

Linkedin Ad Campaign For CarDekho

Competitor Research

- **Cars24** - Large nationwide used-car marketplace with strong app presence, trade-in solutions and wide selection.
- **CarWale** - Well-known classifieds + research content that drives organic and paid traffic.
- **OLX Autos** - Strong classifieds and local inventory focus with easy listing & search experience.

Unique Selling Points (USPs) -

- **Verified Listings & Inspections** - Every used car on Cardekho is inspected/verified buyers get trust and transparency.
- **Large Local Inventory (Mumbai & Pune)** - Filtered, nearby inventory to reduce lead time and in-person visits.
- **Price Comparisons & Fair Valuations** - Built-in price checks and valuation tools so buyers feel confident.
- **Hassle-free Paperwork Support** - End-to-end assistance for documentation and transfer.
- **Trade-in & Financing Options** - Quick trade-in estimates and partner financing makes buying simpler.

Campaign Structure

← Arise Clothing / CarDekho - Ad Campaign - 24rd Sept 2025
CarDekho - Website visits - Sep 24, 2025

New campaign

Campaign group
CarDekho - Ad Campaign - ...

Campaign
Set up Campaign

- Campaign details
- Objective selection
- What you're marketing
- Audience
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Ads in this campaign
Set up Ads

Review & Launch

Campaign name

CarDekho - Website visits - Sep 24, 2025

40/200

Objective ?

Select an objective that aligns with your business goals

Awareness



Brand awareness

Consideration



Website visits

Conversions



Lead generation



Engagement



Talent leads



Video views



Website conversions

Forecasted results ?



Target audience size

170,000,000+

1-day

7-day

30-day

30-day spend

\$2,700.00 - \$4,500.00 ?

30-day impressions

62,000 - 170,000

CTR

0.84% - 1.3%

30-day clicks

Key Result

760 - 2,100

30-day cost per click

\$3.07 - \$3.60

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this helpful?

Yes

No

✓ Changes saved successfully. ✕

Previous

Save and exit

Next

Campaign group
CarDekho - Ad Campaign - ...

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CarDekho - Website visit...

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1 ad in this campaign
Manage ads

- Sponsored Content

Review & Launch

Audience

Saved Audiences ▾

 Audiences ▾



Create a new audience

Where is your target audience?

Locations ?

[Remove all attributes](#)

[Close](#)

India ✕

Mumbai, Maharashtra, India ✕

Pune, Maharashtra, India ✕

 We now support the display of Sponsored Messages for members in the EU who have provided explicit consent. [Learn more](#)

 Search



Start searching for Locations above. For example, you can search for:
United States, United Kingdom, Canada, Germany, Netherlands, and Australia

Forecasted results



Target audience size

170,000,000+

15 days (10/1/2025 - 10/15/2025)

Total spend

\$130.00 - \$338.00

Total impressions

23,000 - 93,000

CTR

0.65% - 0.99%

Total clicks

220 - 880

Total cost per click

\$0.53 - \$0.62

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this helpful?

Yes

No

✓ All of your ads were successfully saved. ✕

2m ago

1/3

Previous

Save and exit

Next

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☐ Enable Audience Expansion ?

[Reset audience](#)

[View audience summary](#)

[Save audience](#)

Ad format

Select an ad format that will perform best with your campaign objective



Single image



Carousel image



Video



Text



Spotlight



Message



Conversation



Event



Document

Forecasted results ?



Target audience size

170,000,000+

1-day

7-day

30-day

30-day spend

\$2,700.00 - \$4,500.00 ?

30-day impressions

390,000 - 1,100,000

CTR

0.68% - 1.1%

30-day clicks

Key Result

3,800 - 11,000

30-day cost per click

\$0.60 - \$0.70

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this helpful?

Yes

No

✓ Changes saved successfully. X

[Previous](#)

[Save and exit](#)

[Next](#)

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CarDekho - Ad Campaign - ...


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- **Budget & schedule**
- Conversion tracking

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Budget & schedule


 Your campaign group is scheduled to run from 8/22/2025

Budget

Set a daily budget ▼

Daily Budget

\$22.54

Actual amount spent daily may vary 

Schedule

☐ Run campaign continuously

☒ Set a start and end date

Start date

10/1/2025

mm/dd/yyyy

End date

10/15/2025

mm/dd/yyyy

Your campaign will run for 15 days starting from October 1, 2025. Your campaign will spend up to \$338.10 total. We recommend letting your campaign run until the end of the day for full budget utilization.

Bidding

Optimization goal 

Landing page clicks ▼

✓ Changes saved successfully. ✕

Previous

Forecasted results

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Is this helpful?

Yes

No

Save and exit


Next

 CarDekho - 24Sep2025

Create new ad

CarDekho - 24Sep2025 

 Draft ad

Introductory text 

"Looking for a reliable used car in Mumbai or Pune? Cardekho brings you verified listings, transparent prices, and hassle-free paperwork support. Start exploring today and drive home your perfect car."

 Rewrite



URLs in this field are automatically shortened

201/3,000

Headline

"Find Your Next Car at the Best Price"

 Rewrite

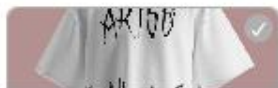
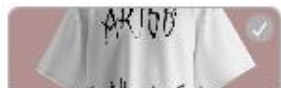
38/200


Media



Edit 

Replace with a recommended image 



 1 image has been selected successfully 

3m ago

1/2

Preview

Mobile Feed 

 The display of your ad may vary from this view based on device, system preferences, and other factors. [Learn more](#)



Arise Clothing

Promoted

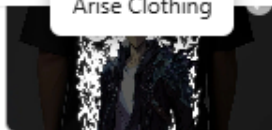
"Looking for a reliable used car in Mumbai or Pune? Cardekho brings you verified listings, transparent prices, and hassle-free paperwork support. ...see more



Cancel

Save ads

Create CarDekho - 24Sep2025



[View more images](#)

Ad Image Alt Text (Optional) ?

"Verified used cars in Mumbai and Pune listed on Cardekho platform with transparent pricing and inspection badges."

Image descriptions make ads more accessible.

115/300

Call-to-action

Buy Now

Destination URL

<https://www.cardekho.com/>

Description (Optional) ?

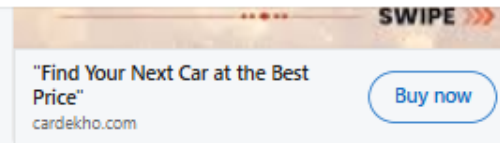
"Explore verified used cars in Mumbai & Pune with transparent pricing and hassle-free paperwork."

97/300

✓ 1 image has been selected successfully ✕

4m ago

1/2



This is an example ad rendering and may look different. T ...Show more



Cancel

Save ads

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Ads in this campaign [⚙️](#)


Search

FEED IMAGE ADS [?](#)


🔗: Create 5 ads to improve performance
Suggested because, on average, you get 5x more clicks compared to creating 1 ad.
* These are averaged benchmarks.

 CarDekho - 24Sep
"Find Your Next Car"
"Looking for a reliable used car in Mumbai or Pune? Cardekho brings you verified listings, transparent prices, and hassle-free paperwork support. ! ...more"
Single image ad · Direct link · 2 placements available

View content [×](#)

 Arise Clothing
Promoted [+ Follow](#) [⋮](#)

"Looking for a reliable used car in Mumbai or Pune? Cardekho brings you verified listings, transparent prices, and hassle-free paperwork support. ! ...more"



[i](#) The display of your ad may vary from this view based on device, system preferences, and other factors.

Viewing content

Forecasted results [?](#) [⚙️](#)

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Is this helpful? [Yes](#) [No](#) [🗨️](#)

[Save and exit](#) [Next](#)

✅ All of your ads were successfully saved. [×](#)
3m ago 1/3

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