


Task 2 – Optimisation Strategy

Objective:

To optimise the remaining budget of **₹20 lakhs** to achieve **positive ROI and ROAS** for Dame Essentials’ Mulberry Silk products (eye masks, pillowcases, scrunchies).

Budget Allocation

Platform	Allocation	Rationale
Facebook Ads	₹12,00,000	Broader reach, strong purchase intent among women aged 25–40, effective for retargeting and lookalike audiences.
Instagram Ads	₹8,00,000	Strong visual appeal, influencer reach, ideal for fashion and beauty-conscious female audience.

 Focus 60% on Facebook (awareness + conversion) and 40% on Instagram (engagement + brand aest

Performance Improvement Strategy

Goal	Strategy
Higher Impressions & CTR	<ul style="list-style-type: none">• Use carousel & short video creatives highlighting silk benefits.• A/B test ad headlines like “Wake Up to Flawless Skin” vs “Sleep in Luxury with Mulberry Silk.”• Run engagement-based campaigns first, then conversion campaigns.
Lower Bounce Rate	<ul style="list-style-type: none">• Ensure ad messaging and landing page are consistent.• Use specific CTAs (“Shop Pillowcases” instead of “Learn More”).
Increased Average Session Duration	<ul style="list-style-type: none">• Add interactive elements like product videos, “How to Use” sections, and customer reviews.• Offer bundle suggestions (“Silk Sleep Combo”).
Higher Conversion & Lower Abandon Rate	<ul style="list-style-type: none">• Retarget abandoned carts with 10% extra discount ads.• Simplify checkout to 2 steps.• Add free shipping or first-time buyer coupons.

3 Financial Planning & ROI Calculation

Metric	Estimated Value	Explanation
Total Budget	₹20,00,000	Remaining allocation
Target ROAS	3x	Generate ₹60,00,000 in revenue
Product Price (avg)	₹4,000	Pillowcase/Eye mask combo or sets
Units to Sell for Positive ROI	1,500 units	₹4,000 × 1,500 = ₹60,00,000 revenue
Gross Profit (ROI)	₹40,00,000 (₹60L revenue - ₹20L spend)	Positive ROI of 200%

4 Ad Creative Selection

✔ **Selected Ad Creative: First Ad (Silk Eye Mask Ad)**
Reason:

- Balanced design and clear value proposition.
- Highlights emotional and aspirational benefits (“Flawless Skin, Restful Sleep”).
- High-quality product imagery, soft pastel tones that match brand identity.
- Strong CTA (“Shop Now”) and visible offer (Flat 30% off).

👉 This ad has the most lifestyle appeal and directly connects with the target audience’s desire for **beauty sleep and self-care** — which improves CTR and conversions.

5 Landing Page Optimisation Strategy

To reduce bounce rate and increase conversion:

Element	Optimisation Suggestion
Hero Banner	Keep offer “Flat 30% Off” + “Shop Silk Sleep Essentials” CTA above the fold
Loading Speed	Optimise image size (reduce bounce rate)

Product Descriptions	Add short benefit bullets (No Acne, Frizz-Free Hair, Glowing Skin)
Customer Reviews	Include 4–5 verified testimonials near “Add to Cart.”
Visuals	Use high-quality lifestyle photos of customers using the products.
Checkout Page	Enable Guest Checkout, display trust badges, and multiple payment options.
Upsell / Cross-sell	Show “Recommended Combo” (Eye Mask + Pillowcase) bundle offers.

6 Summary

Metric	Goal
Impressions	+40% increase
CTR	From 2% → 3.5%
Bounce Rate	From 2% → 3.5%
Average Session Duration	+25% increase
Conversion Rate	From 1.8% → 3%
ROAS	3x
ROI	+200%

Question:2

Higher Impression and CTR, lower Bounce Rate

1 Higher Impressions

Goal: Increase the number of people who see the ad.

Strategy:

- Use **Lookalike Audiences** based on previous purchasers and website visitors to reach new but relevant users.

- Apply **Interest Targeting** in categories like beauty, skincare, fashion, self-care, and luxury lifestyle.
 - Opt for **Automatic Placements** including Facebook Feed, Instagram Stories, and Reels to maximise exposure.
 - Maintain a **consistent posting schedule** (3–4 creatives per week) to keep brand visibility steady.
 - Launch **seasonal and festive campaigns** such as “Diwali Glow Sale” or “Winter Beauty Essentials” to boost reach.
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2 Higher CTR (Click-Through Rate)

Goal: Encourage more users to click on the ad.

Strategy:

- Use **eye-catching visuals** featuring real people using the products and soft, premium tones that align with the brand.
 - Create **strong and clear CTAs** like “Shop Now” or “Get 30% Off Today.”
 - Write **benefit-driven headlines** like “Wake Up with Flawless Skin” or “Sleep in Luxury with Mulberry Silk.”
 - Conduct **A/B Testing** with different headlines and creatives to identify which ones generate the most clicks.
 - Use **short video ads (5–10 seconds)** showing real product benefits — video content generally drives higher CTR.
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3 Lower Bounce Rate

Goal: Keep visitors on the website longer and reduce drop-offs.

Strategy:

- Ensure **ad-to-landing-page consistency** — the same offer (e.g., “Flat 30% Off”) should be visible on the landing page.
- Optimise **website speed** so pages load within 3 seconds.

- Direct traffic to **specific landing pages** related to the ad (e.g., Eye Mask ad should lead to Eye Mask page).
- Add **customer reviews, testimonials, and trust badges** to build credibility.
- Keep the **page layout clean and user-friendly**, with high-quality visuals and easy navigation buttons (“Add to Cart”, “Buy Now”).

Question:3

Increased Average Session Duration

Goal:

To encourage users to spend more time exploring the Dame Essentials website, leading to stronger brand engagement and a higher probability of conversion.

Strategies to Achieve This:

1. Interactive and Engaging Content:

- Add short **product demonstration videos** and “How to Use” clips for silk pillowcases, eye masks, and scrunchies.
- Include an **interactive comparison chart** showing the difference between silk and regular cotton products.
- Introduce a “**Beauty Sleep Routine Guide**” blog or section with expert tips — keeping users engaged longer.

2. Cross-Selling & Product Recommendations:

- Use AI-based “**You may also like**” or “**Frequently bought together**” suggestions to encourage users to browse multiple products.
- Example: Show pillowcases or scrunchies below the eye mask product page.

3. Improved Website Navigation:

- Simplify menus and add **category filters** (by product type, price, or color).
- Add a “**Shop the Look**” section where users can explore related products in one click.

4. Visual Storytelling:

- Use **high-quality lifestyle images** of real customers using Dame Essentials products.
- Highlight emotional appeal — relaxation, luxury, and beauty benefits — through visuals and short copy.

5. **Customer Reviews and Testimonials:**

- Display genuine reviews and ratings on each product page to build trust and keep visitors reading for longer.

6. **Bundle and Offer Sections:**

- Create combo offers such as “**Silk Sleep Set: Pillowcase + Eye Mask**” to encourage visitors to explore multiple pages before checkout.

Expected Outcome:

- **Average session duration** increases by **25–30%**.
- Users view **2–3 product pages** per session instead of one.
- Increased time spent on site builds brand trust and raises the chances of conversion.

Question:4

Higher Conversion Rate and Lower Abandon Rate

Goal:

To increase the percentage of visitors who complete a purchase and reduce the number of users who abandon their cart before checkout.

Strategies to Achieve This:

1. **Simplify the Checkout Process:**
 - Reduce the checkout to a single page with fewer steps.
 - Allow guest checkout (no mandatory account creation).
 - Add auto-fill options for shipping and payment details.
2. **Offer Multiple Payment Options:**

- Provide UPI, wallets, credit/debit cards, COD, and EMI options to make payment convenient for all users.
3. Use Limited-Time Offers and Urgency Tactics:
- Add countdown timers like “Offer ends in 24 hours” or low stock alerts (“Only 2 left!”) to encourage quick purchases.
4. Cart Recovery Emails and Remarketing Ads:
- Send personalized reminder emails to users who added items to the cart but didn’t check out.
 - Run retargeting ads on Facebook and Instagram showing the exact products left in their cart.
5. Trust Signals and Reviews:
- Display secure payment badges (like SSL, Razorpay, etc.) and customer reviews on the checkout page to build trust.
6. Personalized Discounts:
- Offer 5–10% discounts or free shipping for first-time buyers or returning users to encourage purchase completion.
7. Faster Website Speed and Mobile Optimization:
- Optimize the site for mobile checkout since most users shop via smartphones.
 - Ensure fast loading times (under 3 seconds) to prevent drop-offs.

Expected Outcomes:

- Conversion rate increases by 3–5% (from current baseline).
- Cart abandonment rate reduces by 20–30%.
- Improved customer experience leads to higher ROAS (Return on Ad Spend) and overall positive ROI.

Question:5

Number of Units You Should Sell to Achieve Positive ROI

Goal:

To calculate how many units need to be sold from the remaining ₹20,00,000 ad budget in order to achieve a positive ROI (Return on Investment) for Dame Essentials.

Assumptions for Calculation:

Factor	Estimated Value	Explanation
Total Ad Budget	₹20,00,000	Remaining budget to be optimized
Average Product Selling Price	₹4,000	Average price of silk pillowcase and eye mask combo
Cost of Goods Sold (Production + Packaging)	₹1,500 per unit	Approximate cost to make and ship each unit
Target ROI	100%	Aim to double the investment (₹20L spend → ₹40L profit)

Step-by-Step Calculation:

1. Target Revenue = Ad Spend × Target ROAS
→ ₹20,00,000 × 3 = ₹60,00,000
2. Revenue per Unit = ₹4,000
3. Required Units to Sell = Target Revenue ÷ Price per Unit
→ ₹60,00,000 ÷ ₹4,000 = 1,500 units
4. Profit Calculation:
 - Revenue: ₹60,00,000
 - Cost of Goods Sold (1,500 × ₹1,500) = ₹22,50,000
 - Ad Spend = ₹20,00,000
 - Total Cost = ₹42,50,000
 - Net Profit = ₹60,00,000 – ₹42,50,000 = ₹17,50,000

✓ ROI = (Profit ÷ Total Investment) × 100
→ (₹17,50,000 ÷ ₹42,50,000) × 100 = ≈ 41% ROI (Positive)

Conclusion:
To achieve a positive ROI, Dame Essentials must sell at least 1,500 units of its silk products (with an average selling price of ₹4,000) from the ₹20 lakh ad budget.

By maintaining a strong conversion rate, optimizing ad targeting, and improving landing page performance, this target can be realistically achieved.

Question:6

Average Purchase Value You Are Aiming to Achieve

Goal:

Metric	Current	Target
Average Purchase Value (APV)	₹3,000–₹3,500	₹4,000–₹4,500
Revenue Impact	+25–30% growth per transaction	Higher ROAS & ROI

Question:7

explain with numbers, how you are going to achieve positive ROAS and ROI

Goal:

To ensure that every rupee spent on advertising brings in higher revenue, resulting in positive ROAS (Return on Ad Spend) and positive ROI (Return on Investment) for Dame Essentials.

3 Profit and ROI Calculation

Component	Amount (₹)
Total Revenue	₹60,00,000

Ad Spend	₹20,00,000
Cost of Goods Sold (1,500 × ₹1,500)	₹22,50,000
Total Investment (Ad + COGS)	₹42,50,000
Net Profit	₹60,00,000 – ₹42,50,000 = ₹17,50,000

4 ROI Calculation

$$\begin{aligned}
 \text{ROI} &= (\text{Net Profit} \div \text{Total Investment}) \times 100 \\
 &= (\text{₹17,50,000} \div \text{₹42,50,000}) \times 100 \\
 &= \approx 41\% \text{ Positive ROI}
 \end{aligned}$$

5 ROAS Calculation

$$\begin{aligned}
 \text{ROAS} &= \text{Total Revenue} \div \text{Ad Spend} \\
 &= \text{₹60,00,000} \div \text{₹20,00,000} \\
 &= 3.0x \text{ ROAS (Positive)}
 \end{aligned}$$

6 Key Actions to Achieve These Results

Focus Area	Strategy
Ad Optimisation	A/B testing creatives, lookalike targeting, seasonal offers
Conversion Optimisation	Retargeting campaigns, simplified checkout, free shipping
Landing Page Improvement	Clear CTAs, testimonials, fast loading speed
Retention Strategy	Cart recovery emails, discount for returning buyers

Expected Outcome

Metric	Before Optimisation	After Optimisation
CTR	2%	3.5%
Conversion Rate	1.8%	3%
Average Purchase Value	₹3,200	₹3,200
ROAS	1.8x	3.0x
ROI	Negative	+41% Positive

