

Subject: Boosting Kolkata Jewelry Sales During Monsoon

I have identified that delivery concerns and shifting user behavior, given the unique challenges of Kolkata's monsoon season, are significantly impacting your ROAS. Based on my analysis, I propose a dedicated landing page highlighting our "Monsoon Sparkle Guarantee," assuring customers of rain-safe delivery and free rescheduling. Furthermore, I recommend this page also feature a curated, water-resistant jewelry collection. To optimize conversions, I suggest an A/B test comparing urgency-focused messaging versus delivery assurance. This strategy aims to alleviate customer concerns and drive sales despite the weather. This will improve your ROAS.

Sincerely,

Prasenjit Mondal