



Dame Essentials

Dame Essentials is India's first Anti-Ageing 100 percent pure Mulberry silk pillowcase and sleeping mask brand. Crafted with love and obsessive attention to detail, we bring to you the solution for beautiful skin and hair. Say hello to the luxury of youthful sleeping experience with anti-ageing benefits, without investing any extra time.

Dame Essentials was born from the love of sleep and my

never-

ending strife for flawless hair and skin. When I discovered that the secret to beautiful skin and hair was so effortless, my delight knew no bounds. All celebrities like Kim Kardashian, Khloe Kardashian, Gisele Bundchen, and Rosie Huntington Whiteley sleep on silk. Even Marilyn Monroe slept on silk. I wanted to share this with all of you because we all deserve

that

little self-pampering.



Task 1 - Campaign Strategy

Step 1	<p>Create the Buyer's Persona for Dame Essentials - You already know how to create the Buyer's Persona/Customer Persona. If you have any doubts, revisit your Workbook 2 and see what elements you should include while creating the buyer's personas.</p> <p>Here is your Workbook 2 https://docs.google.com/spreadsheets/d/19aXeVwHyxaZ6q_smVFcPQeBOByoOH0LY_g0JfFNmk90/edit#gid=0</p>
Step 2	<p>Budget Allocation - In this step, tell us about how you are going to allocate your budget of Rs. 30L to run this campaign. While allocating the budget, you should consider the following factors.</p> <ul style="list-style-type: none">a) How you are planning to allocate that budget for different products and on different platforms?b) The number of campaign phases you have planned with that budget.
Step 3	<p>Campaign Structure - Based on the Buyer's Persona, Channels, and Budget Allocation, you have to come up with a campaign structure. While preparing your campaign structure, you should remember to include the following elements.</p> <ul style="list-style-type: none">a) Campaign Objectiveb) Targetingc) Placementsd) Formats <p>If you have any doubts about how Facebook Ad Manager works, go through the document How To Run An Ad And Signing Into The Facebook Ads Manager? And see how you can incorporate all these elements into your campaign.</p>
Step 4	<p>Metrics to Check - Mention all those metrics that you would check to see how the Ad Campaign will perform.</p>

Buyer's Persona

- Brand:Dame Essentials
- Name: Rhea Malhotra
- Age :25
- Gender: female
- Location:Metropolitancities(Mumbai, Delhi, Bengaluru)
- Income: 50000/month
- Occupation:JuniorMarketing Executive / Social Media Coordinator in a corporate office
- Favorite Platform:Instagram, Pinterest, youtube
- Least Favorite: Twitter, LinkedIn
- Demographics: Urban,modern, tech-savvy woman active on Instagram & frequently shops online
- Interests & Behaviour: She follows beauty influencers, loves skincare reels, and prefers clean, gentle, trendy products
- Goals / Motivations: Wants glowing skin with simple routines using safe, effective ingredients that show quick results
- Pain Points: Sensitiveskin, confusion due to too many products, low trust in new brands, and budget-conscious
- Buying Behaviour: Discovers brands through Instagram Reels, checks reviews + before/after videos, and buys when discounts are available.
- Preferred Platforms: Instagram Reels, Stories, Explore; also watches YouTube review videos.
- Purchase Triggers: Influencer demos, visible results, clean ingredients, combo offers, and premium aesthetic packaging.
- Objections: Worrieswhether the product suits her skin, doubts about results, and price sensitivity.
- Brand Connection: Sheprefers modern, honest, clean beauty brands that show real people and transparent ingredients.
- Messaging Style: ~~Short~~,visual, result-focused messaging with clear ingredient benefits and simple CTAs like “Shop Now”.
- Creative Formats: Short reels, UGC testimonials, product close-ups, ingredient carousels, and shoppable collection ads.



Budget Allocation



Campaign	Objective	Budget	Audience	Best Creatives	Result Goal
Awareness	Reach / Awareness	₹12,00,000	Broad Women 22–35	Reels, lifestyle	High reach, low CPM(Cost Per Miles)
Consideration	Traffic / Video Views	₹9,00,000	Engagers, viewers	Carousels, UGC(User-Generated Content)	Website traffic, education
Conversion	Sales (Purchase)	₹9,00,000	Retargeting + LLA(LookLike Audience)	Offer ads, testimonials	Sales, ROAS(Return on Ad spend)



Campaign Structure

Awareness

Campaign Objective

Create new campaign

Choose a buying type ⓘ

Auction

Choose a campaign objective

Awareness

Traffic

Engagement

Leads

App promotion



Awareness

Show your ads to people who are most likely to remember them.

Good for:

Reach

About campaign objectives

Cancel Continue

Targeting

Dame Essentials

To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

Location

India

Age

18 - 45

Gender

Female

People who match

Interests: Cosmetics, Beauty salons or Hair products, Behaviors: Engaged Shoppers, Relationship status: Single, In a relationship, Married, Engaged or Unspecified

90 Campaign score ⓘ
You have recommendations to apply.

You could get 14.8% lower cost per result with Advantage+ audience for 1 ad set ⓘ

+10 points

[Apply now](#) [View in ad set](#)

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more

Close ✓ All edits saved

Back Next

Placement

[Edit](#) [Review](#)

Run an A/B test to see the results of using Advantage+ placements

Devices
All devices

Platforms

<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Instagram	<input type="checkbox"/> Audience Network
<input type="checkbox"/> Messenger	<input type="checkbox"/> WhatsApp	<input type="checkbox"/> Threads

Asset customization
15 / 18 placements that support asset customization
[Select all](#)

Placements

Facebook video feeds
The Facebook video feeds placement is no longer available. Please use the Facebook Reels placement instead.

[Close](#) All edits saved

Edit Review

In-stream ads for reels
Reach people before, during or after they watch a reel
Facebook in-stream reels
Ads on Facebook Reels

Search results
Get visibility for your business as people search
Facebook search results
Instagram search results

Apps and sites
Expand your reach with ads in external apps and websites
Audience Network native, banner and interstitial


Jasper's Market had finally gone mobile
Free shipping on orders over 100!
Shop Now
More items

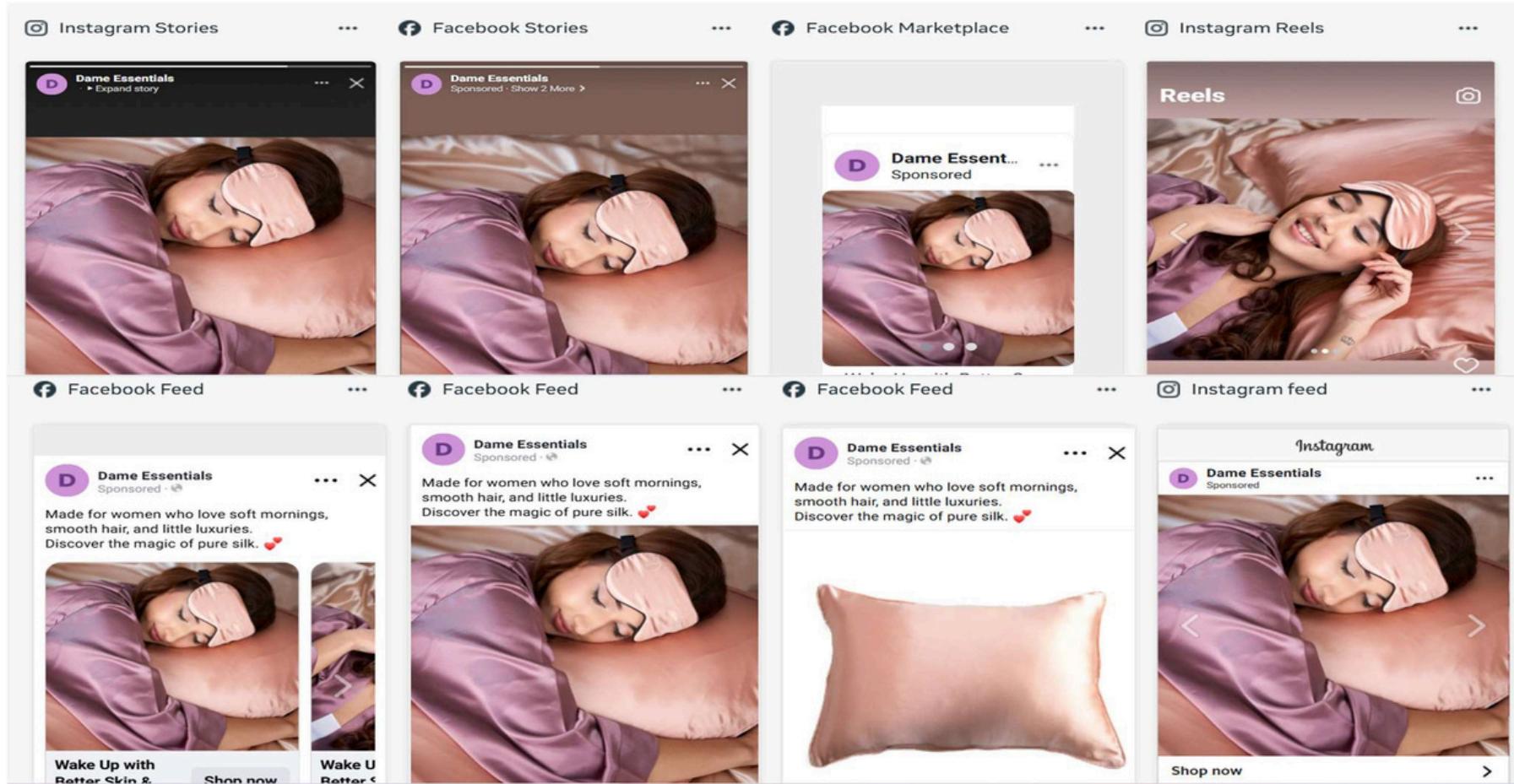
Facebook Marketplace
We recommend square (1:1) images and vertical (1:5) videos

Audience definition
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

 Narrow Broad

[Close](#) All edits saved [Back](#) [Next](#)

Format



Engagement

Campaign Objective

Create new campaign New ad set or ad

Choose a buying type Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion


Engagement
Get more messages, purchases through messaging, video views, post engagement, Page likes or event responses.

[See details](#)

About campaign objectives

[Cancel](#) [Continue](#)

Targeting

dame essentials_Engagement Campaign > dame_essentials_Engagement Ad Set > 1 Ad In draft

[Edit](#) [Review](#)

Minimum age
18

Advantage+ audience 
We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

Age
18 - 45

Gender
Female

Detailed targeting
People who match: Interests: Cosmetics, Beauty salons, Spas or Hair products, Behaviors: Engaged Shoppers, Relationship status: Single, In a relationship, Married, Engaged or Unspecified

[Edit](#) [Remove saved audience](#)

Campaign score  100 You're using our recommended setup.

Audience definition 
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

Narrow Broad

Estimated audience size: 72,400,000 - 85,100,000 

 Estimates do not include Advantage+ audience options and may vary significantly over time based

Placement

dame essentials_Engagement Campaign > dame_essentials_Engagement Ad Set > 1 Ad In draft ...

Edit **Review**

All devices

Platforms

Facebook Instagram Audience Network

Messenger WhatsApp Threads

Asset customization (1)
15 / 19 placements that support asset customization
Select all

Placements

Feeds

Get high visibility for your business with ads in feeds

Facebook Feed

Facebook profile feed

Instagram feed



Campaign score (1)
95 You have recommendations to apply.

You could get better results with Advantage+ placements for 1 ad set +5 points

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Apply now **View in ad set**

WhatsApp Status

In-stream ads for reels
Reach people before, during or after they watch a reel

Facebook in-stream reels

Ads on Facebook Reels

Search results
Get visibility for your business as people search

Facebook search results

Instagram search results

Apps and sites

Instagram search results

Expand your reach with ads in external apps and websites

Audience Network native, banner and interstitial

This placement isn't available with the Engagement objective.

Edit **Review**

+5 points

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Apply now **View in ad set**

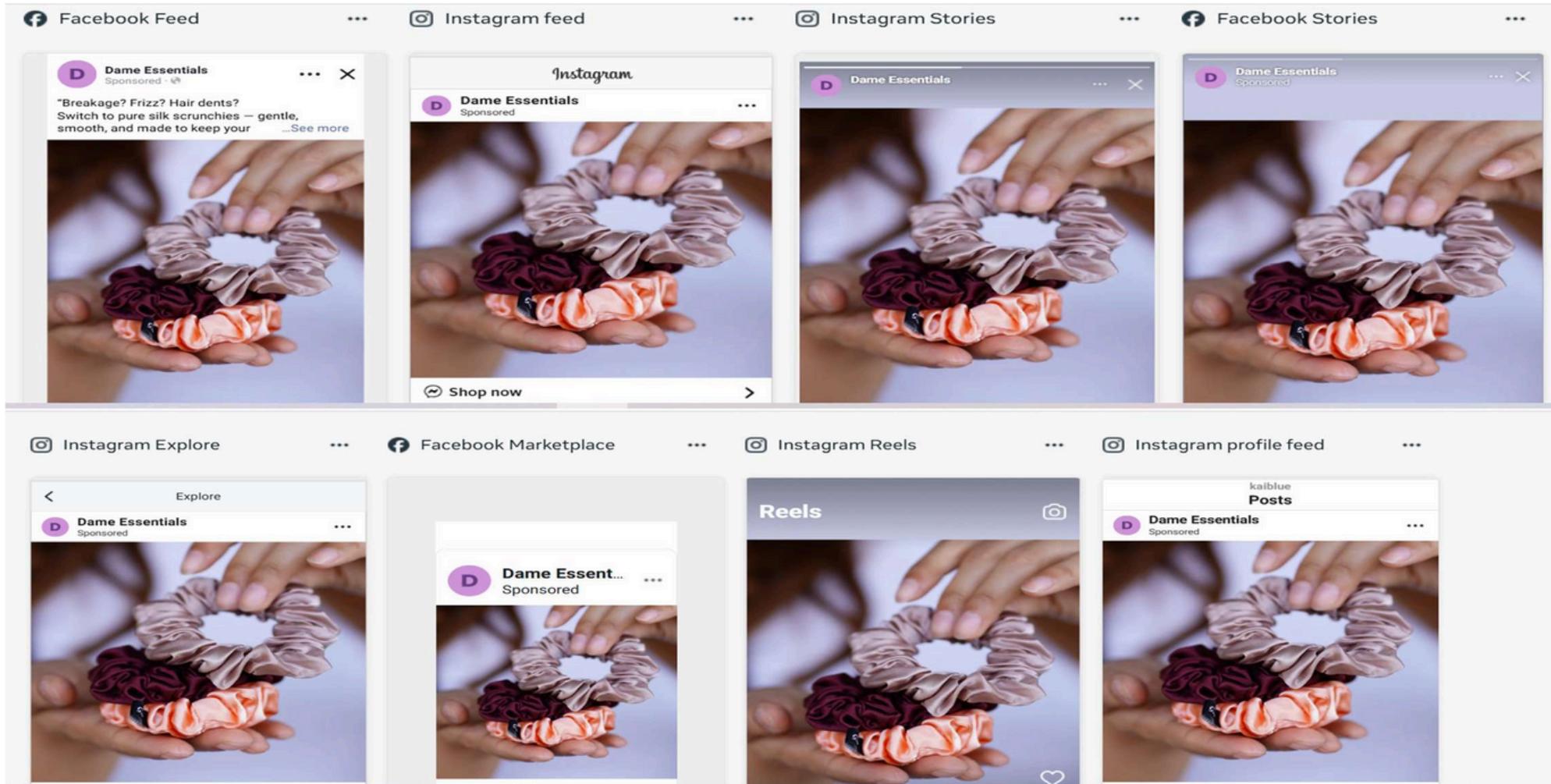
Audience definition (1)
Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow  Broad



Format



Lead Generation

Campaign Objective

Create new campaign

Choose a buying type ?

Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion

Leads
Collect leads for your business or brand.

Good for:

Website and instant forms

About campaign objectives

Cancel Continue

Targeting

dame_essentials_Leads Campaign_25 nov > dame essentials_Leads Ad Set > 1 Ad

In draft ...

Edit Review

Minimum age
18

Advantage+ audience

We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

About audiences

Age
18 - 45

Gender
Female

Detailed targeting

People who match: Interests: Cosmetics, Beauty salons, Spas or Hair products, Behaviors: Engaged Shoppers, Relationship status: Single, In a relationship, Married, Engaged or Unspecified

Campaign score ?
100 You're using our recommended setup.

Audience definition ?
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

Narrow Broad

Estimated audience size: 72,400,000 - 85,100,000 ?

Estimates do not include Advantage+ audience options and may vary significantly over time based

Close All edits saved Back Next

Placement

dame_essentials_Leads Campaign_25 nov > dame essentials_ Leads Ad Set > 1 Ad In draft ...

Edit Review

Platforms

Facebook Instagram Audience Network WhatsApp Messenger Threads

Asset customization 16 / 18 placements that support asset customization Select all

Placements

Facebook video feeds X
The Facebook video feeds placement is no longer available. Please use the Facebook Reels placement instead.

Feeds
Get high visibility for your business with ads in feeds

Audience definition
Your audience is broad.
Broad audiences can improve performance and reach more

Campaign score 95
You have recommendations to apply.

You could get better results with Advantage+ placements for 1 ad set
+5 points Apply now View in ad set

Instagram Reels

Facebook Reels

WhatsApp Status

In-stream ads for reels
Reach people before, during or after they watch a reel

Facebook in-stream reels

Ads on Facebook Reels

Search results
Get visibility for your business as people search

Facebook search results

Instagram search results
For Facebook: We recommend square (1:1) images and videos. This placement includes both general

Campaign score 95
You have recommendations to apply.

You could get better results with Advantage+ placements for 1 ad set
+5 points Apply now View in ad set

Audience definition
Your audience is broad.
Broad audiences can improve performance and reach more

Close All edits saved Back Next

Close All edits saved Back Next

Format

The image displays a grid of 12 mobile device screenshots illustrating different social media formats for a Dame Essentials advertisement. The formats include:

- Facebook Feed
- Instagram feed
- Instagram Stories
- Facebook Stories
- Instagram Explore
- Facebook Marketplace
- Instagram Reels
- Instagram profile feed
- Explore
- Pure Silk Scrunchies Set
- Reels
- Posts

All screenshots feature a woman's hands holding two pink and white silk scrunchies. The posts are sponsored by Dame Essentials.

Metrics to check for Ad Campaign Performance



1. Awareness

Focus: Reach more people & increase brand visibility

Key Metrics:

- Reach
- Impressions
- Frequency
- CPM

Use when: You want people to know your brand exists.

2. Engagement

Focus: Get likes, comments, shares, messages, video views

Key Metrics:

- Engagement rate
- Comments
- Shares
- Saves (Instagram)
- Cost per engagement

Use when: You want interaction.

3. Leads

Focus: Collect customer info (name, phone, email) via lead forms

Key Metrics:

- Leads
- CPL (Cost Per Lead)
- Conversion Rate
- Lead Quality

Use when: You want potential customers.

Overall Metrix

1. ROAS

ROAS shows how much revenue you earn for every rupee spent on ads.

2. Ad Quality

Ad Quality measures how relevant, engaging, and useful your ad is compared to others.

3. Frequency

Frequency tells how many times the same person has seen your ad on average.



Task 2 - Optimisation Strategy

In the project brief, you can see how the first Ad for Rs. 10L has been performed. Now you have to come up with an optimization strategy for the remaining budget of Rs. 20L to achieve a positive ROI.

Your optimisation Strategy Should Include the following elements:	Explain how you are going to achieve the following:
	Budget Allocation: Out of the remaining Rs. 20 L, how much you are going to allocate for Facebook and Instagram?
	Higher Impression and CTR, lower Bounce Rate
	Increased Average Session Duration
	Higher Conversion Rate and lower Abandon Rate
	Number of units you should sell to achieve the positive ROI
	Average purchase value you are aiming to achieve
Also, explain with numbers, how you are going to achieve positive ROAS and ROI.	

Optimisation Strategy

Budget Allocation

(Total Remaining: ₹20,00,000) To maximise reach, traffic, and conversions:

- Facebook: 60% (₹12,00,000) - better reach + cheaper CPM
- Instagram: 40% (₹8,00,000) - stronger engagement + higher CTR

This split balances awareness + conversions effectively.



Achieving Higher Impressions, Higher CTR &

Lower Bounce Rate • Use high-quality creatives,

lifestyle photos, reels, and

carousel ads • Add strong hooks and clear CTAs

• Use targeted audiences: lookalike 1%, engaged

shoppers, website visitors • Improve landing page

speed & remove unnecessary

steps:

Expected Outcome: • Higher

impressions due to good ad quality

• CTR improves by 20–30% • Bounce

rate reduces by 15–20%



How to Reduce Bounce Rate

- Faster website loading (<3sec)
 - Clean landing page + minimal distractions
 - Clear product info + benefits
 - Consistent ad-to-landing message
- Outcome: Bounce rate drops 15-20%

Increasing Average Session Duration

- Add videos, product demos, reels
 - Add related product suggestions
 - Improve navigation flow
 - Reduce extra steps on website
- Outcome: Time on site increases from 40 sec → 1.5 min



Increasing Conversion Rate

- Retarget product viewers & cart abandoners
 - Show checkout offers (Free gifts / Free shipping / Discounts)
 - Add reviews & social proof
 - Simplify checkout process
- Outcome: 2-3X higher conversion rate

Lowering Abandon Rate

- Multiple payment options
 - Remove mandatory sign-up
 - Add trust badges (SSL, secure payment)
- Auto-fill form
- Outcome: Abandon rate reduces from 70% → 40%



Units Required for Positive ROI

- Spend = ₹20,00,000
 - Approx profit per unit = ₹400
- Break-even: → ₹20,00,000 / ₹400 = 50,000 units
Positive ROI Target: → 55,000 - 60,000 units

Target Average Purchase Value

Increase APV using:

- Bundles
- Combo offers
- Free shipping threshold
- Target APV: ₹650 - ₹750
- Target APV: ₹650 - ₹750



Achieving Positive ROAS & ROI

ROAS

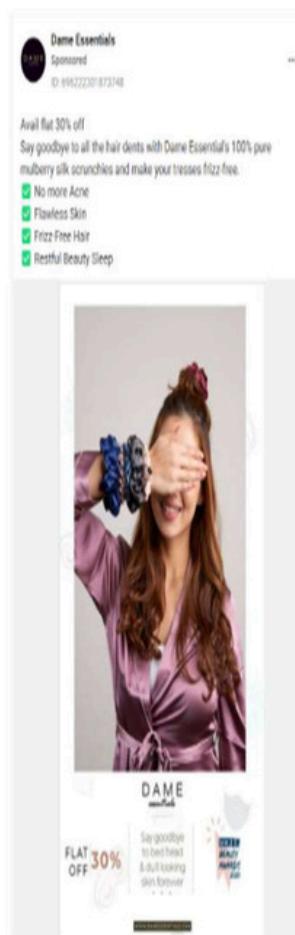
- Spend: ₹20,00,000
- Expected revenue: ₹60,00,000

ROAS = 3X ROI •Profit: ₹400

×55,000 units = ₹22,00,000. ROI becomes positive after 50,000 units



Which Ad Creative you are going to select out of the following 3 samples to achieve these goals and why?



Creative 2 is the strongest choice because it uses an emotionally engaging visual of a woman hugging the silk pillow, which instantly communicates comfort and better sleep—key benefits of the product. It also has a bold, centrally placed “Flat 30% Off” message that captures attention faster and improves click-through rates. The ad copy includes social proof by highlighting that thousands of women have switched, which builds trust and credibility. Unlike the other creatives, this one shows real product usage, has a clean layout, and delivers both emotional appeal and clear value. Overall, Creative 2 is the most likely to attract attention, drive engagement, and convert Meta traffic effectively.

Briefly explain, how you are going to Optimise the Landing Page. What changes do you think should be made to improve the landing page of the Dame Essentials to reduce the bounce rate and increase the Conversion Rate?

[PILLOWCASES](#)[FACE & EYE MASKS](#)[SCRUNCHIES](#)[CARE INSTRUCTIONS](#)[SETS & BUNDLES](#)[DAME X BELIF](#)[CART](#)[SEARCH](#)[HOME](#)[BERRY BURGUNDY PILLOWCASE](#)

UP TO 30% OFF



BUY NOW!!!!

BERRY BURGUNDY PILLOW

★★★ 13 reviews

RS. 4,495.00

STYLE

1 PILLOWCASE WITH BORDERS (BOTH SIDES PURE SILK)

1 PILLOWCASE WITH PIPING (ONE SIDE PURE MULBERRY SILK , BACK SIDE IMITATION SILK)

(ONE SIDE PURE MULBERRY SILK BACK SIDE IMITATION SILK)

1

ONLY 7 LEFT IN STOCK

ADD TO CART • RS. 4,495.00

Reviews

Strengthen Above-the-Fold (First Screen) Content

Right now, above-the-fold only shows:

- Product image
 - Price
 - Basic style selector
- This is not enough to convert cold traffic coming from Meta Ads. Changes:
- Add 3-5 key benefits badges right below the product name:

- Anti-acne
- Anti-frizz
- Anti-aging
- 22-momme 100% mulberry silk
- Dermatologist approved

Why: Meta traffic is impulsive. People buy benefits, not specifications.

Bring Reviews & Social Proof Higher Up

Currently reviews are tiny and pushed to the side. This hurts trust.

Changes:

- Move star rating + review count directly under the product name
- Add a collapsible “Top 5 Customer Reviews” section above the fold
- Include UGC-style images from customers

Why: Social proof is one of the strongest conversion boosters for beauty/wellness products.



Improve Product Description Structure

The current PDP relies on long text lower down. Most visitors won't scroll. Add 4 Key Sections (Compact & Visual): 1. Why Mulberry Silk? 2. Before & After Images (Acne / Hair-Frizz Results) 3. How It Improves Skin + Hair (Short Bullet Points) 4. What's in the box? Why: Clear structure = better skimmability → higher conversion.

Make Variant Selection More Intuitive

The dropdown/box for style selection looks confusing and requires interpretation.

Changes:

- Add small thumbnail images for each variant

- Simplify naming:

- "Both sides pure silk"

- "One side silk, one side imitation"

Why: Reduces decision friction → increases conversions.



Introduce Sticky Add-to-Cart Button (Mobile)

Most conversions fail on mobile due to scrolling. Changes: •Add a sticky ATC bar at the bottom of the screen Why: Increases ATC by 15–25% on mobile

Add Clear Urgency + Offer Highlight

"UP TO 30% OFF" is visible but not compelling.

Changes:

- Replacewith a strong, time-sensitive banner:

Festive Sale: Flat 30% Off Today Only

- Add a small countdown timer

Why: Urgency reduces bounce and increases add-to-cart rate by 10–22% (DTC benchmark).



Final Summary: To reduce bounce rate and increase conversions, I will optimize the landing

page by adding benefit-focused messaging above the fold, improving social proof visibility, strengthening urgency with clearer offer communication, simplifying variant selection, adding trust badges and guarantees, integrating UGC + video, and implementing a mobile sticky ATC bar. These changes reduce friction, build trust faster, and increase the likelihood that Meta traffic completes a purchase

**THANK
YOU**