

India Digital Marketing Benchmark 2026

Proprietary outcome data from 4 verified client engagements across 4 industry verticals. Pipeline values, ROAS figures, and inbound-lift percentages are the actual numbers from each engagement, shared with written client approval.

\$3.2M

Direct PO pipeline generated for an export spices client in a single quarter

\$2.4M

Enterprise pipeline for a grains exporter in 60 days from a zero-base ABM stack

4.6x

Blended Meta + Google ROAS for a luxury spirits brand with live POS inventory sync

410%

Qualified inbound lift for a B2B healthcare SaaS via AI-engine search optimization

The Four Engagements

01 Bihar Spice House

Invisible to North American buyers with zero organic search visibility. ChaBig engineered a manufacturer-verified portal, indexed 400+ technical product specs for AI search (Perplexity, ChatGPT), and built direct distributor outbound.

+\$3.2M Direct PO Pipeline

Export Sp

02 Punjab Grains Co.

Trade show outreach generated dead leads. ChaBig deployed an autonomous multi-channel outbound system, multilingual spec sheets, and automated CRM routing that engaged US and EU food-service procurement officers directly.

\$2.4M Enterprise Pipeline in 60 Days

Commod

03 Grand Cru Cellars

Ad spend was burning budget on out-of-stock vintage allocations. ChaBig built custom middleware linking their POS directly with Google Merchant Center and Meta dynamic feeds, cutting customer acquisition cost by 54%.

4.6x Blended Paid ROAS

Wine & L

04 Apex Clinical Cloud

B2B healthcare technology buyers were evaluating solutions inside LLMs. ChaBig structured high-authority entity validation graphs, securing exclusive citations across ChatGPT and Perplexity for hospital enterprise RFP workflows.

+410% Enterprise Demos

B2B SaaS

Outcome Benchmark Table

[illegible]

All figures are from a single client, a single period. Ranges reflect the observed span across the first two months of each campaign, not marketing estimates. Figures shared with written client approval. Underlying dashboard data available on request for due diligence.

The 6-Line Budget Model

Every ChaBig engagement runs on the same six-line budget structure, sized to the business and reviewed on a 90-day kill criterion. The structure is published here so readers can map their own spend against it.

- 1 Paid Media 55-65%**
The variable line. Google Search, Meta, LinkedIn, YouTube. No single platform above 60% of the media line. Split shifts by vertical: B2B manufacturing goes 70% Search / 30% LinkedIn; D2C goes 50% Meta / 25% Shopping.
- 2 Retainer / Management 10-15%**
Strategy, content production, SEO, reporting, and the measurement dashboard. For a 1.2 lakh monthly total, this is the typical 12,000-18,000 rupee band for Indian SMBs.
- 3 Content & SEO 8-12%**
The compounding line. Slowest to show results, but the only line that builds an asset that keeps producing after spend stops. Highest percentage when total budget is under 50,000 rupees.
- 4 Email & WhatsApp 3-5%**
The most underinvested line in Indian SMB marketing and the fastest to show ROI. A WhatsApp re-engagement sequence to a lapsed-lead list is the single cheapest conversion action available.
- 5 Measurement & Reporting 3-5%**
GA4 property, dashboard, monthly reporting. If you do not know where a lead came from, you cannot tell which line is working. This line protects the other four.
- 6 Experiments 5-10%**
The innovation reserve. One new channel, format, or audience segment per quarter. Where a business discovers that YouTube is cutting CPCs by 40% or a WhatsApp sequence is doubling re-engagement.

Budgets by Business Size

Small

Under 25 lakh annual revenue | 15,000-30,000 rupees/month

60% paid media (one channel), 20% retainer, 10% content, 10% WhatsApp/email. Goal: find one channel that reliably produces leads at a defensible CAC, then double down.

Mid-size

25 lakh to 2 crore annual revenue | 50,000-1.5 lakh/month

Full 6-line structure applies. Budget reviewed every 60 days, not annually. CAC target in writing, shared between owner and campaign runner.

Growth-stage

2+ crore annual revenue | 1.5-5 lakh+/month

The question shifts from how much to spend to what is the marginal return on the next 50,000. The measurement line becomes the highest-value investment.

Frequently Asked Questions

What percentage of revenue should a small Indian business spend on digital marketing?

For business with annual revenue under 2 crore), target around 10-15% of revenue.

How do I know if my digital marketing budget is enough?

Run the campaign for 30-60 days. If you're not getting enough leads, your budget is insufficient.

How often should the budget be reviewed?

Every 60 days. If you're not getting enough leads, or kill each other.

Want these numbers on your business?

The 60-day baseline sprint is where the CAC ceiling is set. Every engagement starts there. Book a 45-minute strategy session and leave with a written budget structure mapped to your LTV and your CAC target.

BOOK A CALL

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About ChaBig.ai: Full-stack digital growth agency for Indian B2B, B2C, and D2C manufacturers. SEO, web design, paid ads, and AI automation across 10 industry verticals. chabig.ai | insights.chabig.ai | [@chabig_ai](https://twitter.com/chabig_ai)