



IPAATTI's focus is to make international quality tamil language products with fun and interactivity. Our activity based tamil learning products reflect our values. Word puzzles and sentence puzzles are first of its kind in tamil. All our puzzles and word games are either a single player or multi player game.



### செயல்வழிக் கற்றல்

ACTIVITY BASED LEARNING



### கதைகள்

STORY BOOKS



### மெல்லினம்

STORY READING APP



IPATTI.US

(<https://ipaatti.us/>)

**Duration :** Four months.

#### About the Client

Given a specific niche, it becomes a challenge to drive the campaign in accordance with the appropriate cause. Ipaati.us is a language specific online store entertaining and educating the children of the age groups of 2 to 10 years. Our client has devised a unique program to educate them and get them to enjoy learning alongside.

#### Our Challenge

The major challenge and also an opportunity for us was to deal with a client who was himself well versed with the online marketing and advertising industry. It becomes a tough task when a specific language audience is to be targeted. We created an inflow of the demanded language specific traffic to the website. We optimized the website in such a manner to eliminate the error the users faced in the mobile interface.

#### Solutions

Website Optimization – improved from an optimization score of 49 to 78

Generating language specific traffic for the Website

Website content optimization

Improved response after 4 months from zero organic base to one download in 3 days.

Keyword ranking: 5 keywords on the first page and 8 keywords on the second page

#### Client's Feedback

The client has appreciated seeing the response that he is getting download hits after every 3 days and also wants to work on the APAC region and create concepts for that.