

# GOOGLE ADS

- LAVANYA



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### **BRAND INTRO**

Botanical Bliss is a premium organic hair care brand offering 100% natural, eco-friendly solutions. Our dualbenefit hair serum promotes growth and shine, using ethically sourced, chemical-free ingredients. Committed to sustainability and purity, we empower individuals to natural beauty while supporting green embrace initiatives with eco-friendly packaging. Suitable for all hair types, our products deliver visible results for radiant, healthy hair.



### DISPLAY ADS

Display ads are visually engaging ads designed to boost brand visibility and drive traffic to your website. Using images, videos, and targeted placements across websites and apps, they attract users and encourage clicks.

### GOAL:

Increase website visits and generate more traffic effectively.



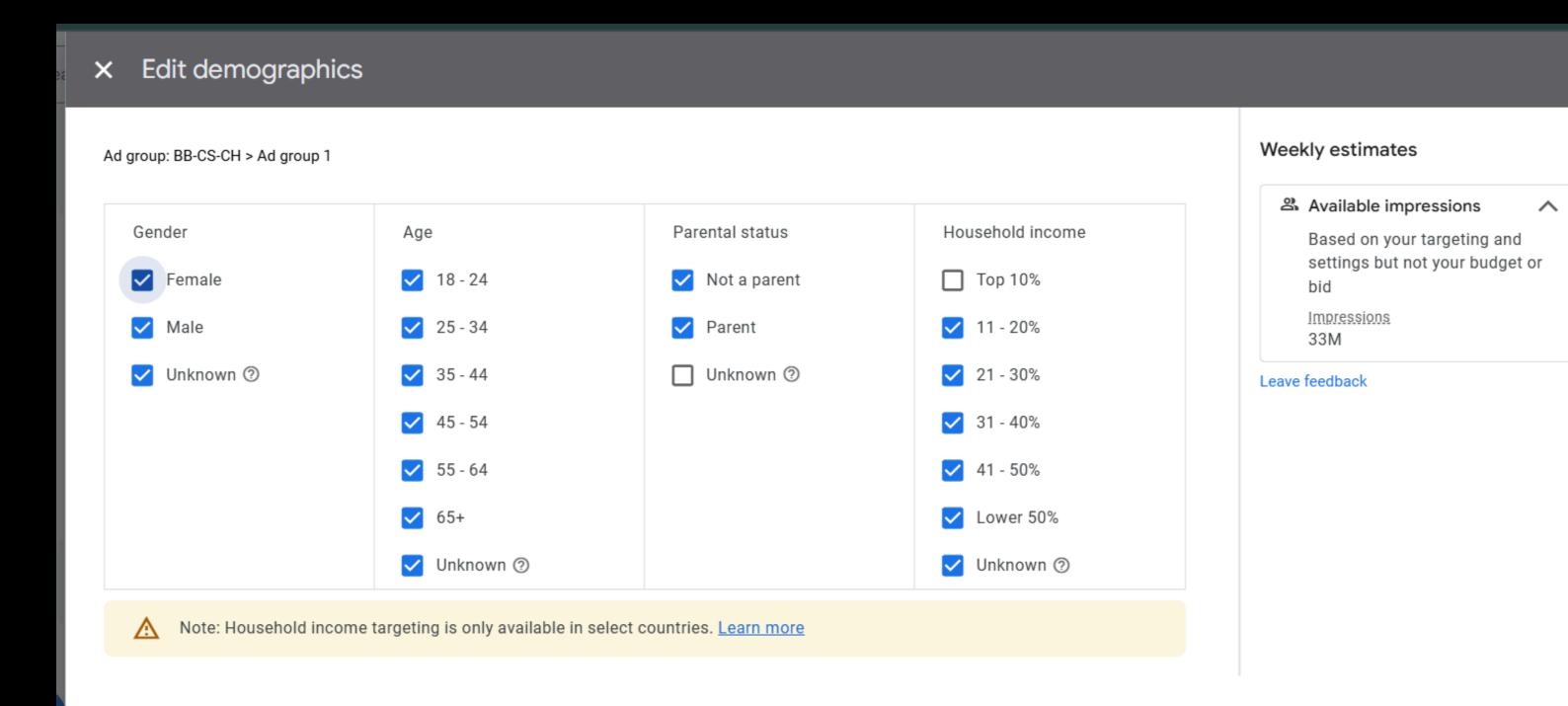
BIDDING STRATEGY	CAMPAIGN TARGETING
Display Ads - Maximize conversions	<ul><li>Language - English</li><li>Location - chennai</li></ul>



## KEYWORDS USED

	Α	В	С	D	Е	F
1	Keyword <del>=</del>	Avg. monthl =	Competition $\overline{=}$	Competition <del>=</del>	Top of page =	Top of page =
2	organic hair seru	500	High	100	2.21	36.90
3	hair serum	500000	High	100	2.24	33.83
4	natural hair seru	5000	High	100	1.83	38.18
5	hair growth hair :	500	High	100	7.25	37.72
6	organic hair trea	500	High	96	16.01	71.44
7	hair growth seru	50000	High	100	8.42	49.37
8	best hair growth	50000	High	100	4.86	40.10
9	hair growth seru	5000	High	100	5.48	35.35
10	scalp serum	5000	High	100	2.70	31.15
11	hair regrowth se	5000	High	100	7.73	38.78
12	natural hair grow	500	High	100	9.61	47.54
13	hair thickening s	5000	High	100	2.67	33.72
14	anti frizz serum	500	High	100	2.41	27.01
15	best hair growth	5000	High	100	2.56	29.59
16	scalp serum for I	5000	High	100	4.12	32.53
17	hair serum for m	50000	High	100	1.57	27.40
40	,. , .	F000	112.1	100	0.00	00.40

## TARGET AUDIENCE TO



## AUDIENCE SEGMENTS 200



### Edit audience segments

Ad group: BB-CS-CH > Ad group 1

Select audience segments to add to your ad group. You can create new segments in Audience Manager.

Targeting (recommended)

Narrow the reach of your ad group to the selected segments, with the option to adjust the bids

Observation ②

Don't narrow the reach of your ad group, with the option to adjust the bids on the selected segments

Search Browse		14 selected	
Q Try "in a relationship"		Detailed demographics	Â
Natural Hair Care  Natural Hair Products	-	Education Current University Students	8
Hair Care (S	-	Marital Status In a relationship	$\otimes$
Shoppers ()	-		
Hair Care Products ()	-	Married	$\otimes$
All visitors (Google Ads)	-	Marital Status Single	$\otimes$
✓ Married ⑤	-		

#### Weekly estimates

#### Available impressions

Based on your targeting and settings but not your budget or bid

Impressions 33M

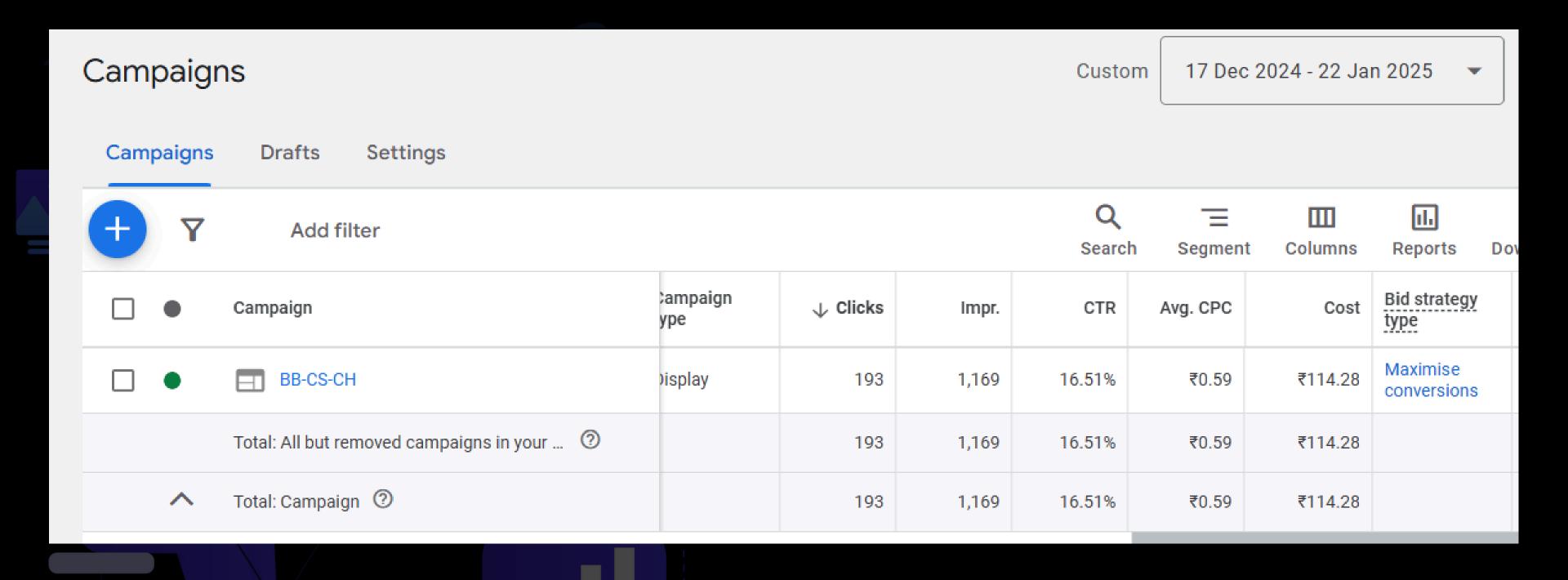
0 since last update

Leave feedback

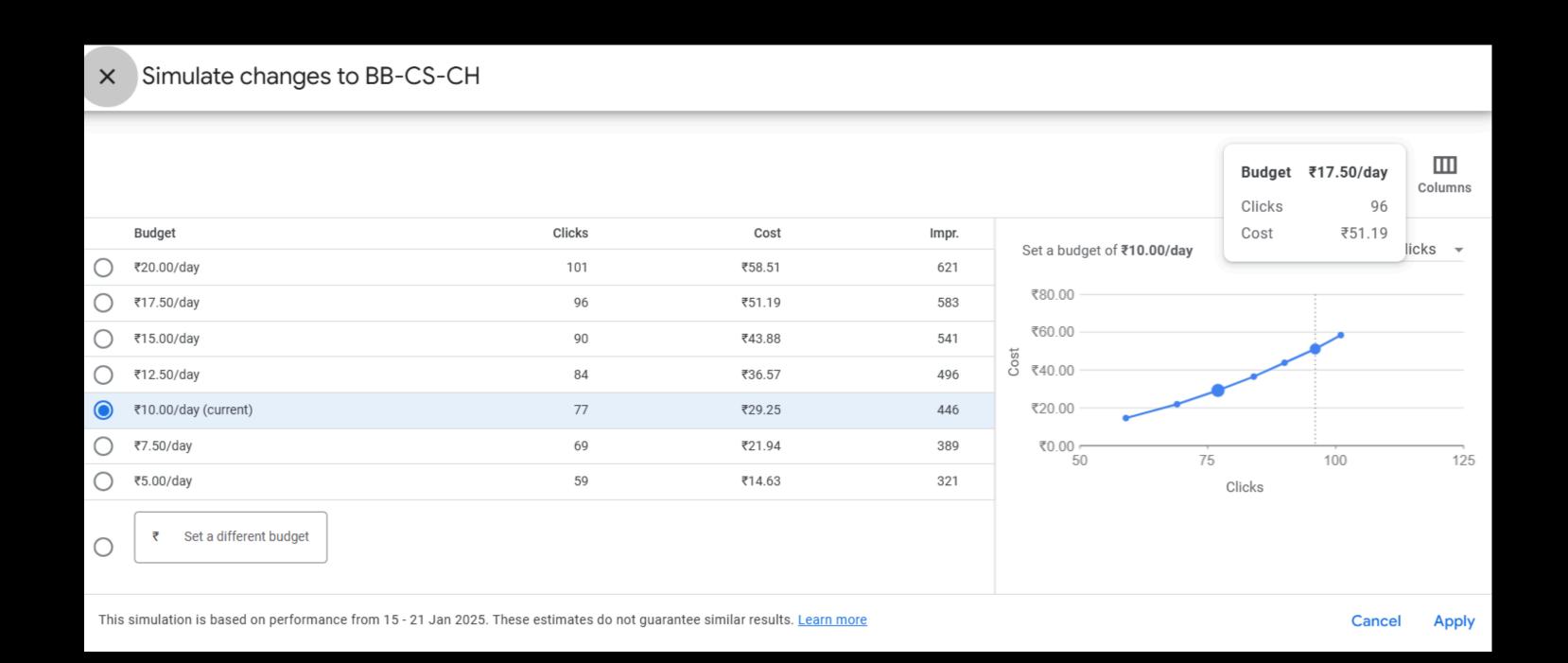
Activate Windows

Go to Settings to activate Windows.

## **ADS REPORT**



## ESTIMATION ON CURRENT BUDGET





# THANK YOU

