



January 28, 2026

Display & YouTube Ad  
Campaign

Ad Sequence for  
Aesthetic Envy

Presented by :- Shreyosi Jana

# *About Aesthetic Envy*

---

Your premier destination for luxury aesthetic treatments and skincare solutions

At Aesthetic Envy, we combine **state-of-the-art technology** with personalized care to help you achieve your beauty goals. Our range of services, including Botox, laser hair removal, facials, and body sculpting, is designed to enhance your natural beauty while ensuring a relaxing and enjoyable experience.



# Campaign Objectives

## Awareness

Increase brand visibility to potential clients



## Engagement

Foster connections with target audience online

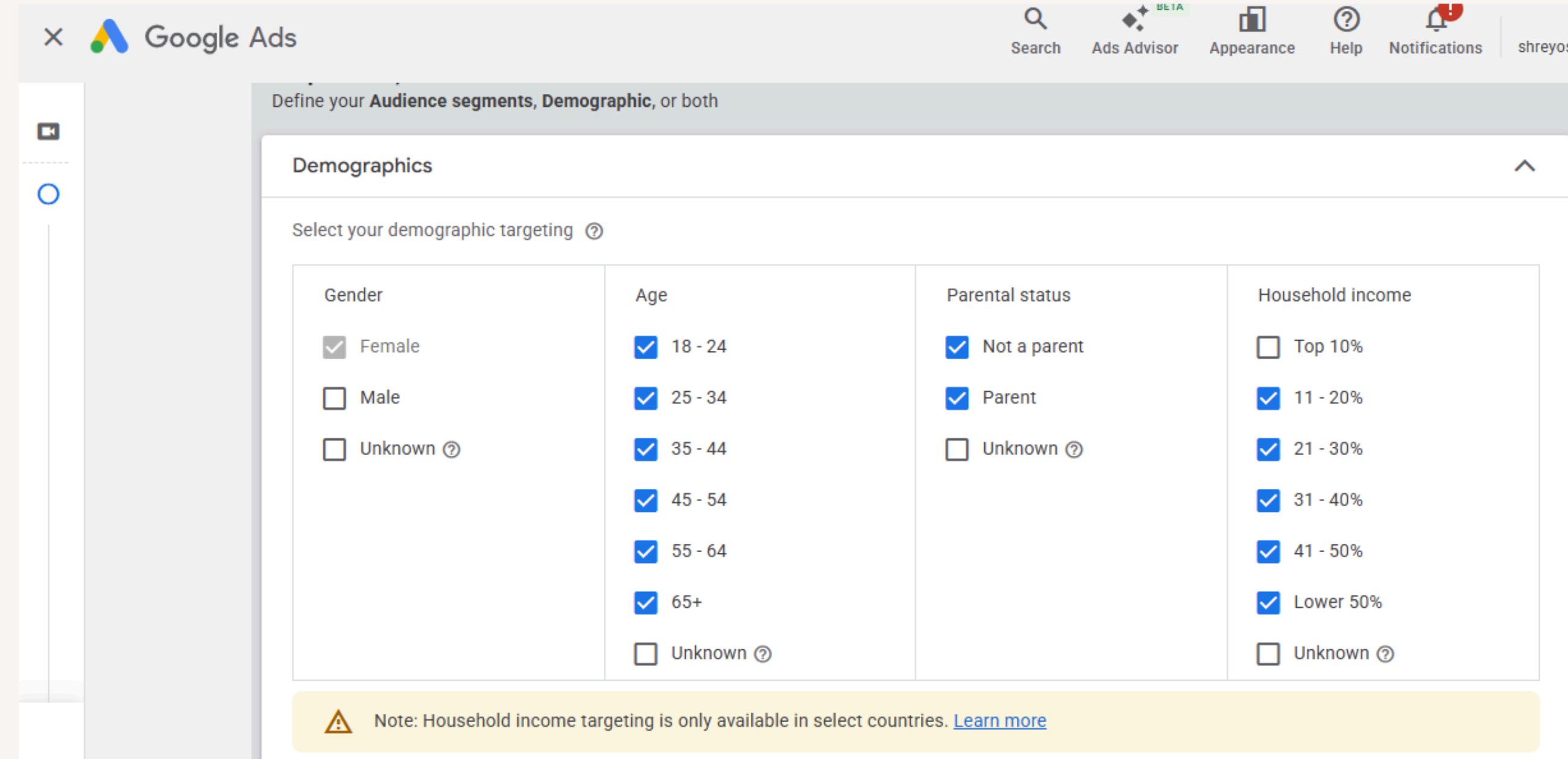


## Lead Generation

Convert interest into actual appointments and consultations

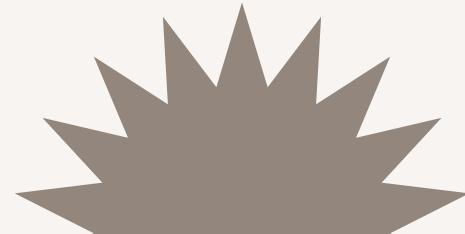


# Target Audience: Identifying Our Ideal Client



The screenshot shows the Google Ads interface for defining audience segments. The top navigation bar includes 'Search', 'Ads Advisor' (with a BETA badge), 'Appearance', 'Help', 'Notifications', and user information (994-830-1780, shreyosij@gmail.com, and a profile icon). The main section is titled 'Define your Audience segments, Demographic, or both'. A 'Demographics' section is expanded, with a sub-section 'Select your demographic targeting'. It contains four columns: 'Gender' (Female checked, Male and Unknown unchecked), 'Age' (18-24, 25-34, 35-44, 45-54, 55-64, 65+, Unknown unchecked), 'Parental status' (Not a parent and Parent checked, Unknown unchecked), and 'Household income' (Top 10%, 11-20%, 21-30%, 31-40%, 41-50%, Lower 50%, Unknown unchecked). A note at the bottom states: '⚠ Note: Household income targeting is only available in select countries. [Learn more](#)'.

**Demographic Insights**  
Understanding our audience ensures  
**effective targeting** and engagement.



# Target Audience: Identifying Our Ideal Client

The screenshot shows the Google Ads interface for managing audience segments. The top navigation bar includes the Google Ads logo, a search bar, 'Ads Advisor' (BETA), 'Appearance', 'Help', 'Notifications' (with a red notification dot), and user information (994-830-1780, shreyosij@gmail.com, and a profile icon).

The main content area is titled 'Audience segments' and displays instructions: 'Select audience segments to define who should see your ads. You can create new segments in [Audience Manager](#). ?'

Two tabs are available: 'Search' and 'Browse'. The 'Browse' tab is selected, showing the following categories:

- Who they are (Detailed demographics)
- What their interests and habits are (Affinity)
- What they are actively researching or planning (In-market and life events)
- How they have interacted with your business (Your data segments)
- Your combined audience segments (Combined segments)

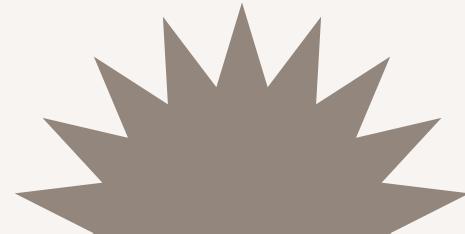
To the right, a list of selected audience segments is shown:

- Affinity
- Travel
- Sports & Fitness
- Lifestyles & Hobbies
- Fashion
- Beauty & Wellness
- In-market
- Petriots & Personal Care

A 'Clear all' button is located at the top right of the selected segment list.

## Demographic Insights

Understanding our audience ensures effective targeting and engagement.



# Marketing Funnel Overview

## Awareness

Create brand visibility through targeted outreach.



## Consideration

Engage potential clients with informative content.



## Action

Encourage bookings with compelling offers.



# YouTube Ad Sequence

The screenshot shows a YouTube video player interface. The main video frame displays a woman in a colorful, patterned top standing in a greenhouse. Overlaid on the video is a large, bold text advertisement: "LIVE HEALTHY, LIVE HAPPY.". A call-to-action button in the bottom left corner of the video frame says "Book now". Below the video frame, the YouTube navigation bar includes the "YouTube IN" logo, a search bar, and various user interface icons.

**Video Player Interface:**

- Top Bar:** YouTube IN, Filters, Search, Microphone, Notifications, Create, User Profile.
- Video Frame:** A woman in a greenhouse, text overlay: "LIVE HEALTHY, LIVE HAPPY.", CTA: "Book now".
- Player Controls:** Play, Volume, Duration (0:02 / 0:08), Subtitles (CC), Settings, Video.

**Right Side Panel (Video Analytics):**

- Views Tab:** Engagement (0%), Outlier (>100x), VPH (153.6).
- Time Range:** All, 24 hours, 1st 7 days, 1st 28 days.
- Total Views:** 58.4M (Total views).
- Line Graph:** Shows the growth of total views over time, starting at 0, jumping to ~15M on 3/19, and reaching ~60M by 12/25.
- Text:** Google Ads :: Video preview demo, THIS IS A DEMO VIDEO, Last Updated 02/27/2014, See similar thumbnails.

**Bottom Navigation:**

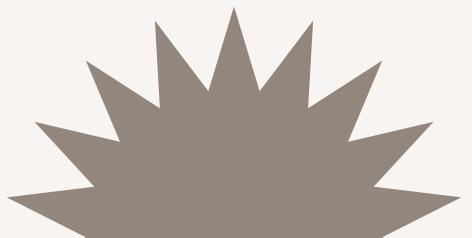
- Google Ads for video (73.2K subscribers), Subscribe, Remix, Like, Share, More.

# YouTube Ad Sequence: Consideration Stage



## Educational Content

Highlight the benefits of treatments and skincare solutions.



# Action Stage

## Special Offers

Highlight promotions to encourage immediate bookings



## Seamless Booking

Showcase user-friendly appointment scheduling process



## Client Testimonials

Share success stories to build trust and engagement



# Display Ad Strategy for Aesthetic Envy

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

**Ad strength** Excellent

Images  Headlines  
 Videos  Descriptions

(i) You have entered the maximum number of descriptions.

Don't wait to feel confident—book your consultation today.  
Required 58 / 90

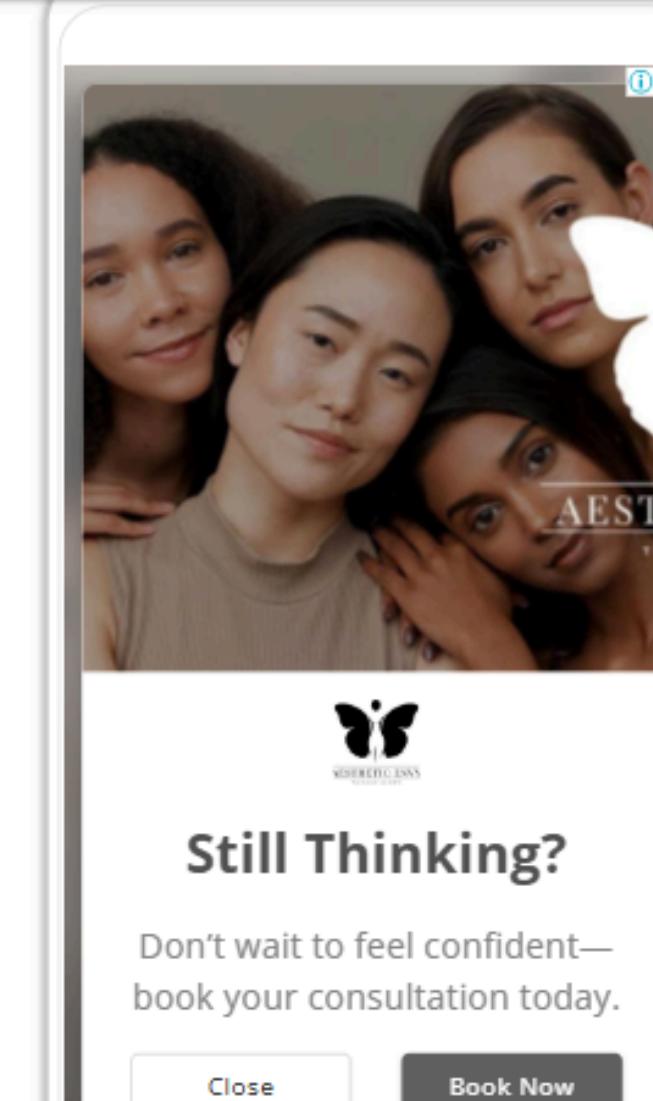
Take the next step toward radiant, youthful skin.  
49 / 90

Book your free aesthetic consultation today.  
44 / 90

Limited slots available. Schedule your visit now.  
49 / 90

Your transformation starts with one consultation.  
49 / 90

**Additional format options**



**Weekly estimates**

**Available impressions**

Based on your targeting and settings but not your budget or bid

Impressions 10B+ 0 since last update

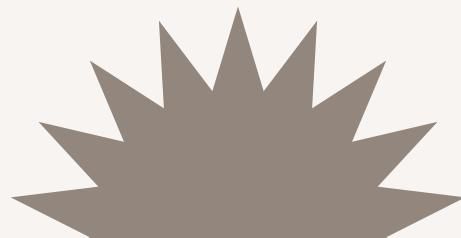
**Your estimated performance**

Based on your targeting, settings and daily budget of ₹700.00

Clicks 1.7K - 9.1K Conversions Unavailable

Average CPA Unavailable

[Leave feedback](#)



# Budget Allocation Overview

**YouTube Awareness**  
Allocated funds for brand exposure



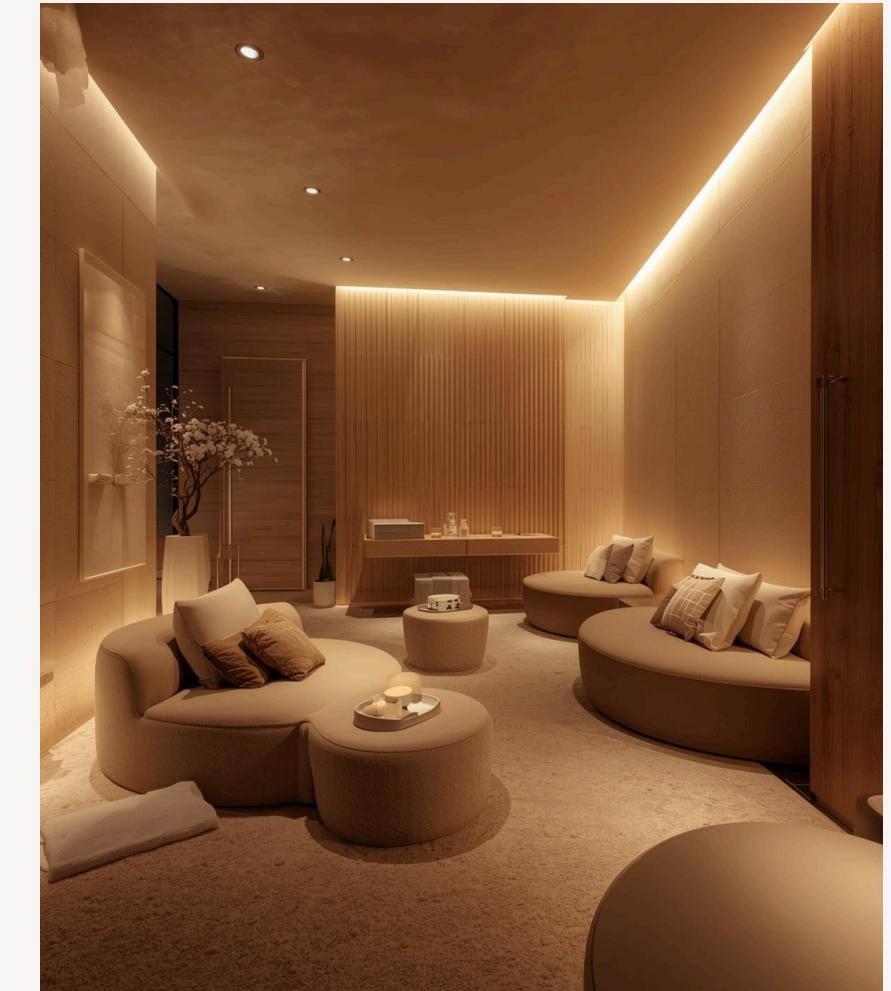
**YouTube Consideration**  
Budget dedicated to engaging content



**Action Stage**  
Funds for conversion-focused ads



**Display Campaigns**  
Budget for broad and targeted reach



# Bid Strategy

## CPM

Cost per Mille ensures broad reach efficiently.



## CPC

Cost per Click drives targeted audience engagement.

# 50% Increase

---

Engagement through video ads

## 20%

---

Click-through rate target

## 1.5 million

---

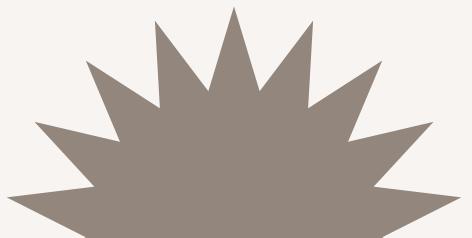
Impressions in first month

# Why Ad Sequencing is Effective



## Improved Targeting

Ad sequencing enhances engagement through tailored messaging.



*Next Steps*

Contact Us for  
Further Engagement  
and Consultations

WEBSITE

[reallygreatsite.com](http://reallygreatsite.com)

---

EMAIL

[info@aestheticenvy.com](mailto:info@aestheticenvy.com)

---

PHONE

123-456-7890