



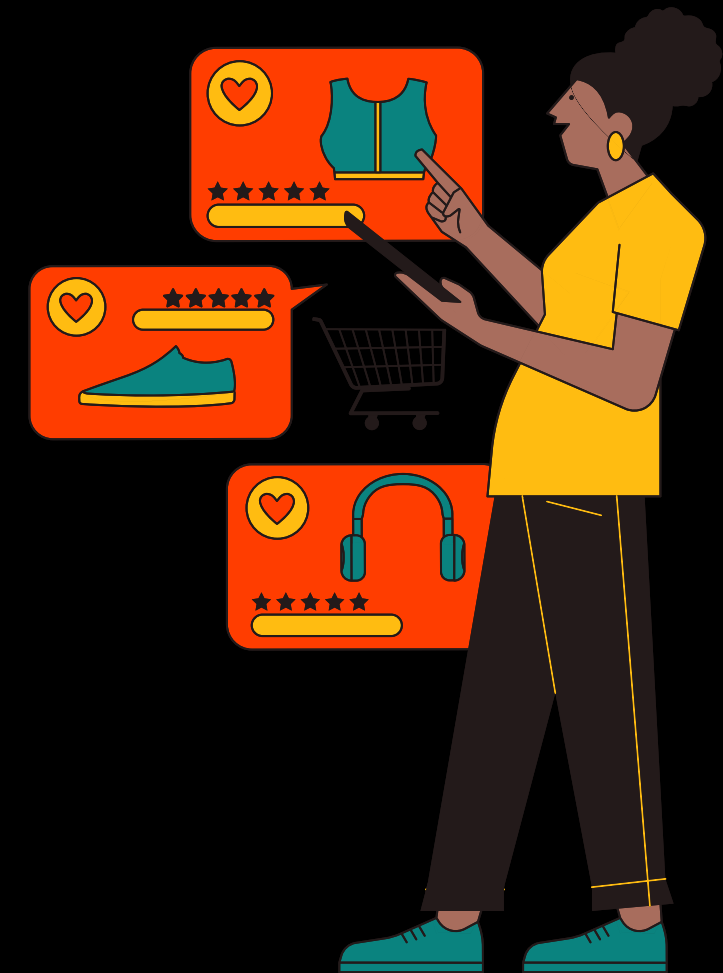
GOOGLE ADS

- LAVANYA



AGENDA

- BRAND INTRO
- CAMPAIGNS
- DISPLAY ADS
- TARGET AUDIENCE
- AUDIENCE SEGMENTS
- BIDDING STRATEGY



BRAND INTRO

Botanical Bliss is a premium organic hair care brand dedicated to revolutionizing hair care with 100% natural and eco-friendly solutions. Our mission is to enhance hair health by offering a dual-benefit hair serum that promotes growth and shine, crafted from ethically sourced, chemical-free ingredients. With a commitment to sustainability, purity, and customer satisfaction, Botanical Bliss empowers individuals to embrace their natural beauty confidently while supporting green initiatives with eco-friendly packaging. Suitable for all hair types, our products deliver visible results, making us the ultimate choice 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.



TARGET AUDIENCE

✕ Edit demographics

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

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35 - 44	<input type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ?		<input checked="" type="checkbox"/> Unknown ?

⚠️ Note: Household income targeting is only available in select countries. [Learn more](#)

Weekly estimates

👤 Available impressions ^

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

Impressions
33M

[Leave feedback](#)

Save demographics Cancel

Activate Windows
Go to Settings to activate Windows.

AUDIENCE SEGMENTS

Google Ads

Search

Campaigns and reports

Campaigns

Campaigns

Ad groups

Ads

Experiments

Assets

Audiences, keywords and content

Audiences

Content

Change history

×

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

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

SearchBrowse

14 selected

Try "in a relationship"

☒ Natural Hair Care

☒ Natural Hair Products

☒ Hair Care

☒ Shoppers

☒ Hair Care Products

☒ All visitors (Google Ads)

☒ Married

Education

Current University Students

Marital Status

In a relationship

Marital Status

Married

Marital Status

Single

Weekly estimates

Available impressions

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

Impressions

33M

0 since last update

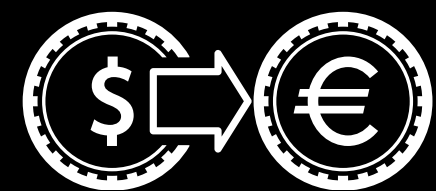
[Leave feedback](#)

Activate Windows

Go to Settings to activate Windows.



BIDDING STRATEGY



DISPLAY ADS - MAXIMIZE CONVERSIONS

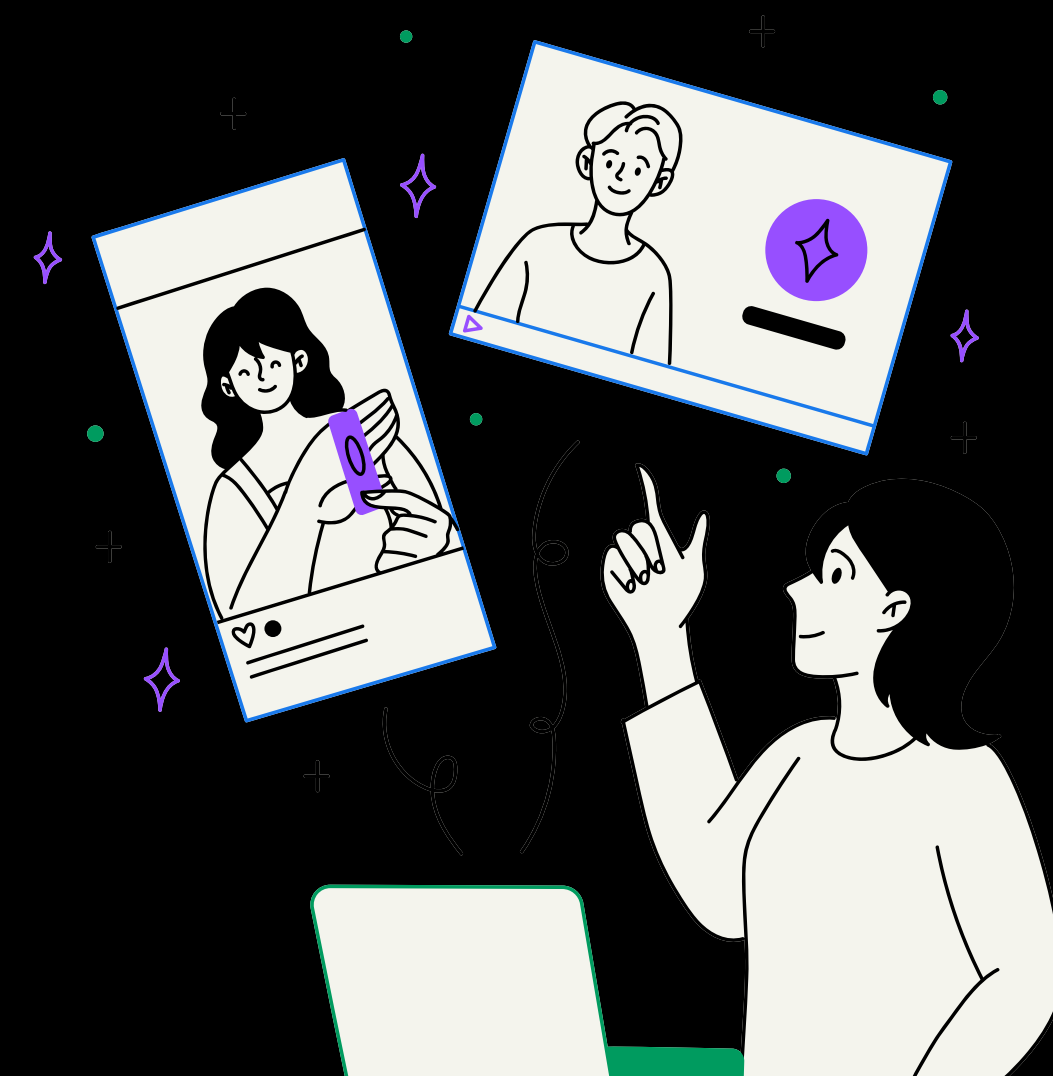
CAMPAIGN TARGETING

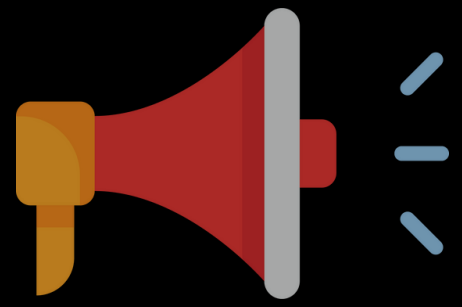


LOCATION - CHENNAI



LANGUAGE - ENGLISH





PREVIEW ADS

LINK - URL



THANK YOU

