

Call on 5th August

Brief from ads:

- Conversion window has now been reduced from 90 days to 2 weeks - this is to show real insights
- Surabhi to ask Prakhar to send the final payment link or payment success link so we can add a tag on it
- Bidding optimisation is now changed from Maximise conversion value has now been changed to maximum conversion - It will take 2-3 weeks to improve
- Search impression percent is less than 10% which means the competitors are bidding with higher budgets

Brief from emails:

1. We will be asking Prakhar's team for a few minor updates we want to be done on the platform and the status will be on WhatsApp. We will send you the updates we want to be made, get a go-ahead on it and move it to Prakhar's team we have worked on the structure change for the menu, blog listing and blog detail pages, here: https://docs.google.com/document/d/1szQl4qCBQyWaumchdy_0HRKs6C0_dW4DBh4e8kRxNkk/edit?usp=sharing Shared with Prakhar, Prakhar is working on it 2. We might also need a testing environment on your server set up by your website team to test all new alterations or plugins. Please let us know how to take this forward.

Bumped it up on the group, Prakhar will work on it too.

Prakhar is working on the changes and should be done soon.

2. We will be setting up Wati (<https://www.wati.io/>) for the ads. Please send us the phone number, or create the account (by registering and setting up billing info) and share the access with us to set the process up.

We will be waiting for your team to work on setting up Wati account as discussed. Once done, we can set up the conversations.

3. In terms of Google Ads for StreetManiax, please let us know if there is any progress on the segregation or if you would need our team to create the account for you

As discussed, we will now be setting up your account. We shall let you know as and when the payment requirements/OTPs are required from your end.

Payment details to be added by team SM:

<https://ads.google.com/aw/billing/billingsetups?>

[ocid=7474855848&ascid=7474855848&euid=1404235817&_u=4274393633&uscid=7469980266&_c=4486375834&a](https://ads.google.com/aw/billing/billingsetups?ocid=7474855848&ascid=7474855848&euid=1404235817&_u=4274393633&uscid=7469980266&_c=4486375834&a)

4. Thanks for adding the footfall information (the "Where did you hear about us" question) into the form on Roller, could you please let us know where to find this on the backend and the frontend since we could not find the same

Awaiting information on this.

Stephen to send us the steps

5. Our team will be working on the new designs based on the template for the emailer on Klaviyo, we will send the designs for your approval once it's done

Please find the designs here:

Airmaniax: https://drive.google.com/file/d/1EZDztvgDxYAhUPrQURzNdAGvaMnVBBG8/view?usp=drive_link

Streetmaniax: https://drive.google.com/file/d/1YJBEYOiXmJfWgzmB4SDNn6a60GKvC01A/view?usp=drive_link

Request you to check the Arabic content and let us know if this is good to go

6. Please find the blogs for the month of July for both Airmanix and Streetmanix, here: <https://docs.google.com/spreadsheets/d/1YEmhLwBjxhpCkry73mYtA-MtX5CltIRtU5VxqRvZAK/edit?usp=sharing> (I have commented on this sheet to help you find it easily) The topic, keywords, and the links are all added on this sheet to help us all track it in one place.

Request you to check all the content and the Arabic content and let us know if this is good to go

7. Could you please share the funnel-wise numbers for the last 6 months, including Leads, Checkouts, and Booked Users, along with the ROI? Having these details will help us plan the upcoming activities (Ads) with better accuracy.
8. Emailers:

- a. Approved design template and waiting for arabic copy QC from AM/SM team:

* Airmanix: https://drive.google.com/drive/folders/1oWpn1Aak3r-Ow1PV46Y2sFB0s3mwn6WV?usp=drive_link

* Streetmanix: https://drive.google.com/drive/folders/1wbmR8W-DQPEo8mQ8UCYeu5_WMyt5q8oJ?usp=drive_link

- b. Copy of 2nd emailer that Stephen found boring:

* Airmanix: https://drive.google.com/drive/folders/1p8turWXD85vhJkyfF1LpROW4JpHBxbyA?usp=drive_link

* Streetmanix: https://drive.google.com/drive/folders/1hXuKX8L7W7C9LGrTskRhZ9vqXK_ZOANB?usp=drive_link

9. Lastly, here are the reports for the month of July that we did not get a chance to discuss:

Airmanix Google ads: https://docs.google.com/spreadsheets/d/1bM1Th6p6_DIJFODxS5yW3V2za-K1f6zGEQ_JvMVXaBE/edit?usp=sharing

Airmanix SEO and Emailer report: https://drive.google.com/drive/folders/1TMECo0dLI9bsWZ-1tyYB7lv8Vvuq2c9c?usp=drive_link

Streetmanix SEO and Emailer report: https://drive.google.com/drive/folders/1eylf_wKjMZqaxqyqr04NZ85Kv-u_R6oN?usp=drive_link

The overview of all of these reports is added on the Looker Studio dashboard, here:

<https://lookerstudio.google.com/reporting/953ef7aa-b49d-4af6-8b08-3d9969385420>