

Task 2 – Optimisation Strategy

Explain how you are going to achieve the following :-

A) Budget Allocation (Remaining ₹20,00,000)

Platform	Objective	Allocation	Budget (₹)	Reason
Facebook	Awareness + Retargeting	55%	₹11,00,000	Broader audience base, effective ad placement options, strong retargeting features, and high CTR for luxury lifestyle categories.
Instagram	Engagement + Consideration	45%	₹9,00,000	Perfect for aesthetic visuals, influencer collaborations, and storytelling through Reels that attract the beauty-conscious audience.

B) Higher Impression and CTR, Lower Bounce Rate

Tactics	Implementation Strategy
Audience Refinement	Use Custom Audiences (add-to-cart users, repeat visitors) and Lookalike Audiences (top 5% customers). Exclude existing customers from awareness ads.
Creative Optimization	Create 10–15 sec Reels showing real product usage, customer reviews, and influencer testimonials to build trust.
Frequency Control	Maintain 2–3 impressions per user weekly to avoid ad fatigue.
Ad Copy Strategy	Use emotional yet concise hooks like “Luxury that loves your skin — even while you sleep.”
Landing Page Optimization	Use direct product links (not homepage) and add quick-buy CTA buttons to reduce user drop-offs.

Expected Outcome:

CTR ↑ from 1.7% → 3.8%

Bounce Rate ↓ from 58% → 38%

C) Increased Average Session Duration

Methods	Optimization Techniques
Interactive Content	Add “Quick View” pop-ups and “Shop the Look” sections.
UGC & Video Reviews	Embed short testimonial videos and influencer reels on product pages.
Scrolling Engagement	Add FAQs, benefits, and “You may also like” sections to keep visitors scrolling.

Expected Outcome:

Average Session Duration ↑ from 45 sec → 1 min 40 sec

D) Higher Conversion Rate and Lower Abandon Rate

Optimization Technique	Execution Plan
Retargeting Campaigns (₹3L)	Target users who viewed or added to cart but didn't purchase; offer limited-time 10% discounts.
Trust Building Elements	Display “100% Pure Mulberry Silk”, Free Shipping & Hassle-Free Returns badges.
Simplified Checkout	Enable guest checkout, 1-step form, express payments (UPI, Apple Pay, GPay).
Automation	Use WhatsApp & Email remarketing to recover abandoned carts and upsell related products.

Expected Outcome:

Conversion Rate ↑ from 1.3% → 3.2%

Cart Abandon Rate ↓ from 68% → 44%

E) Number of Units to Sell to Achieve Positive ROI

- Assumptions:

Metric	Value
Average Product Price	₹4,800
Gross Margin	58%
Ad Spend	₹20,00,000
Conversion Rate	3.2%
Traffic Planned	95,000 clicks (CPC ₹21)

- Calculations:

Metric	Value
Total Sales (3.2% of 95,000)	3,040 units
Revenue ($3,040 \times ₹4,800$)	₹1.46 Cr
Gross Profit (58% of ₹1.46 Cr)	₹84.68 L
Ad Spend	₹20 L
Net ROI	$(₹84.68L - ₹20L) / ₹20L = +223\% \text{ ROI}$
ROAS	₹1.46 Cr / ₹20L = 7.3x ROAS

F) Average Purchase Value & ROI Explanation

Metric	Value / Goal	Explanation
Average Order Value (AOV)	₹4,800–₹5,200	Encouraging combo product sales through bundle offers and discounts.
Positive ROI Strategy	7.3x ROAS	Achieved through retargeting ads, influencer content, and improved checkout conversion.

G) Which Ad Creative Are You Going to Select & Why

Selected Ad: Ad Creative #2 – Lifestyle + Product Usage Hybrid

Reason for Selection	Explanation
Strong Visual Appeal	Shows the product in use — relatable, emotional, and aspirational.
High Engagement Potential	Performs better on Reels and Story placements due to movement and storytelling.
Trust Building	Demonstrates real product benefits visually (texture, comfort, and luxury).
Balanced Messaging	Not overly text-heavy; focuses on emotion + benefit = higher CTR and retention.

Expected Result:

CTR ↑ 3.8% → 4.2%

ROAS ↑ 7.3x → 7.8x

H) Landing Page Optimization Plan

Area	Current Issue	Improvement
Hero Section	Static banner	Add dynamic lifestyle banner with "Shop Now" CTA
Above the Fold	Limited value message	Include trust badges like "Pure Mulberry Silk", "Dermatologist Recommended"
Product Display	Few angles shown	Add multiple product angles, textures, and demo video
Trust & Reviews	Low visibility	Highlight top-rated reviews and verified customer photos
Mobile Speed	Loading >3 seconds	Compress media and optimize for <2 sec loading
Checkout Page	Too many steps	Introduce one-click checkout & express wallet options
Exit Pop-up	Missing	Add "Get 10% Off" exit-intent pop-up

Expected Result:

Bounce Rate ↓ to 34%

Conversion Rate ↑ to 3.5–3.8%

I) Performance Projection (Before vs After Optimization)

Metric	Before	After Optimization
CTR	1.7%	3.8%
Bounce Rate	58%	38%
Average Session Duration	45 sec	1 min 40 sec
Conversion Rate	1.3%	3.2–3.5%
Abandon Rate	68%	44%
ROAS	3.2x	7.3x
ROI	Neutral	+223% ROI