

X Platform Ads Campaign For Ola Electric

Competitor Research

- **Ather Energy** - premium, performance-focused electric scooters with strong software + dealer network.
- **TVS Motor** - established 2-wheeler OEM with strong after-sales and dealer reach.
- **Bajaj** - trusted legacy OEM, positioned as a value / urban commuter electric scooter.

Unique Selling Points (USPs) -

- **Ola Hypercharger network** - fast-charging network across India for convenient long rides.
- **Class-leading range & performance** - industry-leading IDC/real-world range for select Ola models.
- **Feature-rich connected experience** - large touchscreen, OTA updates, app features and navigation.
- **Competitive pricing + product variants** - entry and premium offerings to suit different buyer budgets.
- **Brand scale & availability** - mass-market presence and ongoing product support.

Campaign Structure

Campaign objective

Need help choosing an objective? [Learn more](#)

Awareness

Reach

Maximize your ad's reach

☐

Consideration

Video views

Get people to watch your video

☐

Pre-roll views

Pair your ad with premium content

☐

App installs

Get people to install your app

☐

Website traffic

Drive traffic to your website

☒

Conversion

App re-engagements

Get people to take action in your app

☐

Sales NEW

Get people to visit and make a purchase on your website

☐

Cancel

Next



CAMPAIGN

Ola - Website Traffic Ad Ca... >

AD GROUPS

Ola Ad Group ▾

Ad group details

Ad 1

REVIEW

Review and launch campaign

Ola Ad Group

[+ Create ad group](#) [Copy ad group](#) [Delete](#)

Budget & Schedule

Daily ad group budget ⓘ

USD

22.60

Total spend (optional) ⓘ

USD

340.00

Start



10/1/25

9:00am

GMT+6

End

☐ Run indefinitely

10/15/25

11:00pm

GMT+6

Audience estimate

21.0M–23.2M ⓘ

Based on your targeting selections, this is the estimated size of your audience over 30 days.

[+ Create ad group](#) [Copy ad group](#)

Delivery

[Back](#)[Save draft](#)[Next](#)

CAMPAIGN

Ola - Website Traffic Ad Ca... >

AD GROUPS

Ola Ad Group ▾



Ad group details

Ad 1

REVIEW

Review and launch campaign

Ola Ad Group

+ [Create ad group](#)  [Copy ad group](#)  [Delete](#)

Demographics

Gender

Any

Women

Men

Age

☐ All

☒ Age range

18



–

54



Language (optional) ⓘ

Search



Include



English (en) ×


Location (optional) ⓘ

 Bulk upload

Audience estimate

19.3M–21.3M ⓘ

Based on your targeting selections, this is the estimated size of your audience over 30 days.

+ [Create ad group](#)  [Copy ad group](#)

Back

Save draft

Next

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AD GROUPS

Ola Ad Group ▾

Ad group details

Ad 1

REVIEW

Review and launch campaign

Ola Ad Group

+ [Create ad group](#) [Copy ad group](#) [Delete](#)

☒ Age range

18



–

54



Language (optional) ⓘ

Search



Include



English (en) ×

Location (optional) ⓘ

[Bulk upload](#)

Search



Include



Country — India ×

City — Mumbai / Bombay, IN ×

City — Pune, IN ×

City — New Delhi / Delhi, IN ×

City — Bengaluru / Bangalore, IN ×

Audience estimate

19.3M–21.3M ⓘ

Based on your targeting selections, this is the estimated size of your audience over 30 days.

+ [Create ad group](#) [Copy ad group](#)

Back

Save draft

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CAMPAIGN

Ola - Website Traffic Ad Ca... >


AD GROUPS

Ola Ad Group >

REVIEW

Review and launch campaign

Campaign

 [Edit](#)

Campaign details


Name Ola - Website Traffic Ad Campaign - 25th Sept 2025

Objective Website traffic

Funding source (no payment method has been set up yet)

Campaign Budget Optimization Off

Ad groups + [Create ad group](#)

 [Copy](#)  [Edit](#)

Back

Save draft

Launch campaign



CAMPAIGN

Ola - Website Traffic Ad Ca... >

AD GROUPS

Ola Ad Group >

REVIEW

Review and launch campaign

Ad groups + [Create ad group](#) [Copy](#) [Edit](#)

Ad group details

Name Ola Ad Group

Budget & Schedule

Daily ad group budget \$22.60

Total ad group budget \$340.00

Start Oct 1, 2025, 9:00 AM GMT+6

End Oct 15, 2025, 11:00 PM GMT+6

Delivery

Goal Site visits

[Back](#)[Save draft](#)[Launch campaign](#)

CAMPAIGN

Ola - Website Traffic Ad Ca... >

AD GROUPS

Ola Ad Group >

REVIEW

Review and launch campaign

Bid strategy Autobid

Pay by Impression

Pacing Standard

App conversions None

Placements

X placements Home timelines, Profiles, Search results, Replies

Targeting

Audience 19.3M – 21.3M

Summary Gender (Any), Age (18 to 54), Languages (1), Locations (5)

> Targeting details

Ad details

Ads Ola Ad Group

Display creatives 0

Back

Save draft

Launch campaign



Search

Filters

Go to Legacy



7D

28D

3M

Ola Ad Group

O. **PENDING**

ID: 40254273



Conversion tracking is
[here](#) to follow the setu

A. **PENDING**

ID: 40240886



**Your account i
verification**

Please check back so
process has completed



SAHIL PAL @sahilpal126 · 2m

Tired of fuel costs? Make the switch.

...



From olaelectric.com



OLA ELECTRIC

WEBSITE

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M

Ad type: Post ▾

Save

Clear All

Funding sources

Campaigns

Ad groups

Ads

Audiences

Metrics: Summary ▾

Breakdowns: None ▾

Export ▾



Ad preview



SAHIL PAL @sahilpal126 · 5m
Tired of fuel costs? Make the switch. 🟢 Check out Ola's feature-packed scooters & book your test ride today.



SAHIL PAL @sahilpal126 · Sep 23
Limited stock! Don't miss out on Arise Clothing's latest oversized & graphic tees. Tap to shop today! #Arise #ariseclimbing



Ad type

Status

Objective

Impressions



SAHIL PAL @sahilpal126 · 5m
Tired of fuel costs? Make the switch. 🟢 Check out Ola's feature-packed scooters & book your test ride today.



From olaelectric.com



Website traffic

0

es

0

< 1 / 1 >

The data reported on this page is an estimate, and should not be considered official for billing

may be delayed by up to 2 hours.

A red, rounded rectangular button with a slight shadow, centered on a white background. The button contains the text "Thank You" in a white, sans-serif font.

Thank You