

Google Search Ad Campaign for Haldiram

Objective

This project aims to develop a comprehensive Google Search Ad campaign for Haldiram, focusing on promoting its wide range of snacks and Indian sweets. The goal is to apply key digital marketing principles such as keyword research, ad copywriting, audience targeting, and campaign structuring in a real-world context. Through this, I will gain practical experience by designing, drafting, and documenting a search ad campaign using a simulated Google Ads interface.

By- Aishwarya N

1. Research & Background of Haldiram

To develop an effective Google Search Ad campaign for Haldiram, it is essential to understand the brand's history, offerings, audience, and unique market positioning. This section provides an overview of key insights that will guide the overall campaign strategy.

- **Brand Overview**

Haldiram is one of India's most iconic FMCG brands, widely known for its authentic Indian snacks and sweets. Established in 1937 in Bikaner, Rajasthan, the brand has grown into a household name with a strong presence both in India and globally. Haldiram combines traditional flavors with modern manufacturing techniques, offering high-quality, hygienically packaged products trusted by generations.

- **Product Offerings**

Haldiram offers a wide variety of products including:

- **Snacks:** Namkeen, Bhujia, Potato Chips, Mixtures
- **Sweets:** Soan Papdi, Rasgulla, Gulab Jamun, Kaju Katli
- **Ready to Eat Meals:** Dal Makhani, Rajma Chawal, Paneer Dishes
- **Frozen Foods:** Parathas, Samosas, Tikkis
- **Beverages & Pickles:** Traditional drinks, chutneys, and pickles
- **Festive Gift Packs:** Curated combos for Diwali, Holi, Rakhi, etc.

This diverse range makes Haldiram a one-stop brand for all snacking and gifting needs.

- **Target Audience**

The key target segments include:

- **Age Group:** 18 to 55 years
- **Geography:** India and international markets with Indian diaspora
- **Purchase Behavior:** Both online and in-store buyers
- **Urban and semi-urban families** who prefer trusted Indian snack brands
- **Working professionals and students** looking for convenient, ready to eat meals
- **Festive and gift shoppers** during Indian festivals
- **NRI customers** seeking traditional Indian flavors abroad.

- **Market Positioning**

Haldiram is positioned as a brand that blends authentic Indian tradition with quality and trust. It is recognized for its consistency in taste, hygiene, and innovation in packaging. The brand is seen as offering high quality products at affordable prices, making it perfect for both daily snacking and festive gifting.

- **Unique Selling Propositions (USPs)**

These USPs highlight what makes Haldiram special in the competitive food market by showcasing its promise of authentic taste, quality, and trust.

- Authentic Indian Taste preserved since 1937
- Extensive Product Range from snacks to sweets to frozen foods
- High Quality & Hygiene Standards
- Pan-India Availability & Global Export
- Trusted Brand Name with strong emotional connection to Indian families
- Special Gift Packs for festive occasions.

Campaign Structure

This section includes the overall design of the Google Search Ad campaign for Haldiram, including the campaign goals, ad group segmentation, keyword planning, ad copywriting, and ad extensions.

Campaign Objectives

For this project, I selected the Search campaign type in Google Ads, with the goal:


"Drive action on Google Search with text ads."


This aligns perfectly with Haldiram's objective to attract users who are actively searching for snacks, Indian sweets, or gifting options.


By using search ads, I aim to drive qualified traffic to the website and boost online orders by appearing at the top of Google search results when potential customers are looking for these products.

New campaign


Search for a page or campaign



Awareness and consideration
Reach a broad audience and build interest in your products or brand



Local store visits and promotions
Drive visits to local stores, including restaurants and dealerships.



Create a campaign without guidance
You'll choose a campaign next

Select a campaign type



Performance Max
Reach the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)


Search
[Drive action on Google Search with text ads](#)


Demand Gen
Drive demand and conversions on YouTube, Discover, and Gmail with image and video ads

Select the results you want to get from this campaign 

☒ Website visits

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

☐ Phone calls

Campaign name

Haldiram_OnlineOrders_Search

Ad Group

To ensure better relevance, ad quality, and click-through rates, the campaign will be divided into multiple ad groups based on product categories offered by Haldiram. Each ad group will have tailored keywords, ad copy, and landing pages aligned with that specific category.

Ad Group 1: Namkeen & Savories

This ad group is designed to attract users searching for authentic, high-quality Indian snacks from Haldiram by using a combination of targeted keywords, engaging headlines, clear descriptions, and useful ad extensions. The aim is to boost both traffic and sales by focusing on Haldiram's strong brand reputation and variety in savory snacks.

1. Ad Products:

In this ad group, I focused on Haldiram's popular savory snacks like Bhujia, Aloo Bhujia, Mixtures, and Masala Peanuts. These products are well-known among snack lovers and are a strong representation of Haldiram's traditional and high-quality snack range. Selecting these products helps target customers searching specifically for tasty and authentic Indian namkeens.

2. Keywords and Justifications:

These keywords are a mix of branded and non-branded terms, targeting both users who already know Haldiram and those looking for general Indian savory snacks online.

Keyword	Match Type	Justification
haldiram online order	Phrase	Targets users ready to make a purchase from Haldiram's official or partner websites. Indicates strong buying intent.
haldirams online	Phrase	Captures users looking for Haldiram's online presence or website. Useful for driving website traffic and awareness.
haldiram sweets	Phrase	Attracts users searching for Haldiram's sweet products. Covers a broad range like rasgulla, gulab jamun, etc.

haldiram namkeen	Phrase	Helps reach users looking for popular namkeen snacks like Bhujia, Aloo Bhujia, or mixture. High relevance and volume.
haldiram snacks	Broad	Targets users interested in snacks in general helps reach a wider audience including both sweet and savory interests.
haldiram gift pack	Phrase	Good for users looking to buy festive or combo packs for gifting. Strong during festivals like Diwali, Rakhi, etc.
haldiram bhujia	Broad	Bhujia is a top-selling product; this keyword helps reach both brand-aware and casual snack buyers.
haldiram ready to eat	Broad	Useful for promoting packaged meals, halwa, or microwave ready sweets/snacks. Expands reach.
haldiram delhi	Broad	Captures location-based searches for Haldiram outlets, delivery, or local availability in Delhi.
online snacks delivery	Phrase	High commercial intent keyword ideal for targeting users looking to buy snacks online with home delivery.

Headlines (10 Examples):

These headlines are crafted to grab attention by mentioning the brand name, product variety, and call-to-action phrases that encourage users to click and purchase.

- Buy Haldiram Snacks Online
- Order Aloo Bhujia Now
- Authentic Haldiram Bhujia
- Spicy Indian Snacks Delivered
- Fresh Namkeen Available
- Taste Tradition with Haldiram
- Crunchy Bhujia for Snacking
- Buy Masala Peanuts Today
- Variety of Namkeen Packs
- Shop Haldiram Savories

Descriptions (4 Examples):

Descriptions reinforce the quality, variety, and convenience of shopping Haldiram snacks online with clear calls to action.

- Order authentic Haldiram namkeen online and enjoy the rich flavors of India. Fast delivery available!
- Discover a wide variety of spicy and crunchy snacks. Perfect for every occasion. Shop now!
- Taste tradition and quality with every bite of Haldiram's famous Bhujia and namkeen packs.
- Fresh, delicious snacks delivered straight to your door. Order your favorite Haldiram snacks today!

Sitelink Extensions:

Sitelinks direct users to specific product pages, making navigation easier and increasing the chances of engagement and conversion.

Sitelink Text	Description 1	Description 2	URL
Shop Aloo Bhujia	Crunchy, spicy delight in every bite	Order now for fast delivery	https://www.haldiram.com/aloo-bhujia

Buy Masala Peanuts	Spiced peanuts for every snack craving	Perfect for any occasion	https://www.haldiram.com/masala-peanut
Mix Namkeen Packs	Combo offers on savory packs	Great value for snack lovers	https://www.haldiram.com/savouries/namkeens/mixtures
All Namkeen Products	Browse the full namkeen range	Choose your favorite flavors	https://www.haldiram.com/savouries/namkeens

Callout Extensions:

The callout extensions are designed to highlight key value propositions of the brand, aiming to build trust and drive clicks. Each callout is under 25 characters to ensure mobile compatibility and readability.

Free Delivery ₹499+
100% Authentic
Freshly Packed
Pan-India Delivery

Callouts highlight key selling points and build trust without taking extra space in the main ad copy.

Ad Copy Screenshots – Ad Group 1: Namkeen & Savories

Keywords and ads

Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad Group 1: Namkeen & Savories

Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL

<https://www.amazon.in/stores/Haldiram/page/4C4D92E1-4608-4262-BA16-92A6B6B7863>

Add products or services to advertise



Aloo Bhujia X

Masala Peanuts X

Khatta Meetha Mixture X

Navratan Mix X

Punjabi Tadka X

Moong Dal X

Nut Cracker X

Chana Dal Namkeen X

Bhelpuri Mix X

Classic Salted Peanuts X

Ads

Your ads are all set! They'll have a higher chance of performing well.



Ad
strength
Excellent



- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- ✓ Make descriptions unique [View ideas](#)

Preview



Final URL



Final URL

<https://www.amazon.in/stores/Ha>

This will be used to suggest assets for your ad

Display path



www.amazon.in

Clicking the headline opens the lead form



× Create sitelink

Shop Aloo Bhujia
<https://www.haldiram.com/aloo-bhujia>

Sitelink text

Shop Aloo Bhujia

16 / 25

Description line 1 (recommended)

Crunchy spicy delight in every bite

35 / 35

Description line 2 (recommended)

Taste Aloo Bhujia from Haldiram

31 / 35

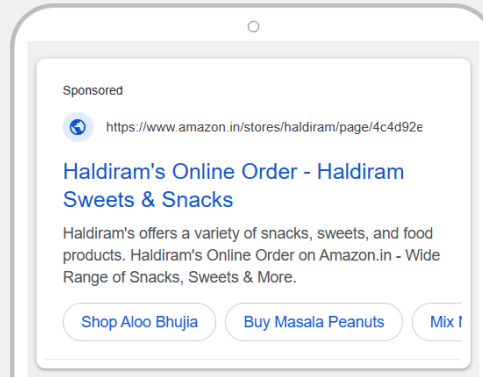
Final URL

<https://www.haldiram.com/aloo-bhujia>

Buy Masala Peanuts
<https://www.haldiram.com/masala-peanut>

Sitelink text

Preview



Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Sponsored

 www.amazon.in/

Haldiram's: A Taste of India - Haldiram Online Store

Discover Haldiram's iconic namkeen range. Shop now and save on bulk packs. Haldiram's offers a variety of snacks, sweets, and food products. Freshly packed. Pan-India Delivery. Free Delivery ₹499+.

[All Namkeen Products](#) · [Shop Aloo Bhujia](#) · [Buy Masala Peanuts](#)

Ad Group 2: Indian Sweets & Mithai

This ad group is focused on promoting Haldiram's range of traditional Indian sweets (mithai). These are perfect for festivals, gifting, family celebrations, and special occasions like Diwali, Raksha Bandhan, weddings, and more.

1. Ad Products:

The products included in this ad group are popular and high-selling Haldiram sweets:

- Rasgulla
- Soan Papdi
- Gulab Jamun
- Kaju Katli
- Milk Cake
- Pedas
- Motichoor Ladoo
- Rajbhog
- Mysore Pak
- Haldiram Gift Boxes (Sweet-focused)

2. Keywords and Justifications:

Keyword	Match Type	Justification
haldiram online order	Phrase	Targets users with clear buying intent who want to order Haldiram products online.
haldirams online	Phrase	Captures searches for Haldiram's official website or availability on e-commerce platforms.
haldiram sweets	Phrase	Generic sweet search; useful for introducing a wide range of sweet offerings.
haldiram namkeen	Phrase	Focused on Haldiram's savory products; attracts users looking for snacks like Bhujia, mixture, etc.
haldiram snacks	Broad	Broadly targets anyone interested in snacks covers sweets, namkeen, combos, and ready-to-eat items.

haldiram gift pack	Phrase	Strong keyword during festivals; ideal for targeting gifting-related searches.
haldiram bhujia	Broad	Top-selling snack; this term attracts both brand loyal and general snack buyers.
haldiram ready to eat	Broad	Reaches users looking for convenience foods like halwa or meals that require no cooking.
haldiram delhi	Broad	Captures location-specific intent for either store visits or online delivery in the Delhi area.
haldiram milk cake	Exact	High commercial intent targets users looking to order snacks online with doorstep delivery.
haldiram besan laddoo	Exact	Niche yet high-intent; targets users searching for a specific premium Indian sweet.
haldiram rasgulla	Exact	Well-known traditional sweet; ideal for high-conversion festive or daily sweet searches.
online snacks delivery	Phrase	High commercial intent targets users looking to order snacks online with doorstep delivery.
haldiram gulab jamun	Exact	Classic dessert with consistent demand across India; high brand value.
haldiram soan papdi	Exact	Common gifting sweet; highly searched during festive seasons like Diwali.
haldiram kaju katli	Exact	Premium sweet, especially popular in gifting; users searching are usually ready to purchase.
Haldiram cham cham	Exact	Bengali-style sweet; appeals to regional or niche preferences in desserts.

Haldiram badam katli	Exact	Premium dryfruit sweet; attracts users looking for luxury or festive sweets.
Haldiram sweets gift box	Phrase	Strong purchase intent for gifting occasions like festivals, weddings, and corporate orders.

Responsive Search Ad Headlines (15):

- Buy Haldiram Sweets Online
- Order Haldiram Rasgulla Now
- Authentic Haldiram Mithai
- Haldiram Gulab Jamun Deals
- Fresh Haldiram Soan Papdi
- Haldiram Festival Sweets
- Haldiram Gifting Combos
- Celebrate with Haldiram Mithai
- Haldiram Since 1937
- Premium Haldiram Sweets
- Haldiram Kaju Katli Offer
- Sweeten Moments with Haldiram
- Haldiram Milk-Based Mithai
- Haldiram Gift Boxes Online
- Taste Haldiram Tradition

Responsive Search Ad Descriptions (4):

- Order premium Indian sweets from Haldiram online. Authentic taste, perfect for every occasion.
- Celebrate with Haldiram mithai – Rasgulla, Soan Papdi, Kaju Katli, and more. Delivered fresh.
- Send festive sweet combos with free shipping. Trusted quality since 1937.
- Make every celebration sweeter with handcrafted Indian sweets from Haldiram.

Sitelink Extensions:

Sitelink Text	Description 1	Description 2	Link
Buy Haldiram Rasgulla	Soft, spongy and juicy Rasgullas	Order online with freshness guaranteed	haldiram.com/sweets/rasgulla
Shop Soan Papdi Online	Classic flaky Soan Papdi made with ghee	Great deals on mithai combos available	haldiram.com/sweets/soan-papd
Premium Kaju Katli Offers	Taste-rich Haldiram Kaju Katli	Perfect sweet for festivals	haldiram.com/sweets/kaju-katli
All Indian Sweets Online	Browse Haldiram's full mithai collection	Authentic Indian sweets, freshly packed	haldiram.com/sweets

Callout Extensions:

Authentic Indian Mithai
Trusted Since 1937
Freshly Packed Sweets
Perfect for Every Festival

Ad Copy Screenshots – Ad Group 2: Indian Sweets & Mithai

Keywords and ads

Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Ad Group 2: Indian Sweets & Mithai



Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services


Final URL




<https://www.amazon.in/stores/Haldiram/page/4C4D92E1-4608-4262-BA16-92A6B6B7863>

Add products or services to advertise



Haldiram Rasgulla 


Haldiram Gulab Jamun 

Haldiram Soan Papdi 


Haldiram Kaju Katli 

Haldiram Milk Cake 

Haldiram Besan Ladoo 

Haldiram Moong Dal Halwa 

Haldiram Cham Cham 

Haldiram Badam Katli 

Haldiram Sweets Gift Box 

Sitelinks

Add links to your ads to take people to specific pages on your website.



[Buy Haldiram Rasgulla](#)

Soft & spongy Rasgullas by Haldiram · Order with freshness guaranteed



[Shop Soan Papdi Online](#)

Flaky Soan Papdi with pure ghee · Great deals on mithai available



[Premium Kaju Katli Offers](#)

Taste rich Haldiram Kaju Katli · Perfect sweet for celebrations



[All Indian Sweets Online](#)

Browse Haldiram's mithai collection · Authentic Indian sweets!



Sponsored



<https://www.amazon.in/stores/haldiram/page/4c4d92e1-4608-4262-ba16-92a6b6b78630>

Buy Haldiram Sweets Online - Order Haldiram Rasgulla Now

Order premium Indian sweets like Rasgulla and Soan Papdi from Haldiram's trusted range. Celebrate festivals with Haldiram mithai—fresh, authentic, and delivered to your door. Freshly Packed Sweets. Perfect Every Festival. 100% Pure Ingredients. Trusted Since 1937.

Ad Group 3: Gift Packs & Combos

This ad group targets users looking to purchase snack and sweet gift hampers, especially for festive seasons, corporate gifting, weddings, and family functions. These curated packs are ideal for gifting purposes and hold high purchase intent.

1.Ad Products:

This group features assorted combo packs of sweets and namkeens curated for gifting:

- Haldiram Sweet Gift Boxes
- Haldiram Namkeen Combos
- Festive Gift Hampers (Diwali, Holi, etc.)
- Rakhi & Wedding Gift Packs
- Corporate Gifting Boxes
- Celebration Combo Packs
- Assorted Dry Fruit Combos
- Sweets & Savories Combo
- Mithai Gift Boxes
- Premium Gifting Bundles

2. Keywords and Justifications:

Keyword	Match Type	Justification
haldiram gift hamper	Exact	High intent branded keyword for gift buyers looking specifically for Haldiram.
sweet and namkeen combo	Phrase	Captures users searching for combo snack + sweet gifts.
indian snack gift boxes	Broad	Appeals to general gift buyers looking for Indian snack options.
haldiram gift box online	Phrase	Direct purchase intent with brand reference and online context.
haldiram festival packs	Phrase	Perfect for seasonal searchers during festivals like Diwali, Rakhi, etc.
buy gift hamper online	Broad	Captures wide audience gifting across occasions.
haldiram corporate gifts	Exact	Targeting bulk orders for employees, clients, etc.

snack and sweet combo pack	Broad	Generic combo search with clear gifting intent.
haldiram diwali gift box	Phrase	High seasonal relevance and brand purchase intent.
buy haldiram gift pack	Exact	Clear action-oriented keyword for direct conversions.
best indian gift hampers	Broad	Targets people exploring high-quality Indian gifting options.
rakhi gift box haldiram	Phrase	Festival-specific keyword with strong emotional and purchase relevance.
haldiram combo packs	Exact	People searching specifically for Haldiram curated combos.
buy festival gift pack india	Broad	Useful for targeting Indian festive buyers on broader intent.
haldiram celebration box	Phrase	Captures users looking for joyful, special occasion gifting from Haldiram.

Responsive Search Ad Headlines (15):

- Buy Haldiram Gift Boxes
- Sweet & Namkeen Combo Packs
- Haldiram Celebration Hampers
- Festival Gift Packs Online
- Send Haldiram Gifts Today
- Order Haldiram Combos Online
- Assorted Snack Gift Boxes
- Gifting Made Easy with Haldiram
- Haldiram Wedding Gift Packs
- Perfect for Diwali Gifting
- Rakhi Special Haldiram Boxes
- Haldiram Premium Gift Combos
- Curated Gifts by Haldiram
- Indian Snacks for Gifting
- Shop Haldiram Gift Hampers

Responsive Search Ad Descriptions (4):

- Send sweet & savory gift boxes by Haldiram. Perfect for every celebration – shop now!
- Celebrate with Haldiram gift packs delicious, traditional, and ready to deliver.
- Choose from a wide range of combos ideal for festivals, weddings, and corporate gifting.
- Express your love with curated Haldiram hampers. Free delivery above ₹499.


Sitelink Extensions:


Sitelink Text	Description 1	Description 2	Link
Shop Haldiram Gift Hampers	Assorted sweets and namkeens in one box	Send festive gifts across India	<ul style="list-style-type: none">https://www.haldiram.com/kaju-katli-combo-pack
Festival Gift Combo Packs	Combo offers for Diwali, Holi & more	Order fresh sweets & snacks	https://www.haldiram.com/special-category/festive-gifting
Corporate Gifting by Haldiram	Impress with premium snack boxes	Bulk orders available	https://www.haldiram.com/special-category/festive-gifting
All Haldiram Gift Boxes	Explore full gifting range online	Delivered with care and quality	https://www.haldiram.com/mithai/packed-sweets

Callout Extensions:

- Festive Hampers Available
- Perfect for Corporate Gifting
- Customizable Combo Packs
- Trusted by Millions


Ad Copy Screenshots – Ad Group 3: Gifts Packs & Combos


Ad Group 3: Gift Packs & Combos 


Keywords 


Get keyword suggestions (optional)




Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services


Final URL  <https://www.amazon.in/stores/Haldiram/page/4C4D92E1-4608-4262-BA16-92A6B6B7863>


Add products or services to advertise 


Haldiram Sweet Gift Boxes 


Haldiram Namkeen Combos 


Festive Gift Hampers (Diwali  Holi  etc.) 


Rakhi & Wedding Gift Packs 


Corporate Gifting Boxes 

Celebration Combo Packs 

Assorted Dry Fruit Combos 

Sweets & Savories Combo 

Mithai Gift Boxes 

Premium Gifting Bundles 

Add new callout

Callout text 1

Festive Hampers Available

25 / 25

Callout text 2

Trusted by Millions

19 / 25

Callout text 3

Customizable Combo Packs

24 / 25

Callout text 4

Perfect for | Gifting

20 / 25

Sponsored



www.amazon.in/

Assorted Snack Gift Boxes - Sweet & Namkeen Combo Packs

Choose from a wide range of combos ideal for festivals, weddings, and corporate gifting. Celebrate with Haldiram gift packs – delicious, traditional, and ready to deliver.

[Gifting by Haldiram](#)

[Shop Haldiram Gift Hamper](#)



Call 0712-2779451

Sponsored



www.amazon.in/

Haldiram Celebration Hampers - Assorted Snack Gift Boxes

Send sweet & savory gift boxes by Haldiram. Perfect for every celebration – shop now! Express your love with curated Haldiram hampers. Free delivery above ₹499.

[All Haldiram Gift Boxes](#) · [Shop Haldiram Gift Hamper](#)

Sponsored



www.amazon.in/

Gifting MadeEasy with Haldiram - Shop Haldiram Gift Hampers

Choose from a wide range of combos ideal for festivals, weddings, and corporate gifting. Send sweet & savory gift boxes by Haldiram. Perfect for every celebration – shop now!

[Gifting by Haldiram](#) · [Festival Gift Combo Packs](#) · [All Haldiram Gift Boxes](#)

Landing Page Selection & Justification

While setting up the Google Search Ads campaign for Haldiram, I initially attempted to use the official website, www.haldiram.com, as the landing page. However, Google Ads did not support this URL due to technical restrictions on the site, such as limited compatibility with Google's ad crawling requirements.

To ensure smooth ad delivery and a better user experience, I selected Haldiram's official Amazon store page as the landing page instead:

<https://www.amazon.in/stores/Haldiram/page/4C4D92E1-4608-4262-BA16-92A6B6B78630>

Reasons for this selection:

- The Amazon store page is fully compatible with Google Ads, enabling proper ad tracking and performance measurement.
- It provides a reliable platform for users to browse and purchase Haldiram products online.
- Using this landing page avoids disapproval issues and ensures the campaign runs without technical errors.

This approach aligns with the campaign objective of driving qualified online traffic and increasing conversions effectively.

Keyword and asset generation

Keyword and asset generation


Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

Final URL (required)*

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

The landing page is not supported

Keyword and asset generation

Keyword and asset generation




Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

Final URL (required)*

 <https://www.amazon.in/stores/Haldiram/page/4C4D92E1-4608-4262-BA16-92A6B6B78630>

Keyword and asset generation is not available in all languages

What makes your products or services unique?

Describe the product or service to advertise (required)*

Haldiram's is a popular Indian brand that offers a wide range of snacks, sweets, and food products. You can find their products on Amazon.in, where they are available in a variety of categories, including grocery, snacks, and sweets.

Budget Allocation and Bidding Approach for Haldiram's Campaign

To ensure consistent performance and controlled spending, the following budget and bidding plan is proposed for the Haldiram Search Ad campaign:

Sample Budget

Daily Budget: ₹300

Estimated Monthly Spend: ₹9,000

Justification:

A daily budget of ₹300 provides enough reach throughout the day, allowing us to test multiple keywords and ad variations. Over a month, ₹9,000 ensures meaningful data collection and optimization opportunities.

Bidding Strategy

Strategy Chosen: Manual CPC (Cost-Per-Click)

Max CPC Bid Limit: ₹12

Justification:

I chose Manual CPC, which means I decide how much to pay for each click, with a maximum bid of ₹12. This helps to focus on important keywords like “buy Haldiram sweets online.” I chose **Clicks** as the optimization goal to get maximum visitors to Haldiram's website using search ads. This fits well with my bidding strategy (Manual CPC) and helps to test ad performance within my budget. Once we have conversion data, we can transition to Enhanced CPC or Target CPA to automate bids around actual sales performance.

Budget

Select the average you want to spend each day.

Set your average daily budget for this campaign

₹ 300.00

Bidding

Bidding

What do you want to focus on? ⓘ

Clicks ▾

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit ⓘ

₹ 12.00

Targeting Settings: Location, Language, Network & Ad Scheduling

To effectively reach Haldiram's ideal customers, I have carefully selected the location, language, network, and ad scheduling settings. These targeting options ensure the ads are shown to the right audience at the right time, maximizing campaign performance and budget efficiency.

Location Targeting

For this campaign, I have selected India as the target location to ensure maximum reach across the country. Haldiram is a well-known and trusted brand throughout India, with a strong presence in both metropolitan cities and smaller towns. Indian snacks and sweets are deeply rooted in the culture, and online shopping for these products is growing rapidly nationwide.

Targeting all over India allows the campaign to capture diverse audiences who are interested in traditional snacks and sweets, maximizing potential customer reach and increasing the opportunity for online orders. Additionally, by covering the entire country, the campaign can build brand awareness in emerging markets where Haldiram may expand its delivery or retail footprint in the future.

This broad location targeting aligns with Haldiram's goal to grow its online sales and strengthen its pan-India brand presence.

Locations

Select locations for this campaign ?

☐ All countries and territories

☒ India

☐ Enter another location

^ Location options

Include ?

☒ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)

☐ Presence: People in or regularly in your included locations

Language

Languages



Select the languages your customers speak. ⓘ

all

All languages

Network Settings

I chose to keep the Search Network selected and unchecked the Display Network because the campaign's goal is to reach users who are actively searching for Haldiram's snacks and sweets on Google. Search ads appear when people type related keywords, making them more likely to click and buy.

The Display Network shows ads on other websites and apps, which may not target interested customers directly. So, to keep the campaign focused and budget-efficient, I decided to run ads only on the Search Network.

Networks



Google Search Partners Network (recommended)

Ads can appear near Google Search results and on other [Google Search Partners](#) websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Parked Domains, as well as YouTube and other Google sites.



Google Display Network (recommended)

Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget



Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA) ⓘ

[Apply](#)

Ad Scheduling

The ads will run from 10:00 AM to 10:00 PM daily, which aligns with common snack purchasing hours and browsing behavior. This timing ensures that our ads appear when users are most likely to make a purchase.

The **campaign duration** is set from May 15 to June 14, providing a full month to maximize reach and gather meaningful performance insights while staying aligned with the planned daily budget.

Ad schedule



All days ▼

10:00

to

10:30

×

Add

Based on account time zone: (GMT+05:30) India Standard Time

Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Start and end dates



Start date

May 27, 2025 ▼

End date

☐ None

☒ Jun 26, 2025 ▼

Your ads will continue to run unless you specify an end date.

Conclusion

This project provided a comprehensive understanding of setting up a Google Search Ads campaign for a leading brand like Haldiram. By dividing the campaign into focused ad groups such as Namkeen & Savories, Indian Sweets & Mithai, Gift Packs & Combos, and Regional Specialties. I ensured that the ads are highly relevant, targeted, and aligned with the intent of potential customers.

Through detailed keyword research, audience targeting, budget planning, and ad scheduling, I built a performance-driven structure that reflects Haldiram's legacy, product diversity, and customer appeal. The ad copies were thoughtfully crafted with strong headlines, clear descriptions, and compelling CTAs to drive clicks and conversions.