



**STAGE**.IN

MOVIES|SHOWS|WEB-SERIES

**GOOGLE SEARCH ADS STRATEGY**

# MEET THE TEAM



**CHIRAG TANWAR**

Lead Developer



**ANSH BERRY**

UI/UX Designer



**SOMYA VARSHNEY**

Product Manager



**HARSH JAISWAL**

Marketing



**KANISHK**

Visual Designer



**03**

**ABOUT THE BRAND**

**05**

**CURRENT CHALLENGES**

**07**

**CURRENT SEARCH STRATEGY**

**08**

**CAMPAIGN OBJECTIVES**

**09**

**STAGE CAMPAIGN**

**11**

**SEARCH CALENDAR**

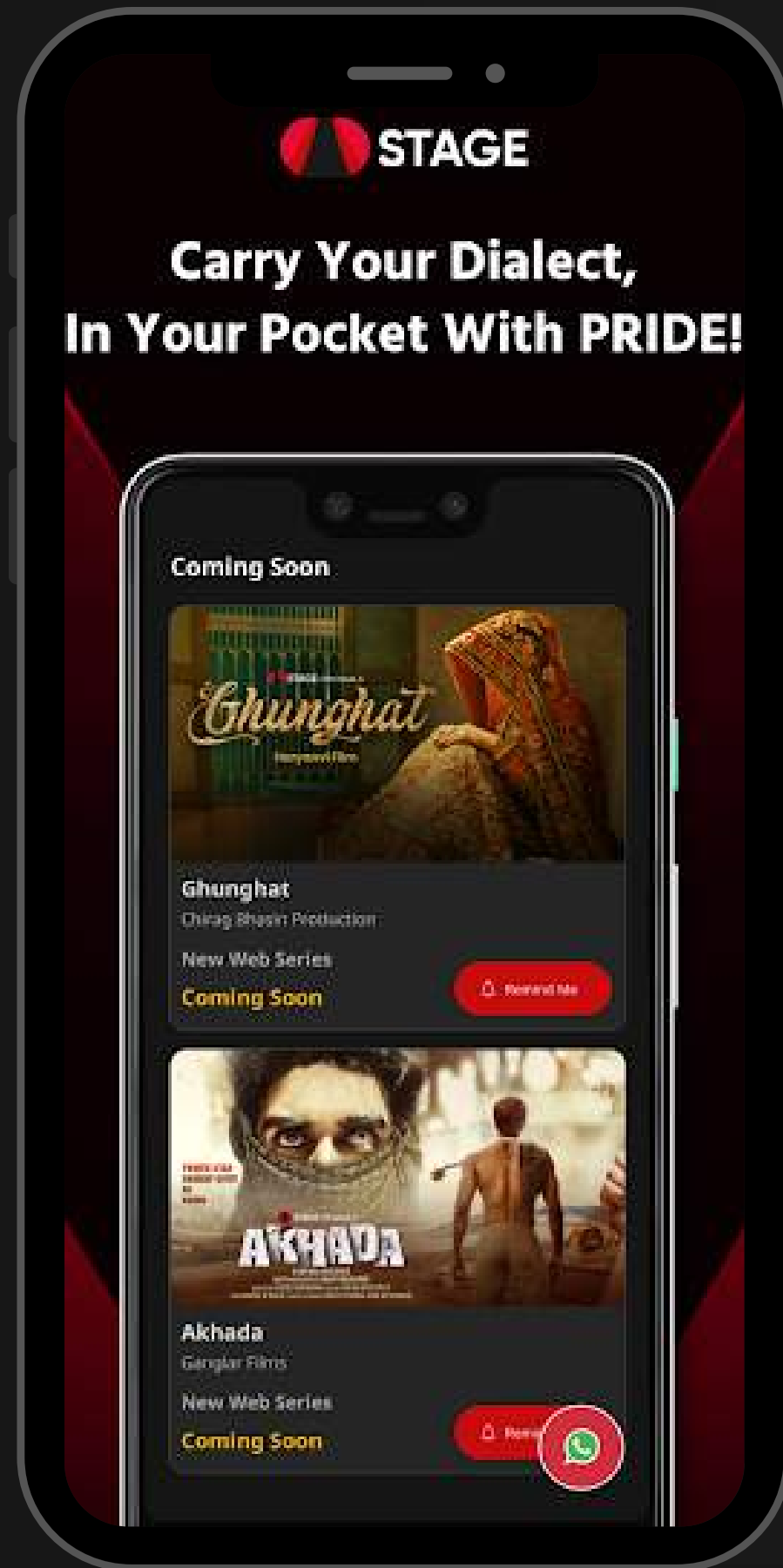
# **AGENDA**

# ABOUT THE BRAND

Stage.in is India's first **dialect-based** OTT platform, delivering hyper-local entertainment in languages like Haryanvi, Rajasthani, and Bhojpuri. Launched in 2019, it positions itself as the “**Netflix for Bharat**”, catering to the cultural, comedic, and dramatic tastes of **Tier 2, 3, and rural India**.

Unlike mainstream OTTs, Stage emphasizes content that feels native to its audience — dialect-specific, culturally rooted, and highly relatable.





# MISSION & VISION

## Mission:

To preserve and celebrate India's rich dialect diversity by providing accessible, high-quality entertainment in local dialects, giving a voice to regional cultures.

## Vision:

To become the go-to digital platform for 25+ Indian dialects, reaching 200 million+ households by 2027 and transforming the entertainment landscape for Bharat.



# BRAND CEO

Vinay Kumar Singhal, Shashank Vaishnav, Parveen Singhal

- Co-founder & CEO of Stage.in
- Advocates for regional empowerment through digital content
- Featured on **Shark Tank India**, successfully securing funding
- Strong believer in building “for Bharat, from Bharat”





STAGE





STAGE

# Competitor Analysis

## Competitor Analysis

### STAGE: Platform Overview

- Founded: 2019 by Vinay Singhal, an, ad Praveen Singhal
- Focus on Hyperlocal content in Haryanvi and Rajasthani dalacx
- Over 20 million users, with more 4.4 million paid subscribers
- Achieved a six-fold increase in revenue to ₹19 crore in FY24
- Raised \$12.5 million in Series B funding led by Goodwater Capi. and Blume Ventures

### Key Competitors



- Telugua Tamil
- Over 2.5 million paid subscribers
- Raised \$2.5 million in Series B funding led by Goodwater Capital and Blume Venfures



- Marathi
- Raised \$5m lo
- Strengths



- Punjabi, Harvanvi, Bhojauri, appealing to North Indian audiences
- Diverse North Indian regional content

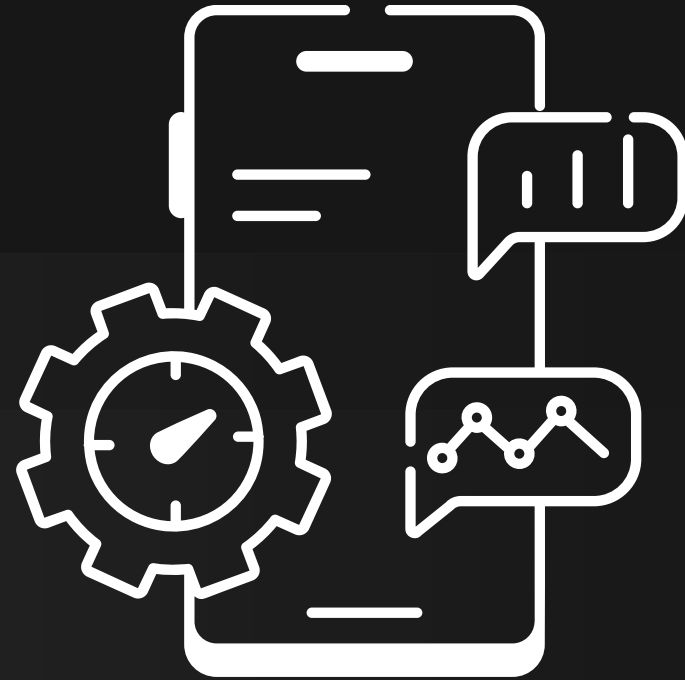


- Kooob
- Focus on audiences in Kerala and diaspora

Platform	Languages Covered	Unique Selling Proposition	Funding & Scale
STAGE	Haryvanvi, Rajasthani	Hyperiocal dialect-based storytelling	\$12.5 M Serries B 4.4 M+ paio subi.
Aha Video	Telugu, Tamil	Regional strong South Indian focus	\$12.5M Series B 4.4 M+ paid sub.
Planet Marathi	Marathi	Dedicated Marathi content platform	\$5 M
Chaupal	Punjabi, Harvanvi, Bhojpuri	Diverse North Indian regional content	Growing user base in North India



# WEBSITE AUDIT



## Mobile Optimization

- Fully responsive across devices (desktop, tablet, mobile)
- Prioritizes mobile experience – crucial for Tier 2 & 3 audiences



## Speed & Performance

- Average load time: ~2.5 seconds (good)
- Optimized for basic usability but can improve image compression and script handling

# WEBSITE AUDIT



## Call-to-Action (CTA)

- Clear CTAs like “Download App” and “Watch Now” are present
- No dedicated landing pages for dialect-specific campaigns (Haryanvi, Rajasthani, etc.)



## SEO & Structure

- Basic on-page SEO implemented (title tags, H1s)
- Missing: Meta descriptions for all pages, structured data/schema
- No blog or rich content sections for organic keyword expansion



STAGE

## APP (LOOK & FEEL)







# TARGET GROUP

- **Demographics:**
  - Age: 18–45
  - Location: Tier 2/3 cities, rural India
  - Language: Haryanvi, Rajasthani, Bhojpuri speakers
  - Occupation: Students, farmers, workers, homemakers, small business owners
- **Psychographics:**
  - Proud of local identity and language
  - Prefer entertainment that reflects their culture
  - Lower exposure to mainstream English/Hindi content
  - Mobile-first users, high video consumption



# Buyer Personas





## Babu Sharma

**Regional content enthusiast**

AGE: 28

LOCATION: Jaipur, Rajasthan

OCCUPATION: School teacher

EDUCATION: Bachelors in Arts

INCOME: 25,000 P.M

LANGUAGE: Hindi, Rajasthani

Tech Saviness: Moderate; uses smartphone and basic apps

### Goals & Motivation:

- Desires entertainment that resonates with his cultural background
- Wants to support and engage with local artists and content creators
- Seeks affordable entertainment options

### Challenges & Pain Points:

- Limited access to quality content in his native dialect
- Mainstream OTT platforms lack regional content
- Budget constraints for subscribing to multiple platforms

### Preferred Content:

- Comedy shows, folk tales, and dramas in Rajasthani
- Content that reflects local traditions and festivals
- Short videos that can be watched during breaks

### Engagement Channels:

- Facebook and WhatsApp for content sharing
- YouTube for discovering new shows
- Word-of-mouth recommendations from friends and family





# NOOR AE JAHAN

The Urban Culture Seeker

AGE: 35

LOCATION: Delhi NCR

OCCUPATION: Marketing manager

Education: MBA

INCOME: 80,000/Month

LANGUAGE: Hindi, English

TECH SAVVINESS: High; active on multiple digital platforms

## Goals & Motivations:

- Explores diverse cultures and languages through entertainment
- Seeks unique content beyond mainstream offerings
- Interested in supporting regional artists and stories

## Challenges & Pain Points:

- Difficulty finding quality regional content with subtitles
- Overwhelmed by the abundance of content on mainstream platforms
- Desires curated content that aligns with her interests

## Preferred Content:

- Documentaries and web series showcasing regional cultures
- Subtitled content in various Indian dialects
- Behind-the-scenes and artist interviews

## Engagement Channels:

- Instagram and LinkedIn for content discovery
- Podcasts and blogs for in-depth cultural insights
- Online communities focused on regional arts





STAGE

All Shorts Videos Unwatched Wa

0:45

ProFlex 4'x4' Portable Stage Unit - StageDrop  
StageDrop - Portable Stages & Event Furniture · 19K views · 2 years ago

STAGE : Watch Punarjanam Now - बॉस नै सुणाई खरी खोटी

खड्डूस बॉस नै नौकरी के पहले दिन ही देखो के कर दिया सिर्फ STAGE ऐप पे

Sponsored · 4.4 ★ Google Play

Learn more Install

StageDrop TotalPackage™ 8'x16' Lightweight Portable Stage Kit

Home Shorts + Subscriptions You

All Shorts Videos Unwatched Wa

12वीं आज  
→ 12वीं देखो

STAGE

Since you searched for stage

नींद की गोली दी अपनी माँ तै | STAGE Films, Web-Series, Shows  
लव इसा करो के सारी दुनिया दिवानी होज्या देखो 12वीं आज का STAGE ऐप पे

Sponsored · 4.4 ★ FREE

Watch Install

Home Shorts + Subscriptions You

11:28

Best Of Punarjanam | PUNARJANAM | Best Scenes | Rebirth | Punarjanam ...  
Haryanvi - STAGE · 3.1M views · 9 months ago

STAGE ORIGINAL  
D BOYS  
IIVANI  
RYANVI WEBSERIES  
NOW | STAGE

Install

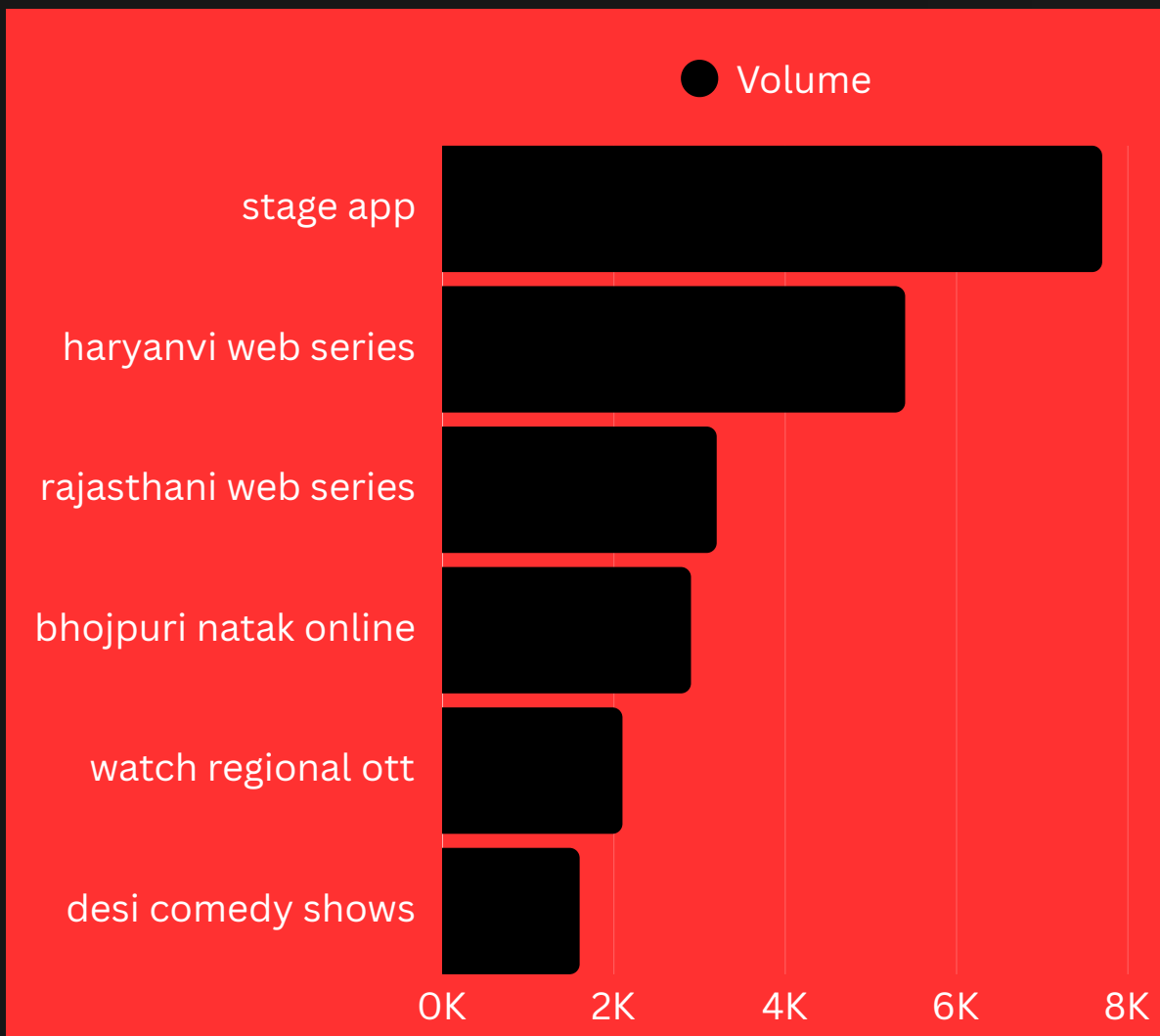
STAGE : Watch Punarjanam Now - स्कूल का बैग छोड़ उठाए हथियार  
के इव अपना प्यार भुला के भिवानी पे राज कर पावेगा मीनू के डे 12वीं देखो सिर्फ STAGE ऐप पे

Sponsored · 4.4 ★ Download on Google Play

FACTS

Home Shorts + Subscriptions You

# KEYWORD RESEARCH



## Top Keywords (Search Volume/Month):

- stage app – 7.7k
- haryanvi web series – 5.4k
- rajasthani web series – 3.2k
- bhojpuri natak online – 2.9k
- watch regional ott – 2.1k
- desi comedy shows – 1.6k

## Opportunities:

- Add long-tail keywords: “best haryanvi shows app”, “rajasthani stage drama app”
- Use language variations (Hindi terms): हरियाणवी वेब सीरीज़

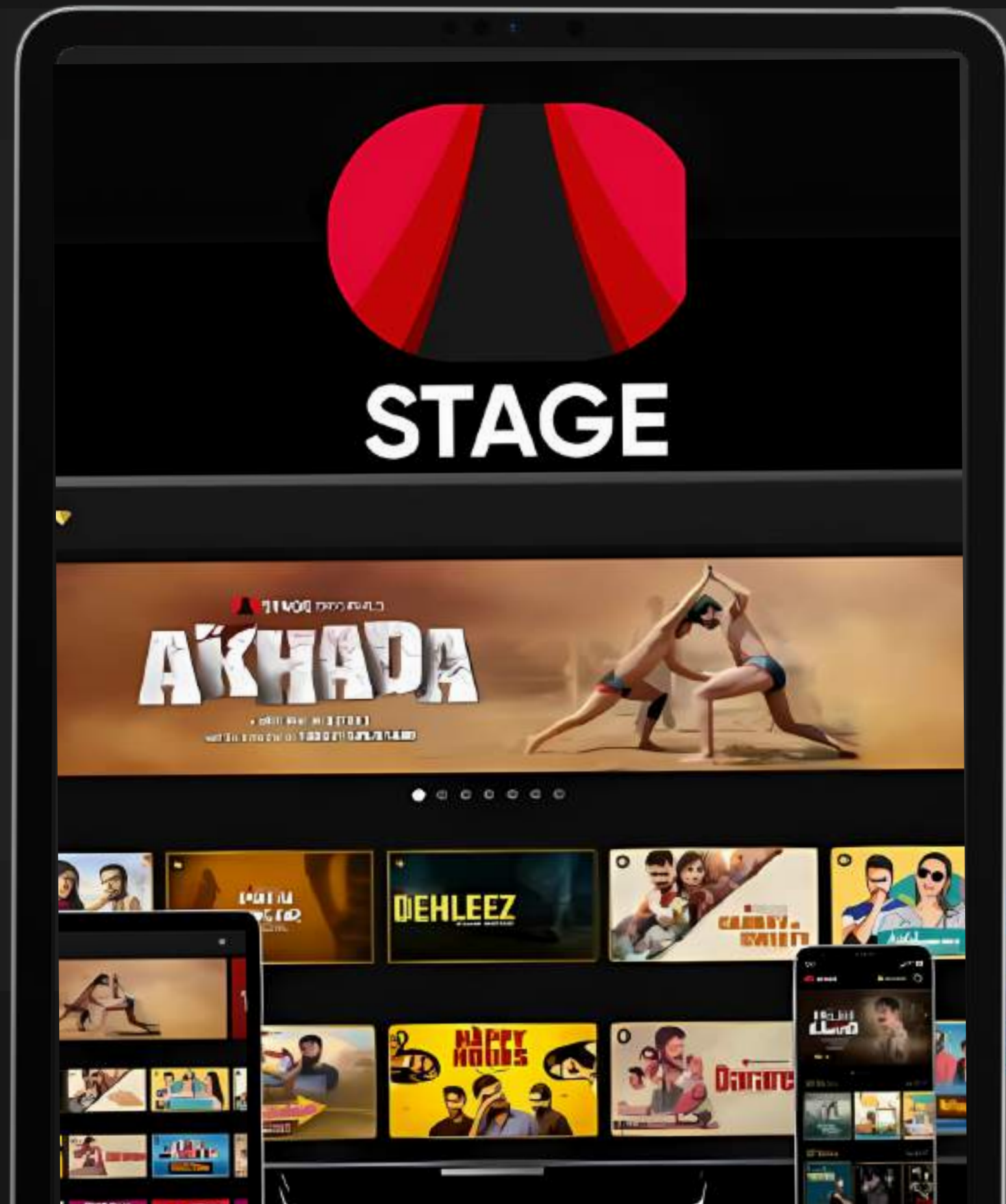






# CURRENT CHALLENGES

- Low brand awareness outside core dialect audiences.
- Weak presence on high-intent Google Search queries.
- Crowded OTT market with mainstream and regional app competitors.
- User retention & lifetime value (LTV) challenges post-install.
- Lack of optimized Cost per Install (CPI) & Cost per Subscription (CPS) tracking.
- No focused dialect-specific paid search campaigns.
- Underutilization of language & geo signals in campaign structures.
- Need to build strong "Desi Pride" positioning at a national/regional scale.







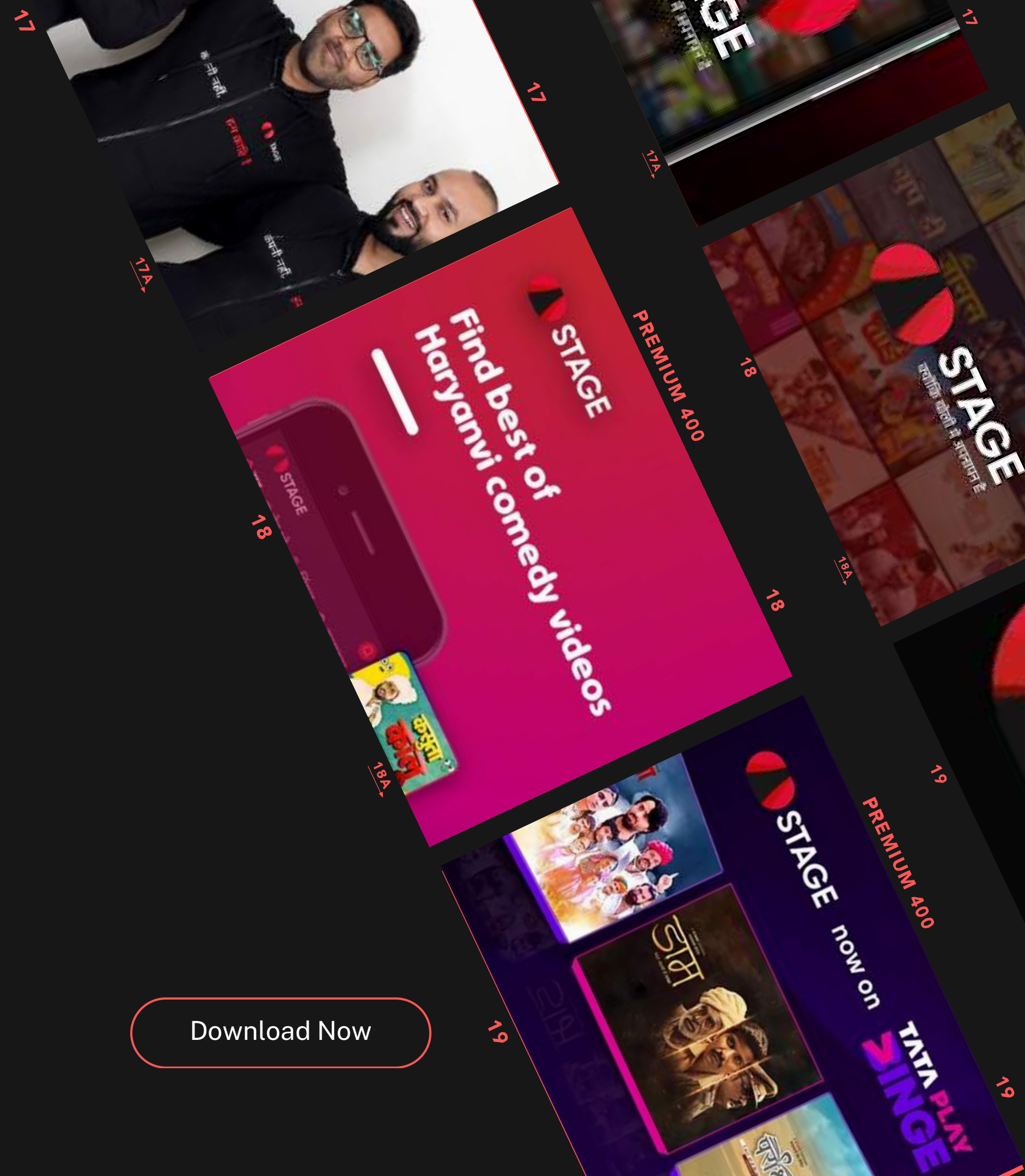
STAGE

# STRATEGY FOR PAID SEARCH

Objective:

- Drive app installs, paid subscriptions, and engagement for dialect-based content.
- Increase brand awareness in untapped Bharat markets via high-intent paid search traffic.
- Focus on hyperlocal and regional language targeting.

Download Now



# Goals



## Primary Goal

Increase conversions (app installs + Website Traffic)

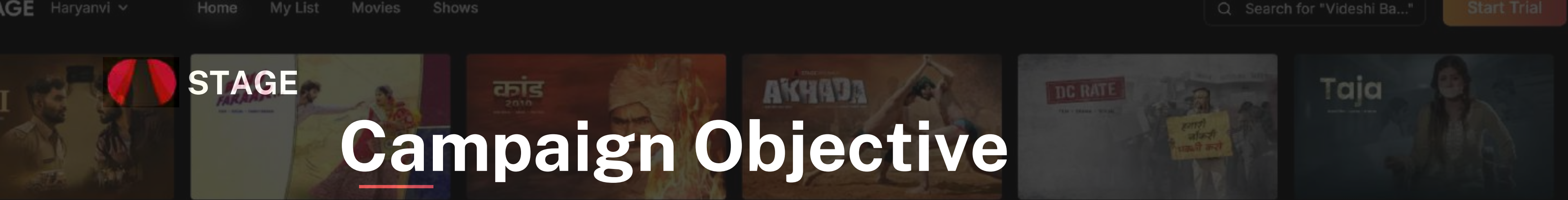


## Secondary Goals

- Improve brand visibility for dialect searchers
- Reduce cost-per-acquisition over time via Smart Bidding
- Retarget website visitors who didn't convert







Top 10



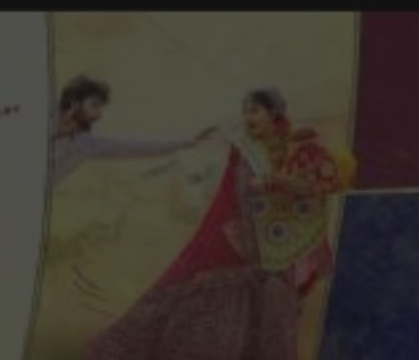
a Karwan

Increase visits to [www.stage.in](http://www.stage.in) by targeting users interested in regional content



ertainment

View I





STAGE

## Budget Allocation

- Total Monthly Budget: ₹1,00,00,000
- Daily Budget: Approximately ₹3,33,333

### Budget Distribution:

Campaign Focus	Percentage	Daily Budget (₹)
Haryanvi Content	25%	83,333
Bhojpuri Content	25%	83,333
Rajasthani Content	25%	83,333
Punjabi Content	25%	83,333

## Bidding Strategy

### **Recommended Strategy: Maximize Clicks**

**Reason:** Since the primary goal is to drive website traffic, the "Maximize Clicks" strategy automatically sets bids to help get as many clicks as possible within the budget.

### **Alternative Strategy: Manual CPC**

**Reason:** Allows for more control over bids for individual keywords, which can be beneficial once sufficient data is collected.



# Campaign Structure

Campaign Name	Location Targeting	Language Focus	Objective
Stage.in - Haryana Dialect	Haryana (state)	Hindi, Haryanvi, Hinglish	Drive visits for Haryanvi content
Stage.in - Bhojpuri Dialect	Bihar, Purvanchal UP	Hindi, Bhojpuri	Drive visits for Bhojpuri content
Stage.in - Rajasthani Dialect	Rajasthan	Hindi, Marwari	Drive visits for Rajasthani content



## Location Targeting

**Primary Focus: States with high concentrations of the target audience.**

**Examples:**

- **Haryana**
- **Bihar**
- **Rajasthan**





**STAGE**

## **Performance Monitoring and Optimization**

### **Key Metrics:**

- Click-Through Rate (CTR)
- Cost Per Click (CPC)

### **Bounce Rate**

- Average Session Duration

### **Tools:**

- Google Ads Dashboard
- Google Analytics

### **Optimization Strategies:**

- Regularly review and adjust keywords based on performance.
- A/B test ad copies to identify the most effective messaging.
- Refine location targeting based on regional performance data.







# Keyword Match Type Strategy



Match Type	Purpose	Budget Split Recommendation
Exact Match	Capture high-intent transactional queries	60%
Phrase Match	Broader intent but relevant searches	30%
Broad Match Modifier (or smart broad using audience signals)	Discover new variants & reach	10% (carefully layered with audience targeting)



STAGE

Detailed Ad Group Structure with Match Types

Ad Group Name	Match Type	Keywords
1. Haryanvi Web Series	[Exact Match]	[haryanvi web series]
	[Exact Match]	[desi web series haryana]
	[Exact Match]	[haryanvi series online]
	"Phrase Match"	"watch haryanvi web series"
	"Phrase Match"	"haryanvi desi web series online"
	"Phrase Match"	"latest haryanvi web series"
2. Desi Short Films Haryanvi	[Exact Match]	[haryanvi short films]
	[Exact Match]	[haryana desi short movies]
	[Exact Match]	[best haryanvi short films online]
	"Phrase Match"	"desi short films haryanvi"
	"Phrase Match"	"watch haryana short films"
	"Phrase Match"	"haryanvi short film videos"
3. Haryanvi Music Videos	[Exact Match]	[haryanvi music videos]
	[Exact Match]	[desi haryanvi songs videos]
	[Exact Match]	[haryana music video online]
	"Phrase Match"	"watch haryanvi music videos"
	"Phrase Match"	"haryanvi music video download"
	"Phrase Match"	"new haryanvi music video 2025"



STAGE

Budget

Campaign Name	Ad Group Name	Budget % Split	Monthly Budget (₹)	Daily Budget (₹)
Haryana Dialect	Haryanvi Web Series	45%	1,125,000	37,500
	Desi Short Films Haryanvi	35%	875,000	29,167
	Haryanvi Music Videos	20%	500,000	16,666
Bhojpuri Dialect	Bhojpuri Web Series	45%	1,125,000	37,500
	Bhojpuri Short Films	35%	875,000	29,167
	Bhojpuri Music Videos	20%	500,000	16,666
Rajasthani Dialect	Rajasthani Web Series	45%	1,125,000	37,500
	Rajasthani Short Films	35%	875,000	29,167
	Rajasthani Music Videos	20%	500,000	16,666





STAGE

# Ad Copy

Campaign (Dialect)	Ad Group	Headlines (3 variations)	Descriptions (2 variations)
Haryanvi	Web Series	1. Haryana Ki Web Series Dekho Stage.in Par2. Jaat Style Drama Series Ab Ghar Baithe3. Haryanvi Desi Series Ab Online Dekho	1. Haryana ke superstar ki web series, sirf Stage.in par dekho.2. Desi drama, desi style - apni bhasha me ab ghar baithe dekho.
	Short Films	1. Haryana Ki Kahaniyan Ab Short Films Mein2. Haryanvi Emotions Short Films Ab Online3. Dekho Desi Haryana Ki Short Films	1. Choti kahaniyan, bada mazza. Haryana ki kahaniyan dekho ab ghar baithe.2. Mhari boli mhare log ki short films sirf Stage.in par.
	Music Videos	1. Haryanvi Song Dekhne Ka Best Jagah2. Jaat Beat Hits Ab Stage.in Par3. Haryana Ke Latest Desi Songs Online	1. Haryana ke superhit music videos ab ghar baithe dekho Stage.in par.2. Mhari beats aur dance videos ab phone par. Dekho ab.
Bhojpuri	Web Series	1. Bhojpuri Web Series Dekhi Ka Ho? Stage.in Par2. Bhojpuri Action Series Dekho Abhi3. Bhojpuriya Superhit Series Online Dekhi	1. Bhojpuri superstar ke zabardast web series ab ghar baithe dekhi.2. Apni bhasha ke action aur drama ab sirf Stage.in par.
	Short Films	1. Bhojpuri Choti Kahani Ab Online Dekhi2. Bhojpuriya Emotions Short Films Par Dekhi3. Bihar Ke Superhit Kahaniyan Dekho Ab	1. Bhojpuriya log ke liye desi short films, ghar baithe dekhi.2. Choti kahani, bada emotion. Bhojpuriya films sirf Stage.in par.
	Music Videos	1. Bhojpuri Hit Gaana Ab Online Dekhi2. Bhojpuriya Superhit Music Videos Stage.in Par3. Bihar Ke Dance Hits Ab Ghar Baithe	1. Bhojpuriya music lovers ke liye sabse zabardast songs ab online.2. Superhit Bhojpuri songs aur dance videos ab phone par dekhi.
Rajasthani	Web Series	1. Marwari Web Series Dekhne Aayo? Stage.in Par2. Rajputana Series Ab Online Dekho3. Rajasthan Ke Hero Ki Kahaniyan Dekho	1. Rajputana drama aur kahaniyan ab ghar baithe dekho Stage.in par.2. Rajasthan ki shaan ab apni bhasha me online dekho.
	Short Films	1. Marwari Short Films Ab Online2. Desi Rajasthan Ki Kahaniyan Dekho3. Rajasthani Emotion Bhari Short Films Stage.in Par	1. Apni boli, apne log. Rajasthan ki short films ghar baithe dekho.2. Choti kahani, rajputana feeling. Sab milega Stage.in par.
	Music Videos	1. Rajasthan Ke Dance Hits Dekhne Aayo2. Marwari Music Videos Ab Ghar Baithe3. Rajputana Beats Ab Online Dekho	1. Rajasthan ke folk aur modern dance videos ab online dekho.2. Apni dharti ke gaane ab ghar baithe Stage.in par.

# Advanced Targeting Layering

Location Level: Target by State + Key Cities (Rohtak, Hisar, Sonipat, Gurugram for Haryana)

Device Targeting: Optimize bids higher for Mobile & Tablet users (as OTT is more mobile-consumption driven)

Audience Signals (Observation Layer):

- Affinity Audiences: Desi Entertainment Lovers, Regional TV Viewers
- In-Market Audiences: OTT & Video Streaming App Seekers
- Custom Audiences: People who search for "haryanvi web series", "desi video app", "regional OTT" (Using Custom Intent Audiences)





**STAGE**

**Budget & Bidding Control**

Campaign Name	Daily Budget (₹)	Bidding Strategy	Notes
Stage.in Haryana	₹83,333	Maximize Clicks (Phase 1) → Switch to Manual CPC (Phase 2)	Use CPC caps in Manual CPC for cost control



STAGE

# Objective

## Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



### Sales

Drive sales online, in app, by phone, or in store



### Leads

Get leads and other conversions by encouraging customers to take action



### Website traffic

Get the right people to visit your website



### App promotion

Get more installs, engagement and pre-registration for your app



### Awareness and consideration

Reach a broad audience and build interest in your products or brand



### Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



### Create a campaign without guidance

You'll choose a campaign next



### Select a campaign type



#### Search

Get in front of high-intent customers at the right time on Google Search



#### Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



#### Demand Gen

Drive demand and conversions on YouTube, Discover and Gmail with image and video ads



#### Display

Reach customers across 3 million sites and apps with engaging creative



#### Shopping

Showcase your products to shoppers as they explore what to buy



#### Video

Reach viewers on YouTube and get conversions

Select the ways you'd like to reach your goal [?](#)

<https://www.stage.in/en/haryanvi>

Cancel

Continue



STAGE

# Bidding

## Bidding

### Bidding

What do you want to focus on? ⓘ

Clicks ▾

☐ Set a maximum cost per click bid limit

### Customer acquisition

☐ Bid for new customers only

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more about customer acquisition](#)

Next

## Campaign settings

To reach the right people, start by defining key settings for your campaign

### Networks

- ☒ Google Search Partners Network (recommended)  
Ads can appear near Google Search results and on other [Google Search Partners](#) websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Forked Domains, as well as YouTube and other Google sites.
- ☒ Google Display Network (recommended)  
Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

### Locations

Select locations for this campaign ⓘ

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (1)  
Haryana, India state

Reach ⓘ  
25,500,000 ⓘ

🔍 Enter a location to include or exclude

[Advanced search](#)

For example, a country, city, region, or postal code

### Location options

Include ⓘ

- ☒ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)
- ☐ Presence: People in or regularly in your included locations

## Languages

Select the languages your customers speak. ⓘ

🔍 Start typing or select a language

Hindi X



STAGE

# Audience Segment

### Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on + New segment in the Search tab. ⓘ

Search	Browse	5 selected	Clear all
<input type="text" value="ott"/>		Media & Entertainment > Movie Lovers Comedy Movie Fans	
<input type="checkbox"/> In-market Video Game Streaming Services		Media & Entertainment > TV Lovers TV Drama Fans	
<input checked="" type="checkbox"/> In-market TV & Video Streaming Subscription Services		Media & Entertainment > Movie Lovers Fans of New & Upcoming Movies	
<input type="checkbox"/> In-market Audio Streaming Subscription Services		News & Politics > Avid News Readers Entertainment News Enthusiasts	
<input type="checkbox"/> In-market Cable & Satellite TV Providers		In-market	
<input type="checkbox"/> In-market		Media & Entertainment TV & Video Streaming Subscription Services	
<a href="#">+ New segment</a>			

Targeting setting for this campaign ⓘ

☐ Targeting  
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

☒ Observation (recommended)  
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

### Broad match keywords

Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more about broad match keywords](#)

☐ On: Use broad match keywords for your entire campaign

☒ Off: Use keyword match types

[i](#) To use broad match keywords, switch to a conversion or conversion value based bidding strategy.



# Keyword & Asset Generation

## Keyword and asset generation

### Keyword and asset generation

#### Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

#### Where will people go when they click your ad?

Final URL (required)\*

 <https://www.stage.in/en/haryanvi>

Keyword and asset generation is not available in all languages

#### What makes your products or services unique?

Describe the product or service to advertise (required)\*

Stage.in is a unique OTT platform delivering hyperlocal video content in regional dialects. Users can enjoy original web series, short films, comedy shows, music videos, and more, all produced for and by people of Haryana, Rajasthan, Bihar, Punjab, and other regions.

Through a user-friendly mobile and desktop experience, Stage.in provides uninterrupted, culturally relevant entertainment in your own dialect, making it India's only platform focused on regional language pride and storytelling.


[Skip](#)


 [Generate](#)




# Keywords

---


Stage.in\_Haryana\_Ad Group 1 





Keywords 


**Get keyword suggestions (optional)**  
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services


Final URL



Add products or services to advertise





[Update keyword suggestions](#)

**Enter keywords**  
Keywords are words or phrases that are used to match your ads with the terms people are searching for

[haryanvi web series]  
[best haryanvi web series]  
[top haryanvi web series online]  
[stage haryanvi web series]  
[desi web series haryana]  
"watch haryanvi web series online"  
"haryana web series streaming"  
"best web series in haryanvi"  
"haryana ki web series"  
"desi haryanvi web series"

Match types help control which searches can trigger your ads  
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)



# Ad Copy

## Final URL ?

Final URL

<https://www.stage.in/en/haryanvi>

This will be used to suggest assets for your ad

## Display path ?

[www.stage.in](https://www.stage.in)

/

haryanvi

/

webseries

8 / 15

9 / 15

## Tt Headlines 6/15 ?

For optimal ad performance, include these keywords in your headlines

✓ [desi web series haryana](#)

[stage haryanvi web series](#)

[top haryanvi web series online](#)

[More Ideas >](#)

Haryana Ki Kahaniyan

Required

20 / 30

Dekho Apni Bhasha Ki Kaha

Required

30 / 30

Mhari Desi Web Series Dekh

Required

27 / 30

Watch Desi Haryanvi Web S

29 / 30

Watch Top Haryanvi Web Se

29 / 30

## Tt Descriptions 3/4 ?

[View ideas](#)

Haryana ke superstar aur unki kahaniyan, ab ghar baithe dekho

Required

61 / 90

Mhare Haryana ki zabardast web series sirf Stage.in par.

Required

56 / 90

Regional web series lovers ke liye desi dhamaka. Dekho Stage.in par.

68 / 90

Description

0 / 90

## Sitelinks

Add links to your ads to take people to specific pages on your website.

### [Bahu Faraar](#)

Watch Bahu Faraar Now ·  
Haryanvi Hit Comedy Web Show



### [Desi Haryanvi](#)

Watch Desi Haryanvi Show ·  
Desi Haryana Ki Kahani



### Sitelink 3

Recommended



### Sitelink 4



Sponsored



STAGE Films, Web-Series, Shows  
Google Play

## Watch Desi Haryanvi Web Shows - Haryanvi Web Series

Regional web series lovers ke liye desi dhamaka.  
Dekho Stage.in par. Mhare Haryana ki zabardast web  
series sirf Stage.in par.

 Install app

[Bahu Faraar](#)

[Desi Haryanvi](#)



#### More asset types (0/7)

Improve your ad performance and make your ad more interactive by adding more details about your business and website

##### Promotions ?

Add promotions

##### Prices ?

Add prices

##### Calls ?

Add a phone number

##### Structured snippets ?

Add snippets of text

##### Lead forms ?

Add a form

##### Apps ?

Add apps

Stage.in

Edit

## ✕ Add apps to your campaign

### Campaign-level apps

Add apps to this campaign. Any apps added here can be used across campaigns.

#### Add new app



STAGE Films, Web-Series, Shows  
[in.st...](#) - STAGE Technologies Private L...



Link text

0 / 25

▼ App URL options

▼ Advanced options

Save

Cancel

### Preview

Sponsored



STAGE Films, Web-Series, Shows  
Google Play

### Haryana Ki Kahaniyan - Dekho Apni Bhasha Ki Kahaniyan

Haryana ke superstar aur unki kahaniyan, ab ghar baithe dekho. Mhare Haryana ki zabardast web series sirf Stage.in par.



Install app

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.



# Tracking

^ Ad URL options

Tracking template

{lpurl}?utm\_source=google&utm\_mer?

Example: `https://www.trackingtemplate.foo/?url={lpurl}&id=5`

Final URL suffix

utm\_source=google&utm\_medium=c?

Example: `param1=value1&param2=value2`

Custom parameter ?

{\_N...}

=

Value


+

Test


☐ Use a different final URL for mobile

Done Cancel


This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

 **Improve your responsive search ads:** Get more clicks on your ads by improving your headlines and descriptions ?

+3.8%

 **Add callouts:** Help your ads show more prominently by adding callouts ?

+2.6%

 **Add sitelinks:** Draw more attention to your ads by adding at least 4 sitelinks. ?

+4.2%

Next

# Budget

## Budget

Select the average you want to spend each day.

- ☐ ₹595.46
- ☐ ₹496.21 **Recommended**
- ☐ ₹396.83

☒ **Set custom budget**

Set your average daily budget for this campaign

₹ 37,500.00

Weekly clicks	Avg. CPC	Weekly cost
1,495	₹175.59	₹262,499.95

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next



STAGE

# Review

Your campaign is almost ready to publish

Issues

Fix these issues to run your campaign

Keywords: Your account must have a copyright certificate for the domain on which you're promoting the streaming or downloading of copyrighted content.

View

Recommendations

Apply these recommendations to optimize campaign performance

Add sitelinks: Draw more attention to your ads by adding at least 4 sitelinks.

+4.2%View

Overview

Campaign name	Satge_Website_traffic
Campaign type	Search
Objective	Website traffic
Goal	Page views

Bidding

Customer acquisition	Bid equally for new and existing customers
Bidding	Maximize clicks

Campaign settings

Networks	Google Search Network, Search partners, Display Network
Languages	Hindi
Locations	Haryana
Broad match keywords	Off: Use keyword match types
Audiences	Comedy Movie Fans + 5 more

Keywords and ads

Keywords	10 keywords <div>Your account must have a copyright certificate for the domain on which you're promoting the streaming or downloading of copyrighted content.</div>
Ads	1 ad

Budget

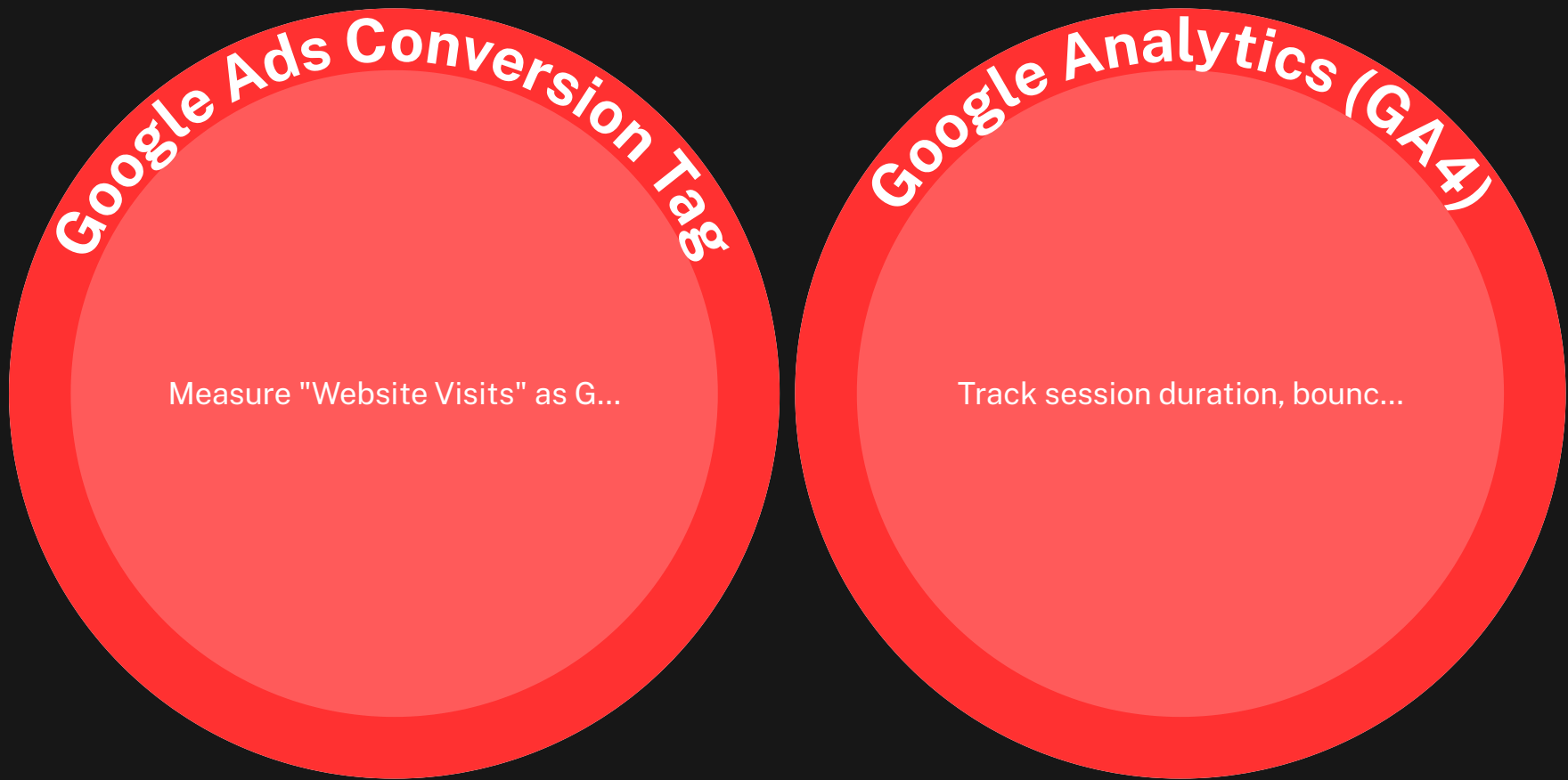
Budget	₹37,500.00/day
--------	----------------



STAGE

# Conversion Tracking Setup

---



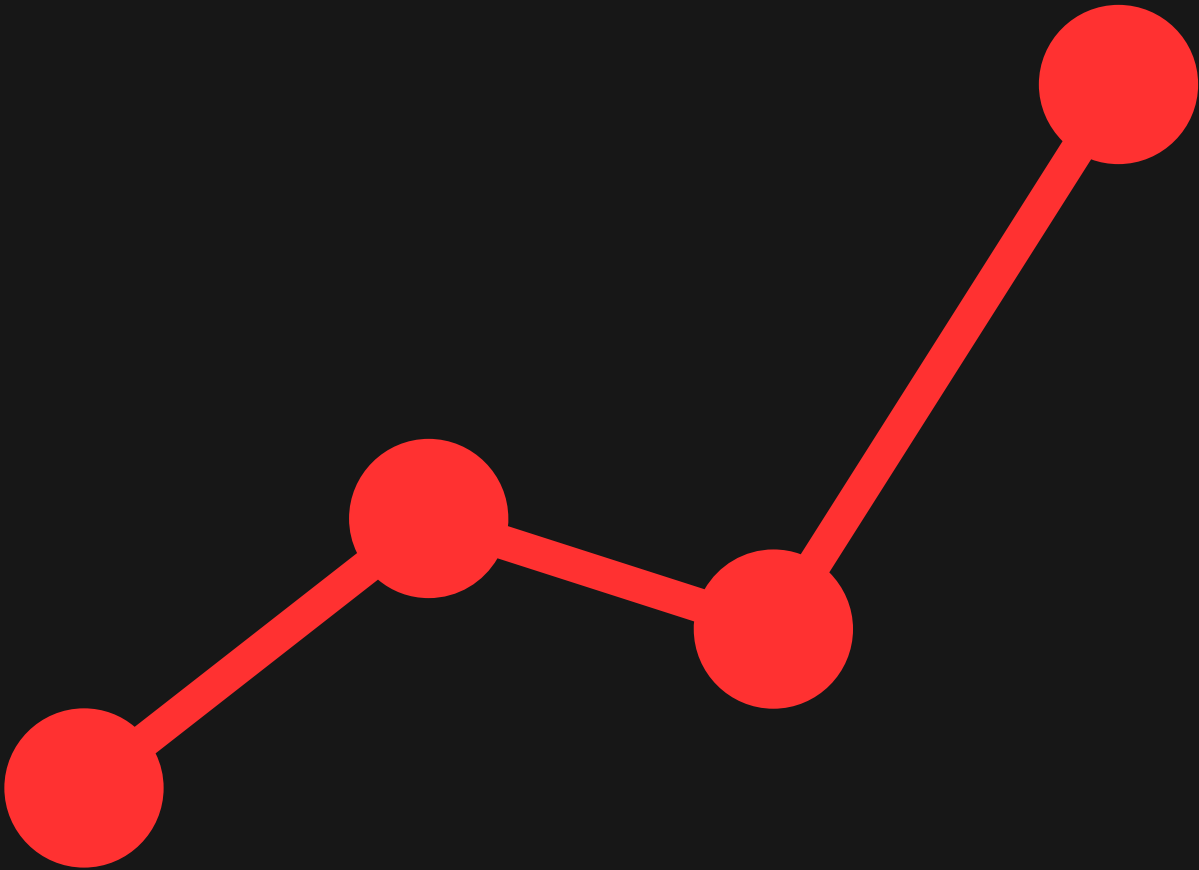




STAGE

# Reporting Metrics & Benchmarks

Metric	Ideal Benchmark (Stage OTT Niche)
CTR	>5%
CPC	₹3 - ₹6 (for dialect keywords)
Bounce Rate	<45%
Average Time	>2 mins



# Budget Allocation Strategy (App Install)



**STAGE**

**Total Budget: ₹10 Lakhs / 30 days ≈ ₹3,33,33 per day**

Campaign Name	Focus	Daily Budget (₹)	Monthly Budget (₹)
Haryanvi OTT App - Haryana	Haryanvi audience	7,500	225,000
Bhojpuri OTT App - Bihar & East UP	Bhojpuri audience	8,500	255,000
Rajasthani OTT App - Rajasthan	Rajasthani audience	6,500	195,000
Desi Short Films OTT - Pan Bharat T2-4	Hindi-speaking rural Bharat users	10,833	325,000
Total		<b>33,333</b>	<b>1,000,000</b>



## Budget Rationale:

- More allocation to Bhojpuri and Desi Short Films (larger audience base and higher app install interest zones).
- Aggressive on Desi Short Films to capture Bharat tier 2-4 users who may shift to dialect-specific content post-install.



# Bidding Strategy



## Industry & OTT Benchmark Reference (2024-25 India)

For niche dialect-based OTT apps like Stage, we can expect slightly lower CPIs in Tier 2-4, non-English regions due to:

- Lower competition on keywords (Bhojpuri, Haryanvi, etc.)
- High affinity, hyperlocal audience with lower digital saturation

Thus, reasonable realistic tCPI range = ₹18 - ₹25 per install.





## Audience Willingness to Install (Based on Behavior)

Language / Region	Expected CTR	Expected CVR (Click to Install)	Calculated CPI (based on ₹5 CPC)
Haryanvi (Haryana)	5%	20%	₹25
Bhojpuri (Bihar & UP)	5.50%	25%	₹20
Rajasthani (Rajasthan)	5%	25%	₹20
Desi Short Films (Bharat)	4%	22%	₹18

### Calculation:

$$\text{CPI} = \text{CPC} / \text{ClicktoInstallRate}$$

For example:

CPC for Bhojpuri keywords: ₹5

CVR from click to install: 25%

$$\text{CPI} = ₹5 / 0.25 = ₹20$$

**Note:** Dialect-specific keywords have less competition, hence CPC is assumed to be around ₹4-₹6.

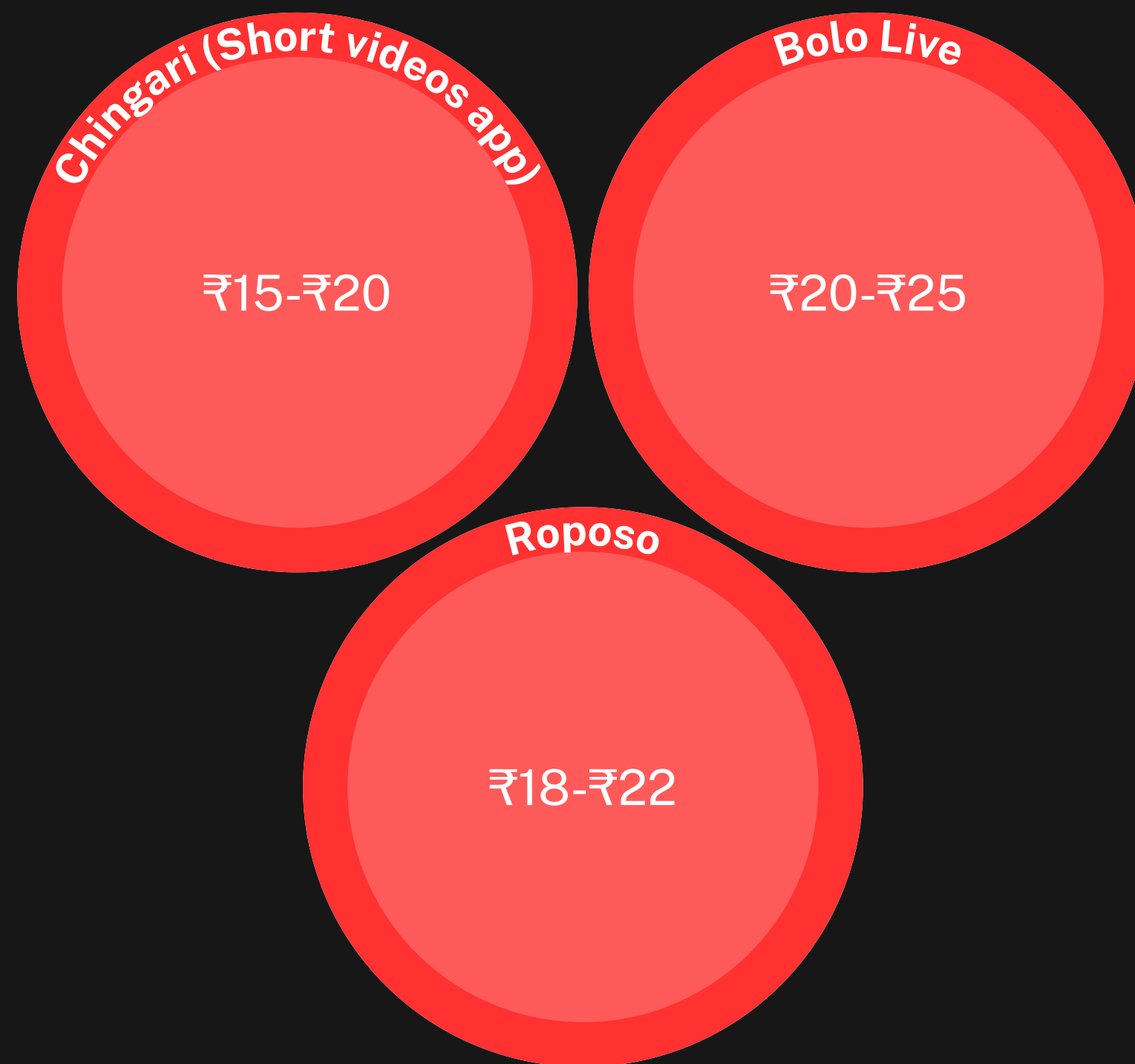


## Business KPI Alignment

- Stage.in is likely looking at **low CAC to drive mass installs in Bharat**, especially in dialect-first markets.
- App install is top-funnel, with expectation to get in-app free trial & later convert to subscription.
- **Assuming subscription conversion rate of 3% post install**, they might tolerate a CPI ceiling of ₹25 to ₹30 max.
- Our recommendation is conservative and efficient CPI of ₹18 to ₹25, ensuring maximum volume without burning budget on high-CPI searches.



## Historic Case Studies Reference (Similar Bharat OTTs)



Thus, Stage.in can realistically aim for ₹18-₹25 tCPI.

## Bidding Strategy

Campaign Name	Bidding Strategy	Target Cost per Install (₹)	Reason
Haryanvi OTT App - Haryana	tCPA - Maximize Install	25	Niche audience, slightly higher CPC, focused intent
Bhojpuri OTT App - Bihar & East UP	tCPA - Maximize Install	20	High affinity, larger base, efficient installs
Rajasthani OTT App - Rajasthan	tCPA - Maximize Install	20	Lower CPC + good CVR due to less competition
Desi Short Films OTT - Pan Bharat T2-4	Maximize Conversions (broad reach)	18	Volume game, large tier 2-4 audience, cheaper CPC



# Full Campaigns strategy



STAGE

Campaign 1: Haryanvi OTT App - Haryana

Ad Group Name	Focus	Daily Budget (₹)	Keywords	Ad Copy (RSA Example)
Haryanvi Web Series	Series seekers	25,000	"Haryanvi web series", "Haryana OTT app"	Dekho Haryana Ki Apni Kahaniyan. Stage App Install Karo.
Haryanvi Comedy Shows	Comedy lovers	25,000	"Haryanvi comedy", "Jaat comedy videos app"	Haryana Ki Sabse Funny Videos Ab App Par. Dekho Aaj Hi.
Jaat Stories OTT	Jaat community stories	25,000	"Jaat stories OTT", "Haryana desi kahaniyan"	Apni Jaat Ki Masti Aur Kahaniyan Sirf Stage.in Par.





STAGE

# Dashboard

Google Ads

Search for a page or campaign

Appearance

Refresh

Help

Notifications

841-361-4945

somyaandmadhavvlogs@gmail...

Create

Campaigns

Goals

Tools

Billing

Admin

Overview

Recommendations

Insights and reports

Campaigns

Campaigns

Ad groups

Ads

Experiments

Campaign groups

Assets

Audiences, keywords, and content

Change history

View (2 filters)

All campaigns

Campaigns (25)

Select a campaign

Filters: Campaign status: Enabled, Paused Ad group status: Enabled, Paused Add filter

Save

Overview

This month

May 1 - 13, 2025

Show last 30 days

+ New campaign

Download

Feedback

Impressions

0

Views

0

Avg. CPV

₹0.00

View rate

0.00%

2

1

0

May 1, 2025

May 13, 2025

Campaigns

Summary of how your campaigns are performing

	Cost	Views	View rate
Video views on yt-1	₹0.00	0	0.00%
reel 2	₹0.00	0	0.00%
Video views - 2023-10-13	₹0.00	0	0.00%

Billing

Balance as of May 13, 2025

-₹299.86

Payment due

You have no upcoming payments

Payment methods

Add a payment method

Add a payment method to keep your ads running

View billing

View statements and tax documents

Get the Google Ads mobile app

# Objective

What's your campaign objective?

## Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign.



### Sales

Drive sales online, in app, by phone, or in store



### Leads

Get leads and other conversions by encouraging customers to take action



### Website traffic

Get the right people to visit your website



### App promotion

Get more installs, engagement and pre-registration for your app



### Awareness and consideration

Reach a broad audience and build interest in your products or brand



### Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



### Create a campaign without guidance

You'll choose a campaign next

## Select a campaign type



### App

Drive downloads and grow engagement for your app

Select a campaign subtype [Learn more](#)

### ☒ App installs

Get new people to install your app

### ☐ App engagement

Get existing users to take actions in your app (Minimum 50K installs required)

### ☐ App pre-registration (Android only)

Get new users to pre-register for your app before launch



STAGE Films, Web-Series, Shows

[in stage](#) - STAGE Technologies Private Limited



The app hasn't yet launched in some locations. You can still create a campaign targeting these locations such that once the app launches in any of these locations, the campaign will start serving there.

## Campaign name

Stage\_App\_Promotion\_Haryana

Cancel

Continue




# Campaign Level

### Campaign settings

To reach the right people, start by defining key settings for your campaign

#### Mobile app



STAGE Films, Web-Series, Shows  
[in.stage](#) - STAGE Technologies Private Limited

#### Locations

Select locations for this campaign

☐ All countries and territories

☐ India

☒ Enter another location

Locations (1)

Haryana, India state

Enter a location to include or exclude

Advanced search

The app hasn't yet launched in some locations. You can still create a campaign targeting these locations such that once the app launches in any of these locations, the campaign will start serving there.

#### Location options

Include

☒ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)

☐ Presence: People in or regularly in your included locations

Exclude

☒ Presence: People in your excluded locations (recommended)

### Languages

Select the languages your customers speak

Start typing or select a language

Hindi

Based on your targeted locations, you may want to add these languages:

English

Add All

### Start and end dates

Start date

Jun 1, 2025

End date

None

☒ Jun 30, 2025

Your ads will continue to run unless you specify an end date.

Data feed

Attach a feed to improve targeting and enable ads that feature your feed items

Next

# Budget & Bidding

### Budget

Set your average daily budget for this campaign

₹ 25,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

### Bidding

What do you want to focus on? ⓘ

Install volume ▾

How do you want to track install volume? ⓘ

STAGE Films, Web-Series, Shows (Android) installs 2025-05-13T06:28:32.65  
Google Play

What kind of users do you want to target? ⓘ

All users ▾


☒ Set a target cost per install (optional)

Target cost per install

₹ 25.00

✔ This campaign will use the **Target CPA** bid strategy to help you get the most conversions at or below your budget. [Learn more](#)

### Focus new installs on



In-app activity      Install volume

This focus will optimize your bid to achieve the highest volume of new installs for your app. [Learn more](#)

The target cost per install is the average amount you'd like to spend each time someone installs your app or opens it for the first time. [Learn more](#)



# Ad Copy

## Headlines (up to 5) ?

फुल देसी मजा हरियाणा स्टाइल

24 / 30

घणे धांसू हरियाणवी सिरिज

21 / 30

Desi Stories, Haryana Style

27 / 30

Free Haryanvi Web Series

24 / 30

देख Stage ते हरियाणा री कहानी

27 / 30

## Descriptions (up to 5) ?

Stage एप पर देखो हरियाणा री असली कहानी अर देसी ड्रामा

50 / 90

फ्री में देख हरियाणवी सिरिज, देसी कलाकार अर धमाकेदार कहानी

52 / 90

घणा मजा सै हरियाणा री सिरिज में, डाउनलोड करो Stage एप

50 / 90

Swag se bharpur Haryanvi shows. Stage app par ab mau

59 / 90

Watch top Haryanvi web series & shows. Pure desi enter

75 / 90

## Images

Add up to 20 (recommended)

## Videos

Add up to 20 (recommended)



Edit

## HTML5

Add up to 20 (recommended)

## Promotions ?

Add promotions

## Advanced options

### App URL ?

Add a deep link to send people to a specific page in your app after they install (optional)

Enter or search for a deep link



प्रायोजित

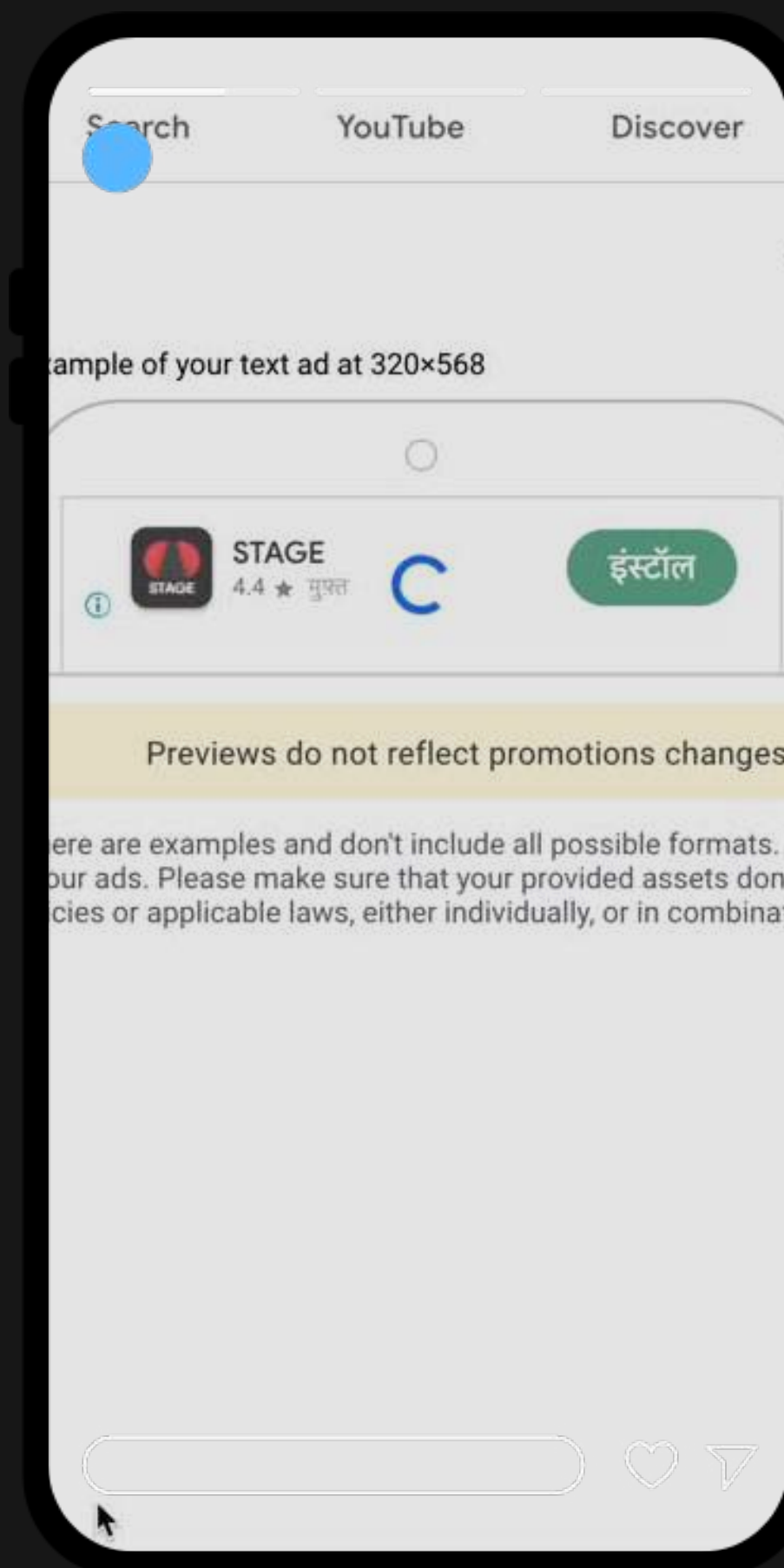


STAGE  
Google Play

## STAGE - फिल्मों और वेब सीरीज़ | Desi Stories, Haryana Style

फ्री में देख हरियाणवी सिरिज, देसी कलाकार अर धमाकेदार कहानी

 ऐप्लिकेशन इंस्टॉल करें



## Campaign 2: Bhojpuri OTT App - Bihar & East UP

Ad Group Name	Focus	Daily Budget (₹)	Keywords	Ad Copy (RSA Example)
Bhojpuri Web Series	Series seekers	30,000	"Bhojpuri web series", "Bhojpuri OTT app"	Bhojpuri Ke Dil Se Series Ab Stage.in Par. Install Now.
Bhojpuri Comedy Shows	Comedy seekers	25,000	"Bhojpuri comedy videos", "Desi Bhojpuri app"	Bihar Ki Masti, Bhojpuri Comedy Videos Dekho Stage.in Par.
Bhojpuri Folk Stories OTT	Folk & kahani seekers	15,000	"Bhojpuri kahaniyan app", "lok kahaniyan app"	Bhojpuri Ki Lok Kahaniyan Ab App Par. Dekho Aur Suno.
Bhojpuri Star Content	Celebrity fans	15,000	"Pawan Singh videos app", "Bhojpuri star app"	Pawan Singh Aur Bhojpuri Stars Ab Apke Phone Mein.



STAGE

### Campaign 3: Rajasthani OTT App - Rajasthan

Ad Group Name	Focus	Daily Budget (₹)	Keywords	Ad Copy (RSA Example)
Rajasthani Movies Online	Movie seekers	25,000	"Rajasthani movies app", "Marwari movies app"	Rajasthani Movie Dekho Stage.in Par. Ab Hindi Mein Bhi.
Marwari Web Series	Series & folk lovers	20,000	"Marwari web series app", "Marwari kahaniyan"	Marwari Kahaniyan Aur Series. Sab Kuch Stage App Par.
Rajasthani Comedy & Masti	Comedy-focused users	20,000	"Rajasthani comedy app", "Desi Rajasthani OTT"	Rajasthan Ki Masti, Comedy Ab Apke Saath. Dekho Free Mein.





## Campaign 4: Desi Short Films OTT - Pan Bharat (Tier 2-4)

Ad Group Name	Focus	Daily Budget (₹)	Keywords	Ad Copy (RSA Example)
Desi Short Films Hindi	Short film seekers	40,000	"desi short films app", "hindi short stories app"	Hindi Desi Kahaniyan Ab Stage App Par. Install Karo Aaj Hi.
Hindi Desi Series	Series watchers	30,000	"desi web series hindi", "desi stories OTT"	Apni Hindi Desi Series Dekho Sirf Stage.in Par.
Desi Stories App	Story seekers	20,000	"desi kahaniyan app", "desi stories in hindi"	Desi Kahaniyan Har Ghar Ki. Ab Dekho Apne Phone Mein.
App Install Generic	Branded + generic install	18,333	"stage.in app", "best desi OTT app", "OTT app install free"	Download Stage.in App. Bharat Ki Apni OTT. Free Dekho.

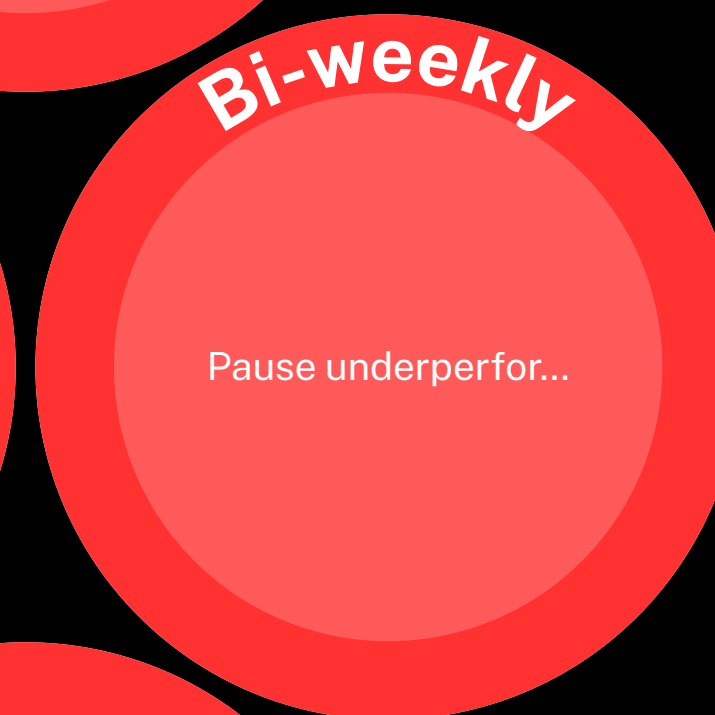
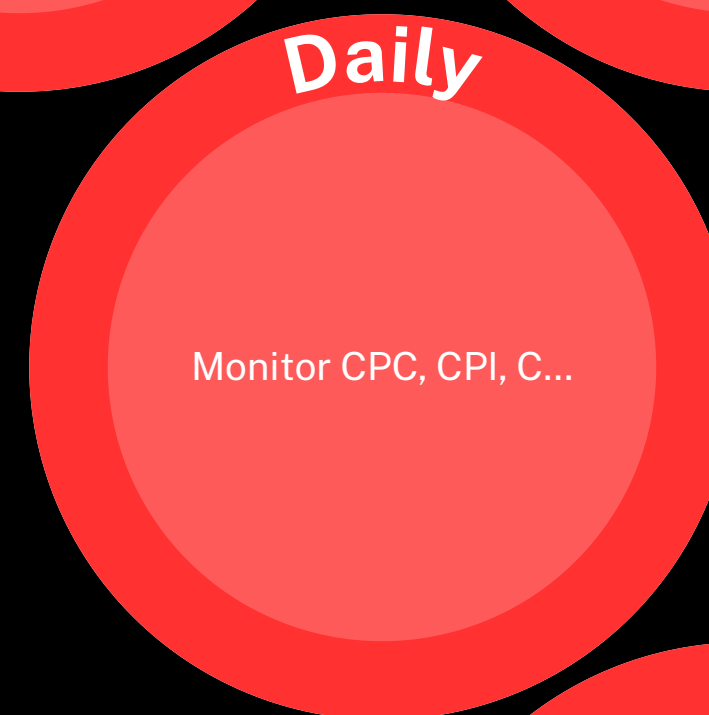
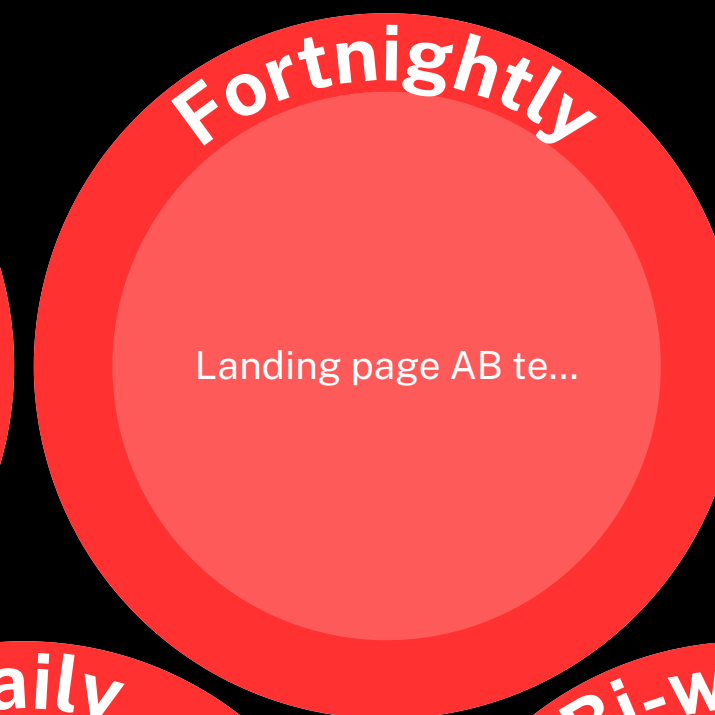
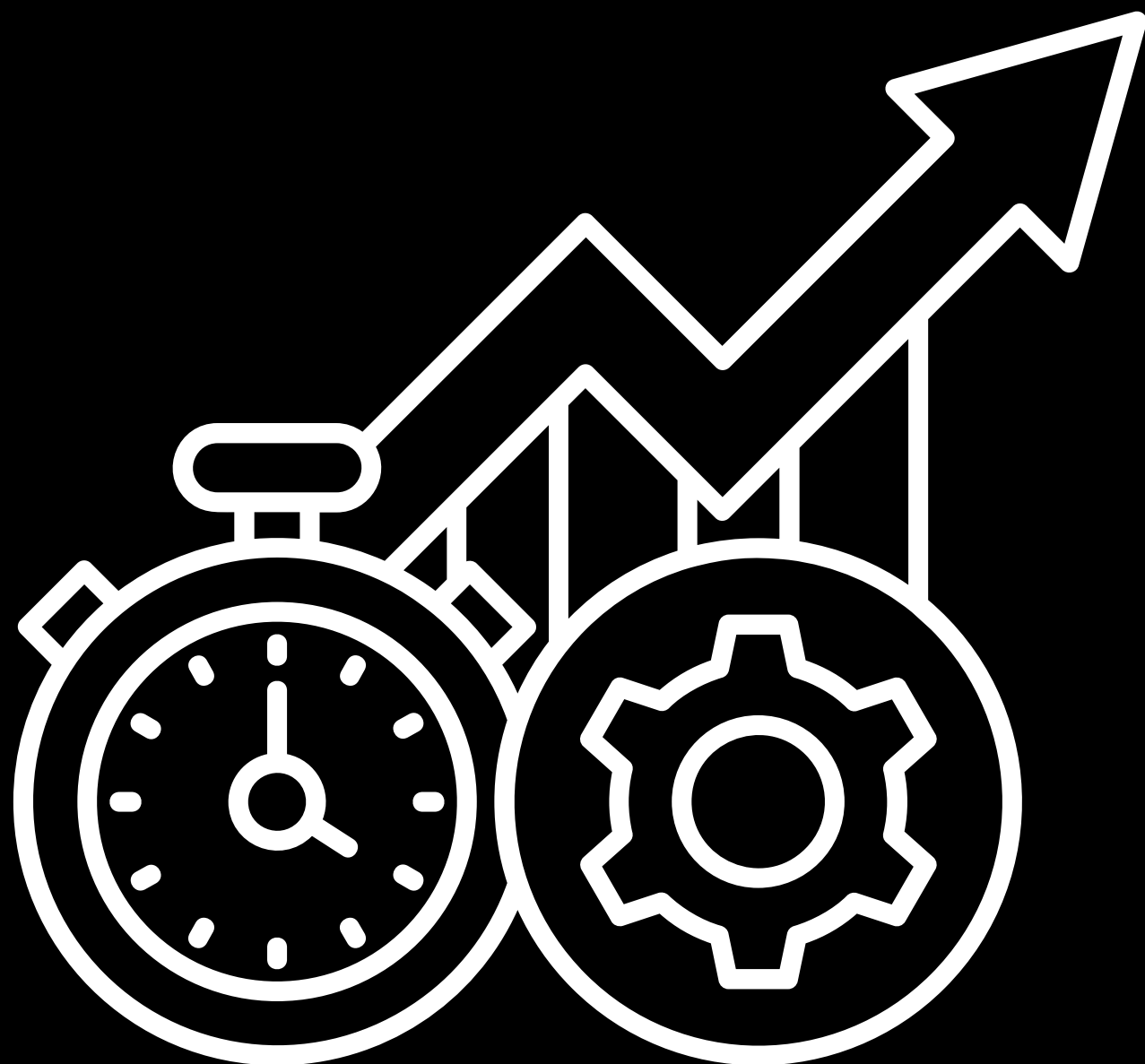


## Landing Page Mapping

Campaign Name	Landing Page
Haryanvi OTT App - Haryana	<a href="http://www.stage.in/haryanvi">www.stage.in/haryanvi</a>
Bhojpuri OTT App - Bihar & East UP	<a href="http://www.stage.in/bhojpuri">www.stage.in/bhojpuri</a>
Rajasthani OTT App - Rajasthan	<a href="http://www.stage.in/rajasthani">www.stage.in/rajasthani</a>
Desi Short Films OTT - Pan Bharat T2-4	<a href="http://www.stage.in/desi">www.stage.in/desi</a>



## Measurement & Optimization Plan



## **Key Success KPIs:**

- **Target Install Volume: ~4-5 lakh installs/month at blended CPI of ₹20-25.**
- **CTR target: >5%**
- **Conversion Rate (click to install): >15%**
- **Subscription rate post install: >3%**



# Content Calender





# STAGE



## Week 1 (Day 1-7): Launch & Data Collection Phase

Date	Activity	Focus
Day 1	Launch all campaigns & ad groups with 3-4 Responsive Search Ads each	Aggressive branded + generic keywords
Day 2-3	Monitor CTR, CPC, Conversion Rate, install rate by region, device	Collect baseline data, spot early trends
Day 4	Pause lowest CTR headlines/descriptions per ad group	Optimize towards best performing variants
Day 5-7	Negative keywords identification phase	Remove waste clicks (e.g., OTT competitors keywords)
Day 7	Report 1: Top 5 keywords, top 3 ads per ad group	Create data-backed plan for week 2



# STAGE



## Week 2 (Day 8-14): Aggressive Push + Regional Boost Phase

Date	Activity	Focus
Day 8	Launch Dialect-specific festival-based ads for Bhojpuri & Haryanvi	Example: "Desi Holi Masti Dekho Stage.in Par"
Day 9-10	Launch new headlines using local dialect words	Example: Use 'Dekho', 'Apni', 'Jaat', 'Bhaiya', 'Mhari'
Day 11	Device level bid adjustments - Higher for mobile & Tier 3 cities	Reduce CPC wastage
Day 12-14	AB Test new landing page variants (dialect-specific page vs. app store link)	Find best converting experience
Day 14	Report 2: Top dialect & region combinations, install funnel insights	Geo-budget reallocation recommendation



## STAGE



### Week 3 (Day 15-21): Mid Campaign Acceleration & Weekend Spike Strategy

Date	Activity	Focus
Day 15	Launch weekend-centric high urgency ad copies: "Desi Weekend Kahaniyan Abhi Dekho Stage.in Par"	Capitalize on weekend higher traffic
Day 16	Launch celebrity & genre-centric ad copy (e.g., "Pawan Singh Ki Nayi Series Dekho Ab")	Leverage Bhojpuri & Haryanvi content pull
Day 17-18	Launch new ad group based on top trending keywords from Week 2 Search Term Report	Target emerging intent-based queries
Day 19	Launch new localized callout extensions (e.g., "Har Ghar Ki Kahaniyan", "Apni Bhasha Mein")	Improve Ad Rank & CTR
Day 20	Device level bid re-optimization - Allocate higher bids on mobile & Android	Maximize installs where CVR is higher
Day 21	Report 3: Mid campaign performance review - Best ad copy themes, keyword groups, geo-device performance	Data-backed optimization for Week 4 push



# STAGE



## Week 4 (Day 22-30): Retention + Aggressive Closures Phase

Date	Activity	Focus
Day 22	Rollout retargeting campaign (on Google Search for existing installers to drive subscription intent keywords)	Increase ROI from install to subscription
Day 23-25	Launch "Last Chance" style ad copies e.g., "Dekho Desi Series Abhi Nahi Toh Kab"	Push urgency in copy
Day 26	Boost best performing campaigns with extra ₹5-7 lakh reallocations (from underperformers)	Push hard in final 5 days
Day 27-28	Festive final push (aligned to regional festivals if any)	Final high CTR ads
Day 29-30	Final report generation, insights, learnings, and next month planning	Post-mortem & data-backed next month plan

# Sources

Create a Search campaign - Google Ads Help

Determine a bid strategy based on your goals - Google Ads Help

Measure traffic to your website - Google Ads Help

## Tools Used to Validate Data

Google Keyword Planner (India location & Hindi/Bhojpuri/Haryanvi language filter)

SEMrush India CPC data

Appsflyer CPI calculator (<https://www.appsflyer.com/resources/tools/cpi-calculator/>)

## Google's official reports:

"Google India App Growth Playbook 2023"

Google Premier Partner webinars (2024 App Install Insights shared by Google teams)

Google's Think with Google India insights ([Tools Used to Validate Data](#)

[Google Keyword Planner \(India location & Hindi/Bhojpuri/Haryanvi language filter\)](#)

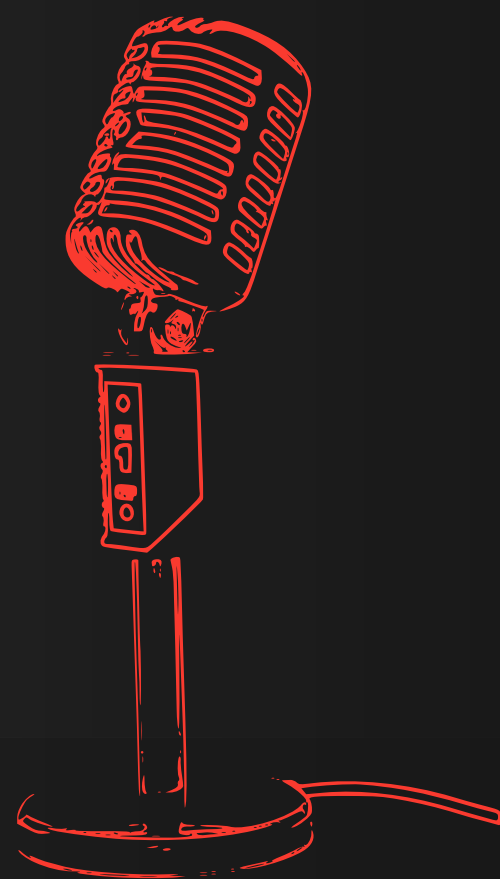
[SEMrush India CPC data](#)

[Appsflyer CPI calculator \(<https://www.appsflyer.com/resources/tools/cpi-calculator/>\)](#)





# THANKS



STAGE.IN