay Rs. 50-150 per install and call it normal.
8 active campaigns. Here is what the numbers actually looked like.

16,434

Total Installs

Rs. 1.60

Lowest CPI

4M+

Impressions

8

Active Campaigns

INSIGHT: Swipe to see the full breakdown -> Real Ads Manager data. No mockups.

Android.

Where the volume lives.

NEET PG - 10,297 installs

Rs.37,513 spend | Rs.3.64 avgCPI | 2.88M impressions

NEET PG (CTC) - 1,440 installs

Rs.5,641 spend | Rs.3.92CPI | 415K impressions

NEET UG - 1,814 installs

Rs.2,904 spend | Rs.1.60CPI <-- LOWEST IN ACCOUNT

FMGE - 386 installs

Rs.2,818 spend | Rs.7.30CPI | 125K impressions

NEET UG (CTC) - 412 installs

Rs.2,611 spend | Rs.6.34CPI | 134K impressions

INSIGHT: 13,349 Android installs total | Avg Rs. 3.73 CPI across all Android campaigns

ios.

More expensive. Still profitable.

NEET PG iOS - 1,575 installs
Rs.28,941 spend | Rs.18.38CPI | 1.13M impressions

NEET PG iOS (CTC) - 374 installs
Rs.4,815 spend | Rs.12.87CPI | 169K impressions

FMGE iOS - 136 installs
Rs.2,763 spend | Rs.20.32CPI | 61K impressions

IOS AVERAGE	ANDROID AVERAGE
Rs. 17.19	Rs. 3.73
5x more expensive	Volume driver

INSIGHT: iOS users convert higher downstream. Run both - but structure them separately.

Real data.

Not a mockup.

VERIFIED RESULT

Off...	Campaign	Delivery	Amount spent	Results	Cost per result	Budget	Impressio...	CPM (cost per 1,000...	Reach
<input type="checkbox"/>	2_OCM MC NEET PG Android App Installs 24/03/26 R06	Active	₹37,513.14	10,297	₹3.64	₹2,469.00	2,880,389	₹13.02	1,368,43
<input type="checkbox"/>	OCM MC NEET PG iOS App Installs 25/03/26 R06	Active	₹28,941.24	1,575	₹18.38	₹2,000.00	1,128,346	₹25.65	424,01
<input type="checkbox"/>	CTC NEET PG Android App Installs 07/04/26 R06	Active	₹5,640.97	1,440	₹3.92	Using ad set budget	415,756	₹13.57	201,96
<input type="checkbox"/>	CTC NEET PG iOS App Installs 07/04/26 R06	Active	₹4,814.73	374	₹12.87	Using ad set budget	169,894	₹28.34	88,39
<input type="checkbox"/>	CTC NEET UG Android App Installs 07/04/26 R06	Active	₹2,904.42	1,814	₹1.60	Using ad set budget	257,992	₹11.26	148,17
<input type="checkbox"/>	OCM MC FMGE Android App Installs 06/04/26 R06	Active	₹2,817.10	386	₹7.30	Using ad set budget	125,719	₹22.41	71,53
<input type="checkbox"/>	OCM MC FMGE iOS App Installs 06/04/26 R06	Active	₹2,763.42	136	₹20.32	Using ad set budget	61,699	₹44.79	33,76
<input type="checkbox"/>	CTC NEET UG iOS App Installs 07/04/26 R06	Active	₹2,611.36	412	₹6.34	Using ad set budget	134,156	₹19.47	68,91

All 8 campaigns. One account. Live.

16,434

Total Installs

Rs. 1.60

Lowest CPI

Rs. 3.73

Avg Android CPI

Rs. 17.19

Avg iOS CPI

Rs. 15,000

Daily Spend

4M+

Impressions

8

Active Campaigns

5+

Exam Verticals

INSIGHT: Structure is everything. Same Rs. 15K daily budget. Right setup = Rs. 1.60 CPI.

Most app campaigns bleed money.

Here are the 4 most common reasons why.

Android + iOS in one campaign

iOS pulls avg CPI up, Android gets under-spent — split them always

No vertical segmentation

NEETPG and NEETUG need separate creatives, bids, and audiences

Optimising for installs only

App events (opens, registrations) are cheaper to optimise after day 7

No budget cap per platform

Without a cap, iOS silently cannibalises your Android budget

INSIGHT: Same budget. Different structure = 10x difference in CPI. That is it.

3 things that drove Rs. 1.60 CPI.

01

Separate campaign per vertical + OS.

NEETPGAndroid, NEETPGiOS, NEETUG, FMGE - each isolated. Zero budget bleed.

02

Creative matched to exam type.

NEETPGstudentsrespondtodifferenthooksthan FMGE. Not the same ad copy.

03

Bid strategy per platform.

Android:lowestcost.iOS:costcap.Prevents iOS from eating the full budget.

INSIGHT: The ads did their job. The structure made it efficient.

ONE QUESTION FOR YOU

Rs. 15,000 / day.

16,434 installs.

Real account. Live.

Rs. 1.60
Lowest CPI

16,434
Installs

Rs. 3.73
Avg Android CPI

Rs. 15K
Daily Spend

**What is your current CPI on app installs?
And which platform are you running on?
Drop it in the comments below |**

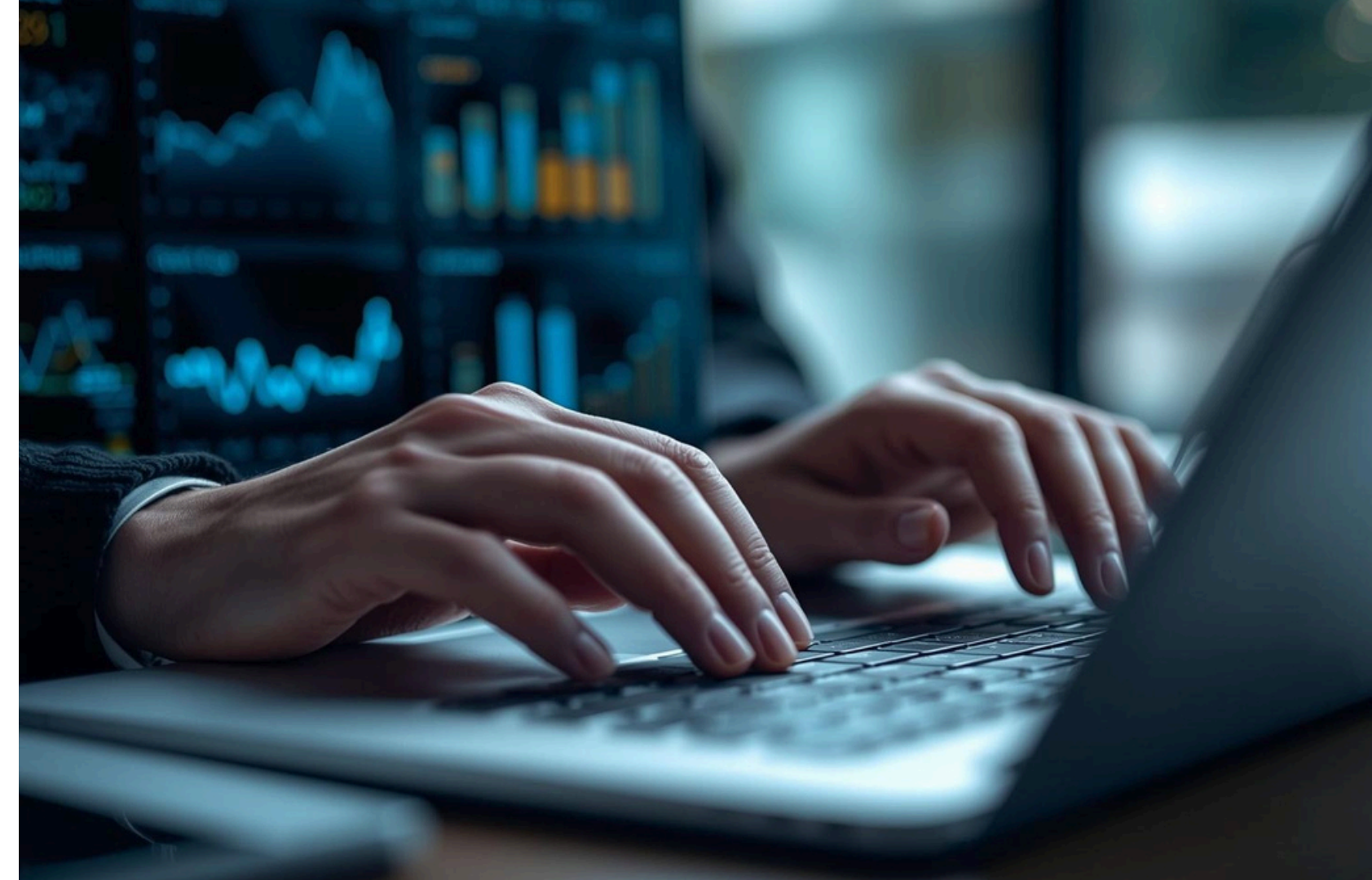


High-Ticket Lead Gen | eCommerce | App Install Campaigns



More Projects

Additional examples of websites, funnels, campaigns, and automations we've built for clients across industries.



- E-commerce Sales Funnel
- SaaS Onboarding Automation
- Real Estate Lead Capture System
- Email Nurture Sequence
- Custom LMS
- Landing Page Optimization
- Paid Ads Campaign Management
- CRM Integration & Workflow
- Retargeting Funnel System

Contact Us

LET'S BUILD YOUR GROWTH SYSTEM

Get in touch to discuss your growth systems and digital solutions



www.growthxcode.in



Book a Strategy Call

9625122156/8920839110



info@growthxcode.in



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OFFICE - 2nd Floor, 16-10-108, NH 650, above De' Café Studio Malakpet, Hyderabad,
Telangana 500024**

