Task 2 - Optimisation Strategy

Explain how you are going to achieve the following:

Q: Budget Allocation: Out of the remaining Rs. 20 L, how much you are going to allocate for Facebook and Instagram?

Platform	Objective	Allocation	Budget (₹)	Reason
Facebook	Awareness + Retargeting	60%	₹12,00,000	Larger audience reach, strong performance for conversions and retargeting ads.
Instagram	Engagement + Consideration	40%	₹8,00,000	Ideal for high-quality visuals, influencer-style storytelling, and product discovery.

Q: Impression and CTR, lower Bounce Rate

Tactics:

- **Audience Refinement:**
  - Use **Custom Audiences** (website visitors, add-to-cart users) and **Lookalike Audiences** (top 10% purchasers).
  - Exclude existing customers from awareness campaigns to save cost.
- **Ad Frequency Capping:** Maintain 2–3 impressions per user/week to prevent fatigue.
- **Creative Optimization:**
  - Use **carousel ads** showing before/after, product texture, and social proof.
  - Add **short videos (<15s)** showing real use cases and testimonials.
- **Ad Copy:** Focus on **benefit-driven, curiosity-based hooks** ("Your skin deserves 8 hours of luxury — even while you sleep.")
- **Landing Page Link Optimization:** Deep link directly to product page (not homepage) to reduce bounce rate.

Expected Outcome:
CTR ↑ from 1.8% → **3.5%**
Bounce Rate ↓ from 60% → **40%**

Q: **Increased Average Session Duration**

Methods:

- Add "Shop the Look" or "Explore More" recommendations on product pages.
- Use short-form brand videos and UGC reviews to keep visitors engaged longer.
- Implement scroll-triggered content (e.g., benefits, reviews, FAQs).

Expected Outcome:
Avg. Session Duration ↑ from 50 sec → 1.5 min

Q: Higher Conversion Rate and lower Abandon Rate

Conversion Optimization Tactics:

- Retargeting Campaigns (₹3L):
    - Target add-to-cart & checkout-abandon users with "Limited Time Offer" ads.
    - Include discount codes (e.g., 10% off on 1st order).
- Email + WhatsApp remarketing automation via HubSpot or Klaviyo.
- Trust Builders:
    - Display "100% Mulberry Silk Certified", free shipping, easy returns.
- Checkout Optimization:
    - Enable guest checkout, fewer form fields, express payment options (UPI, GPay, Apple Pay).

Expected Outcome:
Conversion Rate ↑ from 1.2% → 3.0%
Cart Abandon Rate ↓ from 70% → 45%

Q: Number of units you should sell to achieve the positive ROI

Assumptions:

- Average Product Price: ₹5,000
- Gross Margin: 60%
- Ad Spend: ₹20,00,000
- Conversion Rate: 3%
- Traffic Planned: 100,000 clicks (CPC ₹20)

Q: Average purchase value you are aiming to achieve

Metric	Value
Total Sales (3% of 100,000)	3,000 units
Revenue (3,000 × ₹5,000)	₹1.5 Cr
Gross Profit (60% of ₹1.5 Cr)	₹90L
Ad Spend	₹20L
Net ROI	(₹90L - ₹20L) / ₹20L = +250% ROI
ROAS	₹1.5 Cr / ₹20L = 7.5x ROAS

Q: Also, explain with numbers, how you are going to achieve positive ROAS and ROI.

Select: Ad Creative #2 — Lifestyle + Product Benefit Hybrid

Reason:

- Showcases product *in use* (e.g., model sleeping on silk pillowcase).
- High emotional appeal + clear demonstration of texture and benefit.
- Blends aspiration and relatability — performs best on both Instagram Reels and Facebook video ads.
- Likely to deliver higher CTR and better engagement than static visuals.

Skip overly product-heavy or text-heavy creatives — they reduce engagement and drive higher bounce rates.

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

Current Challenges:

- High bounce rate due to long load times, unclear CTA, or generic content.

Optimization Plan:

Area	Current Issue	Improvement
Hero Section	Static banner	Add lifestyle banner with "Shop Now" CTA
Above the Fold	Too generic	Include USP badges — "Pure Mulberry Silk
Product Display	Limited visuals	Add multiple angles, lifestyle images, and short demo video
Trust & Reviews	Missing or low visibility	Highlight verified reviews and user photos
Mobile Optimization	Slow loading	Compress images, improve speed to <2 sec
Checkout Page	Too many steps	Introduce one-click checkout + payment wallets
Exit-Intent Pop-up	Missing	Add "Get 10% Off Your First Order" exit popup

Expected Result:
Bounce Rate ↓ to 35%
Conversion Rate ↑ to 3–3.5%

Q: 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?

Metric	Before	After Optimization
CTR	1.8%	**3.5%**
Bounce Rate	60%	**40%**
Avg. Session Duration	50 sec	**1.5 min**
Conversion Rate	1.2%	**3.0–3.5%**
Abandon Rate	70%	**45%**
ROAS	3x	**7.5x**
ROI	Neutral	**+250%**