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	**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.		
	Here is your Workbook 2	https://docs.google.com/spreadsheets/d/19aXeVwHyxaZ6q_smVFcPQeBOByoOH0LY_g0JfFNmk90/e	
Step 2	**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.		
	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	**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.		
	a) Campaign Objective	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.	
	b) Targeting		
	c) Placements		
	d) Formats	Here is the Document	https://docs.google.com/document/d/1eHbodMs5RR_m_teu
Step 4	**Metrics to Check** - Mention all those metrics that you would check to see how the Ad Campaign will perform.		

Buyer's Persona

- **Brand**: Dame Essentials
- **Name**: Rhea Malhotra
- **Age**: 25
- **Gender**: female
- **Location**: Metropolitan cities(Mumbai, Delhi, Bengaluru)
- **Income**: 50000/month
- **Occupation**: Junior Marketing 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:** Sensitive skin, 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:** Worries whether the product suits her skin, doubts about results, and price sensitivity.
- **Brand Connection:** She prefers 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”.
- **Ideal 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
Awarness	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

Awarness

Campaign Objective

Targeting

Placement

Edit
Review
Run an A/B test to see the results of using Advantage+ placements
Devices
All devices
Platforms
Facebook
Instagram
Audience Network
Messenger
WhatsApp
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

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
Facebook Marketplace
We recommend square (1:1) images
per result with Advantage+ audience for 1 ad set
+10 points
Apply now
View in ad set
Show more (1)
+6 points
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

Instagram Stories
Dame Essentials
Expand story
Facebook Stories
Dame Essentials
Sponsored · Show 2 More
Facebook Marketplace
Dame Essent...
Sponsored
Instagram Reels
Reels
Facebook Feed
Dame Essentials
Sponsored
Made for women who love soft mornings, smooth hair, and little luxuries. Discover the magic of pure silk.
Wake Up with
Shop now
Facebook Feed
Dame Essentials
Sponsored
Made for women who love soft mornings, smooth hair, and little luxuries. Discover the magic of pure silk.
Facebook Feed
Dame Essentials
Sponsored
Made for women who love soft mornings, smooth hair, and little luxuries. Discover the magic of pure silk.
Instagram feed
Instagram
Dame Essentials
Sponsored
Shop now

Engagement

Campaign Objective

Targeting

Placement

dame essentials_Engagement Campaig › dame_essentials_Engagement Ad Set › 1 Ad In draft

Edit Review

All devices

Platforms

- [x] Facebook
- [x] Instagram
- [ ] Audience Network
- [ ] Messenger
- [ ] WhatsApp
- [ ] Threads

Asset customization

15 / 19 placements that support asset customization
Select all

Placements

Feeds

Get high visibility for your business with ads in feeds

- [x] Facebook Feed
- [x] Facebook profile feed
- [x] Instagram feed

95 Campaign score
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

Edit Review

- [ ] WhatsApp Status

In-stream ads for reels

Reach people before, during or after they watch a reel

- [x] Facebook in-stream reels
- [x] Ads on Facebook Reels

Search results

Get visibility for your business as people search

- [x] 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

Instagram search results

This placement isn't available with the Engagement objective.

+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

Your audience is broad.

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

Narrow Broad

Format

Facebook Feed
Dame Essentials
Sponsored
"Breakage? Frizz? Hair dents?
Switch to pure silk scrunchies — gentle,
smooth, and made to keep your
...See more
Instagram feed
Instagram
Dame Essentials
Sponsored
Shop now
Instagram Stories
Dame Essentials
Facebook Stories
Dame Essentials
Sponsored
Instagram Explore
Explore
Dame Essentials
Sponsored
Facebook Marketplace
Dame Essent...
Sponsored
Instagram Reels
Reels
Instagram profile feed
kaiblue
Posts
Dame Essentials
Sponsored

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
Messenger
WhatsApp
Threads
Asset customization
16 / 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.
Feeds
Get high visibility for your business with ads in feeds
Jasper's Market
95
Campaign score
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

dame_essentials_Leads Campaign_25 nov
dame essentials_ Leads Ad Set
1 Ad
In draft
Edit
Review
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
pie recipes
All
Posts
People
Reels
Groups
Jasper's Market
Search results
For Facebook: We recommend square (1:1) images and videos. This
95
Campaign score
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

Format

Facebook Feed
Dame Essentials
Sponsored
Give your hair the care it deserves with our Pure Silk Scrunchies. No breakage, no creases — just smooth, shiny, healthy hair all ...See more
Instagram feed
Instagram
Dame Essentials
Sponsored
Instagram Stories
Dame Essentials
Facebook Stories
Dame Essentials
Sponsored
Instagram Explore
Explore
Dame Essentials
Sponsored
Sign up
Facebook Marketplace
Dame Essent...
Sponsored
Pure Silk Scrunchies Set
Instagram Reels
Reels
Dame Essentials
Follow
Pure Silk Scrunchies Set
Instagram profile feed
kaiblue
Posts
Dame Essentials
Sponsored
Sign up

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

<u>Budget Allocation</u>

(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 (<3 sec)
•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
•Auto-fill form
•Add trust badges (SSL, secure payment)
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

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?

DAME essentials 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

★★½ 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)

MULBERRY SILK (ONE SIDE PURE 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:

•Replace with 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*

Thankyou