



Devavi Performance Campaign Plan






Date: April 08, 2025



Overview

We are launching a **10-day performance marketing campaign** for **Devavi**, a premium skincare startup targeting Indian millennials. Devavi's product line includes **serums, cleansers, and moisturizers**, all made from **clean, vegan ingredients**.

Campaign Objectives:




-  Drive **measurable sales**
 -  Improve **future ad strategy** through data analysis
 -  Strengthen **Devavi's digital presence** among its key audience
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Goals



1. Increase Product Sales

Launch targeted ads to boost purchases of Devavi's skincare line, focusing on value propositions:

-  Clean ingredients
-  Vegan-friendly formulations
-  Skin health benefits

2. Optimize Through Analysis

After the first 5 days, analyze campaign data:

-  Click-through rates (CTR)
-  Conversions

- 💰 Cost-per-acquisition (CPA)

Use insights to optimize:

- 📝 Ad copy
 - 🎯 Targeting
 - 💰 Budget allocation for the remaining 5 days
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🔧 Specifications

- **Platform Focus:** Instagram, Facebook, Google Search
- **Audience:** Indian Gen Z & Millennials, urban, skincare-conscious
- **Budget:** ₹20,000 (10 days)
First 5 days ₹10,000 (Google Ads ₹2000 + Facebook Ads ₹2000 + Instagram Ads ₹2000 + other based on initial response).

After 5 days, it depends upon the analysis and most profitable option.

- **Key Metrics:** CTR, CPA, ROAS, Engagement, Conversion Rate
 - **Optimization Points:** Creative performance, targeting, landing page drop-off
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📊 Audience Analysis

Social Media Usage in India (2024)

- **Facebook:**
 - 36.4% users aged 18–24
 - 36.3% users aged 25–34



Facebook users in India

December 2024



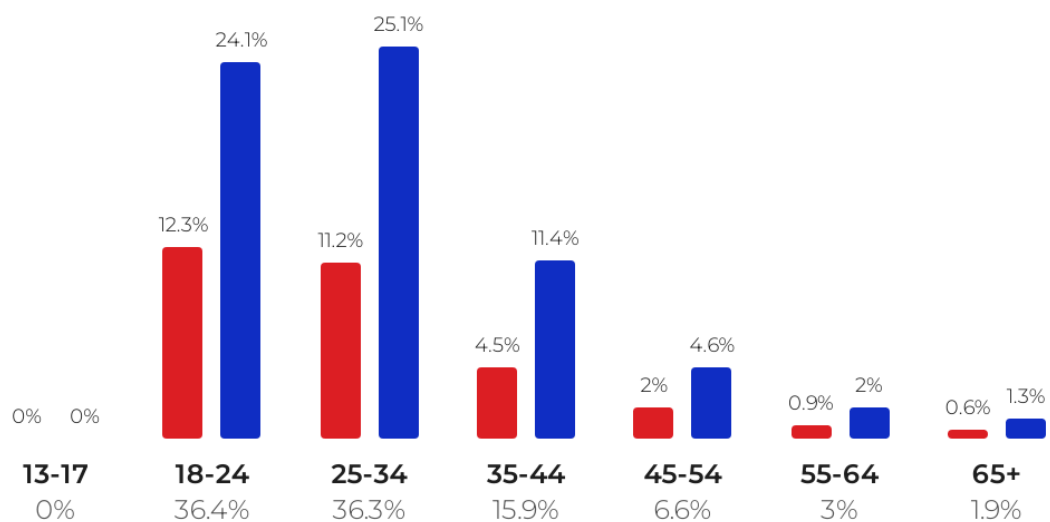
581 580 800



31.5%
women



68.5%
men



NapoleonCat.

Source: NapoleonCat.com

- Instagram:
 - 44% users aged 18–24 (Gen Z)
 - 36.6% users aged 25–34 (Millennials)



Instagram users in India

December 2024



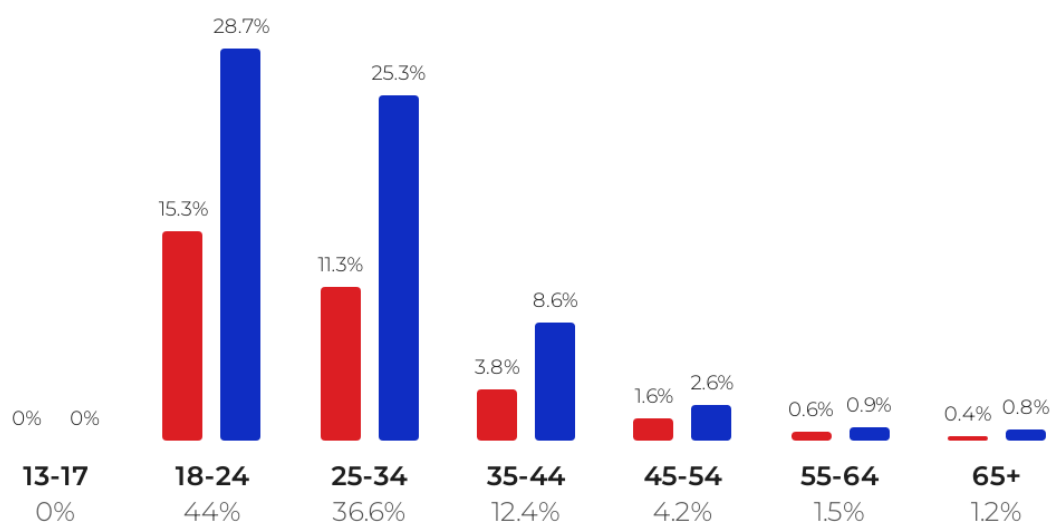
392 465 000



33.1%
women



66.9%
men



NapoleonCat.

Source: NapoleonCat.com

- **Google Search:**
 - Widely used across all demographics

Gen Z Insights

- Controls **46%** of Indian consumer spending (~\$860B)
- **28%** access Instagram more than 10x/day

Implications for Devavi

- Use **Instagram Reels & Stories**
 - Short, aesthetic content & influencer UGC
 - Emphasize **eco-conscious, cruelty-free, dermatologist-approved** claims
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Key Metrics Explained & How to Use Them

1. CTR (Click-Through Rate)

- **Formula:** $(\text{Clicks} / \text{Impressions}) \times 100$
- **Why it matters:** Measures ad relevance and engagement
- **Tip:** If CTR < 1–1.5%, test new visuals/hooks
- **Action:** Pause underperformers, scale top creatives

2. CPA (Cost Per Acquisition)

- **Formula:** $\text{Total Ad Spend} / \text{Number of Conversions}$
- **Why it matters:** Direct cost of acquiring a customer
- **Tip:** Monitor CPA daily to stay within ₹20,000 budget
- **Action:** If CPA is high → improve landing page, targeting

3. ROAS (Return on Ad Spend)

- **Formula:** $\text{Revenue from Ads} / \text{Ad Spend}$
- **Why it matters:** Measures campaign profitability
- **Tip:** A ROAS of 2x or higher is healthy
- **Action:** Reallocate budget to high-ROAS ads

4. Engagement

- **Includes:** Likes, shares, comments, saves
- **Why it matters:** Builds brand affinity, especially with Gen Z
- **Action:** Retarget engaged users; analyze popular content



5. Conversion Rate

- **Formula:** $(\text{Conversions} / \text{Clicks}) \times 100$
 - **Why it matters:** Reflects landing page effectiveness
 - **Action:** Optimize CTA, trust signals, and mobile experience
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Keyword Strategy

Product Types & Attributes

- Serums, Cleansers, Moisturizers, Skincare

Clean & Vegan Keywords

- Vegan, Cruelty-free, Natural, Clean, Organic, Plant-based, Eco-friendly

India-Specific Keywords

- Indian-made, Indian skincare, Indian beauty brands

Popular Combined Queries

- “Vegan skincare for oily skin”
- “Cruelty-free face wash India”
- “Natural moisturizers for dry skin”
- “Best vegan skincare brands in India”

Action:

- Use for **Google Ads, Meta targeting, and SEO blog content**
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🌟 Headlines

- **Glow Naturally with Devavi – India's Clean, Vegan Skincare That Makes You Go Wooooow**
 - **Skincare That Loves You Back – Extra Protection, No Toxins, No Cruelty**
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✍️ Primary Texts

1.

✨ Your skin deserves better.

Introducing **Devavi** – India's clean, vegan skincare line crafted with plant-based goodness and no harsh chemicals that make you go wooooow.

💚 **Cruelty-free** | 🌱 **Vegan** | 💉 **Dermat-tested**

✅ Perfect for **oily, dry & sensitive skin**.

🛒 **Shop now and feel the difference.**

2.

Tired of skincare that breaks promises and irritates your skin?

Try Devavi – formulated to provide **extra protection** for your skin's natural barrier.

Meet the future of skincare, **made in India**, made for you.

✔️ **Vegan** | ✔️ **Clean Ingredients** | ✔️ **Glowing, Healthy Skin**

Tap to start your skincare glow-up. 🌿✨

🔗 Ad Inspiration Links

- 🌸 **Smooth Skin Without the Ouch | Simply Venus x Ananya Panday**
Venus Gillette India
<https://www.youtube.com/watch?v=a6l7YdOTrKQ>
- 🛡️ **Protects 40x More & Strengthens Skin Barrier**
Dramatic skin transformation & benefit-focused messaging

<https://www.youtube.com/watch?v=2TqF0bUsVCk>

✅ **Military Families Message (Make our impact and value more)**

♥ **Now Available for Military & Navy Families!**

- Safe, Organic, and Chemical-Free
 - Ask for it in Your Local Military/Navy Canteen
 - Share in your community WhatsApp group!
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♥ **Instagram Launch Strategy – #GlowLikeThat**

Campaign Name: #GlowLikeThat

♦ **Phase 1: The Suspense (Days 1–3)**

- Reels with glowing skin, whispers: “something clean is coming...”
- IG Stories with polls: “Is it K-beauty? Is it Indian?”
- DM early followers: “Ready to glow differently?”

♦ **Phase 2: The Reveal (Days 4–6)**

- Collab with **Pooh With Korea**: “Wait, this isn’t K-beauty?!”
- Reel skit with subtitles: “Wait... this is Indian skincare?!”

🔥 **Phase 3: The Takeover (Launch Day)**

- **#GlowLikeThat Challenge**
- Before & after user posts

- IG Live with Pooh skincare routine + giveaway
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Influencer Collaboration

✨ Influencer: Pooh With Korea (@poohwithkorea)





- Relatable, funny, Gen Z-aligned
 - K-beauty fanbase, skincare + humor content
 - Perfect match for **Devavi's brand voice**
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Landing Page Optimization

1. Main Section

- Headline: "Clean. Vegan. Skin That Glows Naturally."
- CTA: "Shop Now"

2. Product Highlights

- Icons:  Vegan,  Dermat-tested,  Clean,  All Skin Types

3. Trust Signals

- Money-back guarantee, chemical-free, secure payments

4. Urgency Section

- Countdown timer / "Only 17 left!"
- **Promo Code:** GLOW10 for 10% off

5. FAQ Section

- Safe for sensitive skin?
- Results timeline?
- Can men use it? (Since there are lot more man on these platforms)

6. Exit-Intent Pop-Up

- Offer: 5% discount or freebie (face mask)



Milestones

Date	Milestone
Apr 8–9	Campaign Setup & Tracking
Apr 10–13	Soft Launch & Data Collection
Apr 14	Mid-Campaign Optimization Day
Apr 15–17	Final Push + Retargeting
Apr 18	Campaign Wrap-Up & Reporting