

PORTFOLIO · CASE STUDIES & KEY RESULTS

Rohan Saraf

Ex-Google marketing leader · paid, growth, brand & creative and marketing leadership across EMEA & APAC

~20 yrs

International marketing

~\$100M

Ad spend managed

12:1

ROAS as CMO

Ex-Google

Sr Agency Account Manager,
Barcelona

Sr Marketing Consultant, Ants Digital (since Aug 2022) · Barcelona · Spanish permanent residency, full right to work · English (native), Spanish (A2)

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Quick commerce ROAS engine

Blinkit / Zepto / BigBasket

33–46x

Brand ROAS

~5x

Non-brand

0.7–1.0x

Competitor (cut)

3.74x

Apr 2026 blended

- I built a brand vs non-brand vs competitor keyword architecture on Blinkit
- I protected high-ROAS brand & category keywords and starved weak competitor spend
- April 2026: ₹5.07L spend → ₹18.98L revenue · 16,388 units; BigBasket 5.86x
- Plan target $\geq 4.2x$ blended (target, not a result)

Results vs plan labelled separately.

SONY PICTURES × RAMOJI FILM CITY

Shin Chan — footfall launch

Hyderabad amusement attraction

-30%

CAC

+60%

ROAS

+45%

Footfall

2.5x

Audience engagement

- I ran a multi-channel funnel with CAC & ROAS as north stars
- I cut non-converting spend and scaled high-CTR / high-ROAS lines
- A/B tests across creative, audience and daypart

Owning the category on search — and closing more of it

Google + Meta · Apr–Jul 2026 results

12.8% → 25.1%

Search impression share

₹223

Blended CPL

12.9%

Junk rate vs 45–60% BFSI
band

2.11% → 5.00%

Hot→Sale

- Daily lead target rose 7.5× in five months (100 → 750/day)
- Budget utilisation 18% → 98%; July 732 leads/day vs 600/day target (122%)
- Rebuilt the Google vs Meta split on lead quality: Meta 43.3% hot vs Google 12.0%
- Retiring Display and PMax inventory where 95.7% of junk sat

Aug–Oct 2026 figures are plan, not results.

Marketplace growth for D2C brands

Beanies & Coffeeway (UK) · Del Monte · Bernshenn (UK)

3.4x → 8.3x

Del Monte ROAS in 6 months

3x

Beanies sales · 2 months

2x

Del Monte India sales · 3 months

+136%

Bernshenn sales · 4 quarters

- I led listing optimisation: A+ content, titles, descriptions and images on relevant keywords
- I re-ran AMS campaigns and cut spend on non-converting assets
- Bernshenn ROAS +135%, CVR +108%; products reached first-page rank and best-seller status

Lead quality and cost efficiency against category leaders

PNB MetLife · Amity University · Waves OTT · Sep 2024 – Jan 2025

0.58% → 3.67%

PNB MetLife CVR

−77.48%

PNB MetLife CPA

1.45% → 8%

Amity CVR · CPL −58.93%

1.4M

Waves OTT downloads vs 1M goal

- I led the Google Ads rebuild: targeted keywords, optimised creatives, automated bidding
- I redefined Meta & Instagram with advanced segmentation and dynamic creative
- Waves OTT cost per download ₹14.83 → ₹6.15 (−58.4%)

CAREER HIGHLIGHTS

Results across roles

Google · CMO · SVP Growth · Sr Marketing Consultant

£7.8M

Google UK & Ireland agency
portfolio

€2.8M

Recurring revenue as CMO

+30–45%

YoY ROI · CAC –15–22%

+40%

Teleperformance lead quality

- Fresh Greens (CMO): 12:1 ROAS on €750K–€1.2M annual ad spend; team of 6
- Digital Upshot (SVP Growth): up to 5x ROAS; affiliate & programmatic-native scaled 60% without extra spend
- Teleperformance India: conversion cycles –25%
- OmniView marketing-intelligence platform unifying 28+ channels; AI/SSOT stack: n8n, Make.com, sGTM on GCP, CrewAI, Gemini Pro, PostgreSQL