

SHOPPING & PERFORMANCE MAX CAMPAIGN FOR ETRAVELS

Daily Budget: ₹1,000 | Duration: 15 Days

1. 3 key competitors of eTravels in the Indian market:

- i) MakeMyTrip
- ii) Yatra
- iii) EaseMyTrip

2. Unique Selling Propositions (USPs) of eTravels:

- i) Customized Travel Packages: Travel itineraries are personalised based on customer budget, duration, and preferences.
- ii) Affordable Pricing: Pricing with no hidden charges, suitable for students and middle-income travellers.
- iii) Dedicated Travel Assistance: One-on-one customer support before and after booking.
- iv) Domestic + International Focus: A wide range of both Indian and international tour packages on a single platform.
- v) Simple & Easy Booking Process: User-friendly website with quick enquiry and booking options.

3. Campaign Objective: Sales

The primary goal of this campaign is to increase online sales of travel packages by displaying eTravels products to users actively searching on Google. Since these users have high purchase intent, a Shopping Sales campaign is the most effective way to drive bookings and revenue within a limited budget and timeframe.








4. Google Ads Setup Screenshots:

i) Objective selection screen:

What's your campaign objective?



Choose your objective


Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone or in store	 Leads Get leads and other conversions by encouraging customers to take action	 Website traffic Get the right people to visit your website	 App promotion Get more installs, engagement and pre-registration for your app
 Awareness and consideration Reach a broad audience and build interest in your products or brand	 Local shop visits and promotions Drive visits to local shops, including restaurants and dealerships.	 Create a campaign without guidance You'll choose a campaign next	

Add products to this campaign

To advertise products on your website, select a Merchant Center account ?

 5696391266 - eTravels 

 This Merchant Centre account isn't set up to show products in ads yet. You can finish setting up the account after you've published this campaign.

All products from the selected account will be available to advertise in this campaign. [Select a feed label](#)

Maximise your reach by switching to Performance Max

☐ Continue with a Shopping campaign
Advertise your products on the Google Search Network only

☒ Switch to a Performance Max campaign
Advertise your products on all Google channels

Campaign name

Sales-Performance Max | eTravels | 24 Dec 2025

ii) Budget, dates and ad schedule:

☒ Set custom budget

Set your average daily budget for this campaign

₹ 1,000.00

<u>Weekly conv.</u>	<u>Cost/Conv.</u>	<u>Weekly cost</u>
11	₹619.47	₹7,000.00

Ad scheduleAll day

Start and end dates

Start date

24 Dec 2025

End date

☐ None

☒ 7 Jan 2026

- iii) List of keywords research for the campaign, with their search volume and competition:

Keyword	↓ Avg. monthly searches	Competition
honeymoon packages	10K – 100K	Medium
manali tour packages	10K – 100K	High
goa holiday packages	10K – 100K	Medium
dubai tour packages	10K – 100K	High
domestic tour packages	1K – 10K	Low
international tour packages	1K – 10K	Medium
maldives honeymoon	1K – 10K	Low
budget travel packages	1K – 10K	Medium
honeymoon planners	100 – 1K	Medium
holiday packages booking	100 – 1K	Medium

- iv) Target audience setup:

Locations

Select locations for this campaign ?

☐ All countries and territories

☒ India

☐ Enter another location

Languages

Select the languages that your customers speak. ?

All languages

Demographics

People with the following demographics

Gender

☒ Female
☒ Male
☒ Unknown

Age

18
to
65+
☒ Unknown

Additional demographics

Parental status

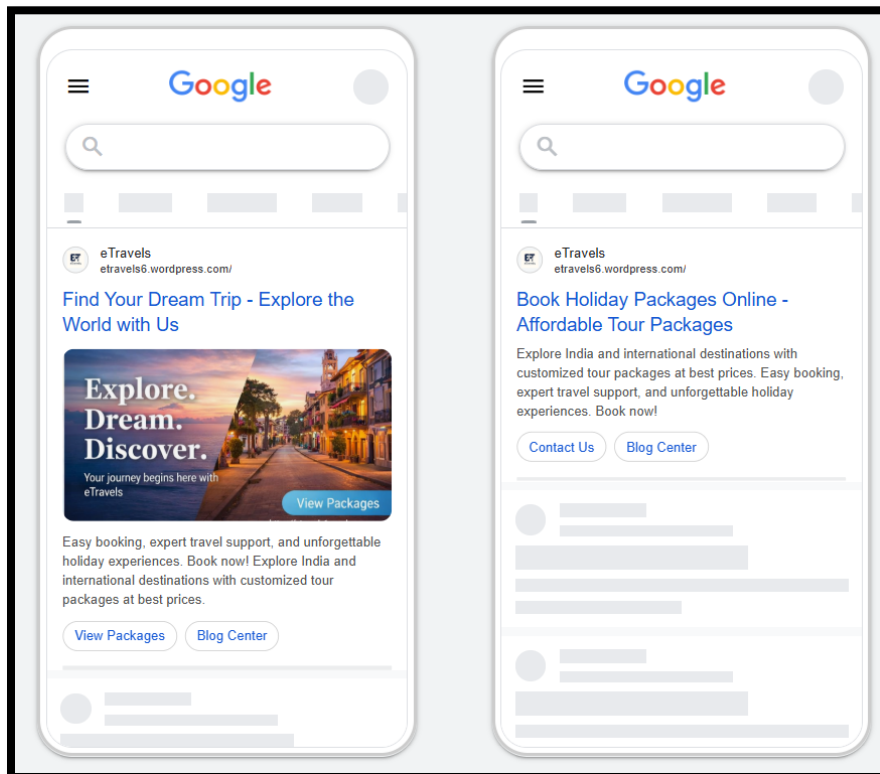
☒ Parent
☒ Not a parent
☒ Unknown

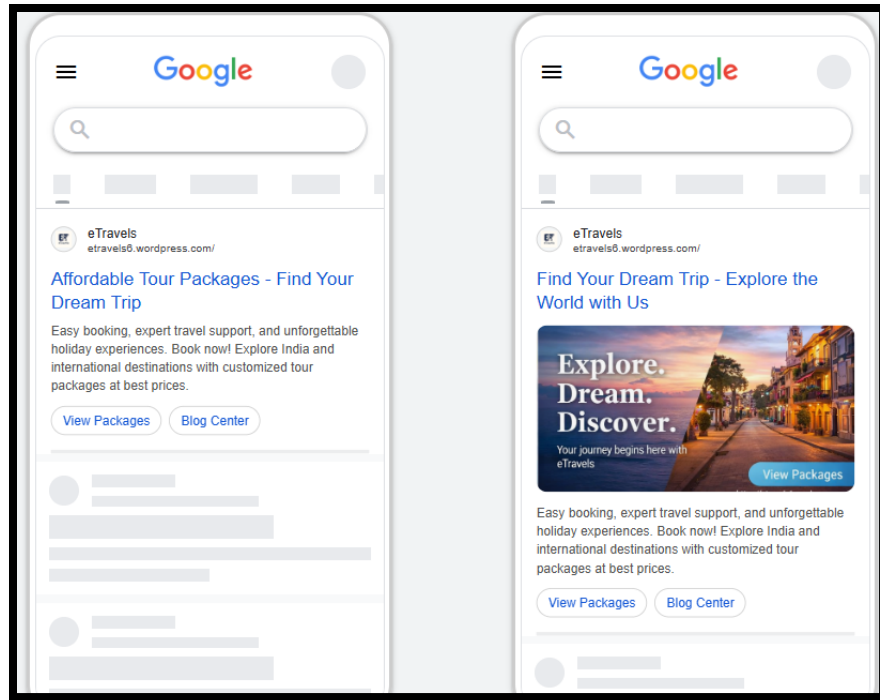
Household income

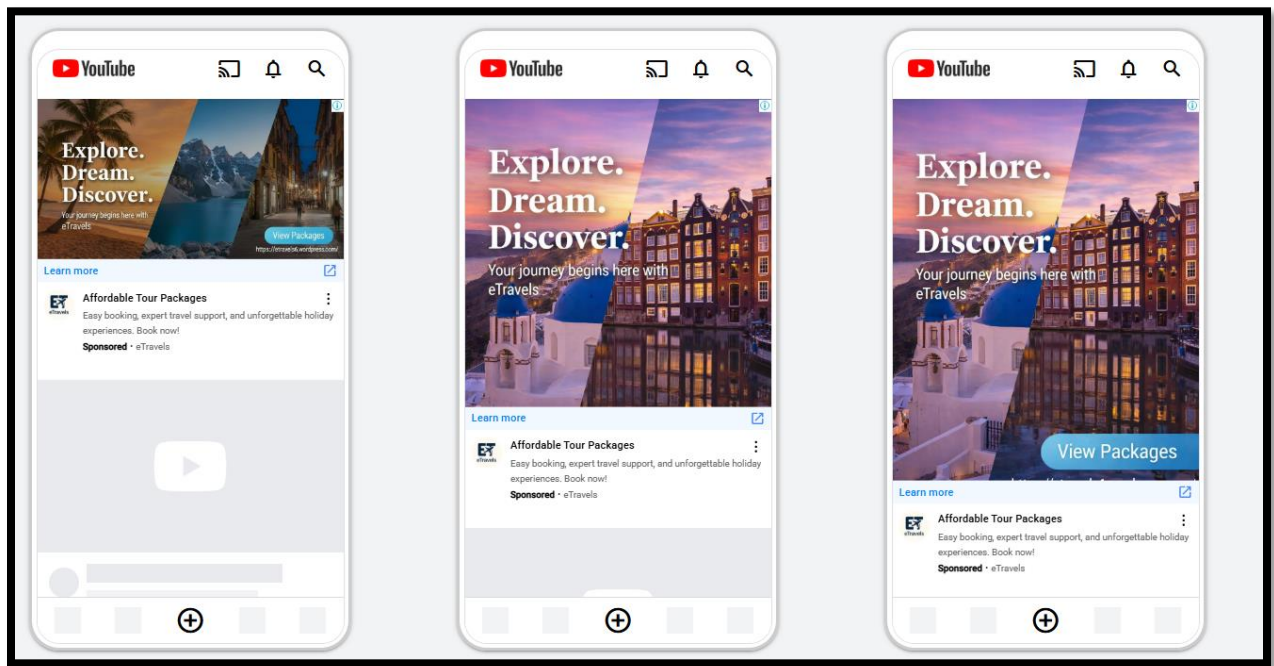
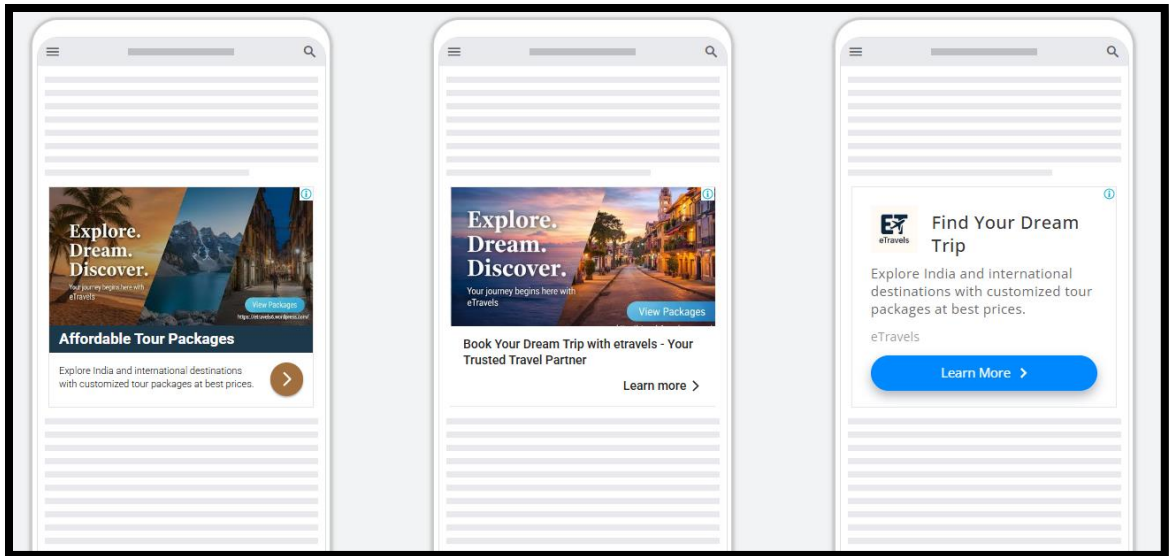
Top 10%
to
40%
☒ Unknown

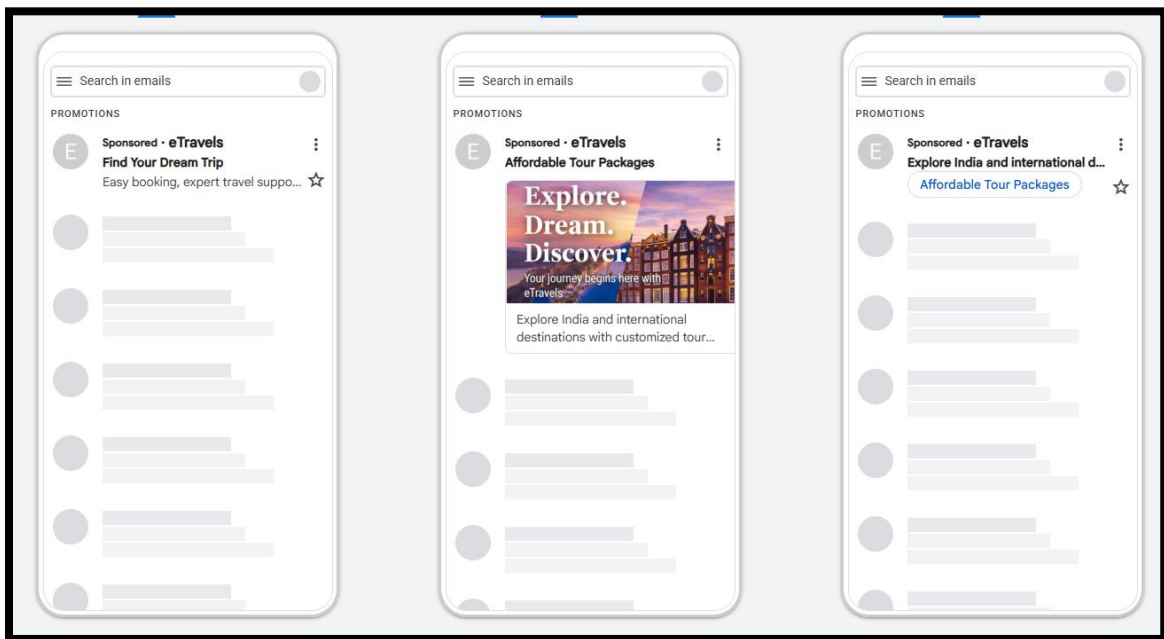
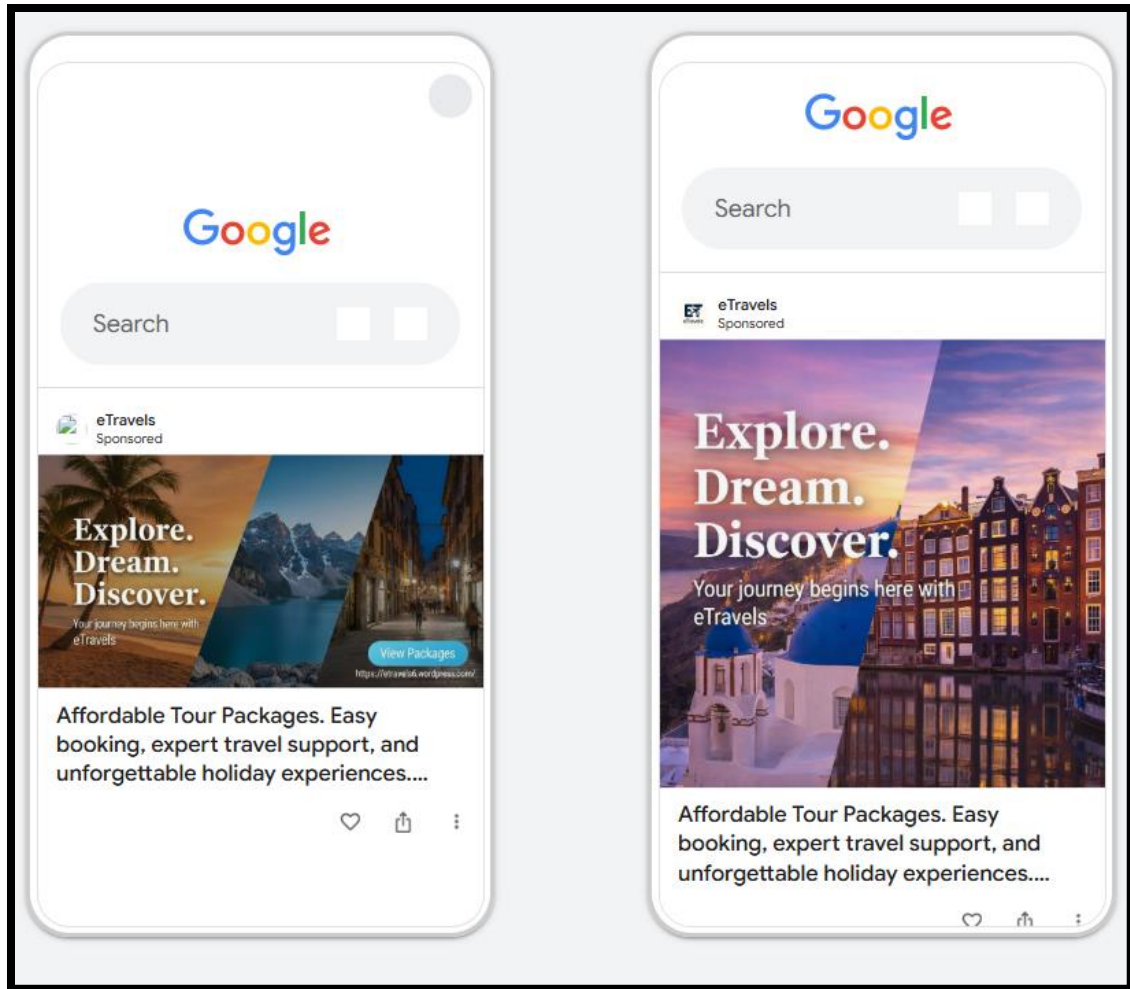
Note: Household income targeting is only available in select countries.

v) Screenshot of your Ad creative:





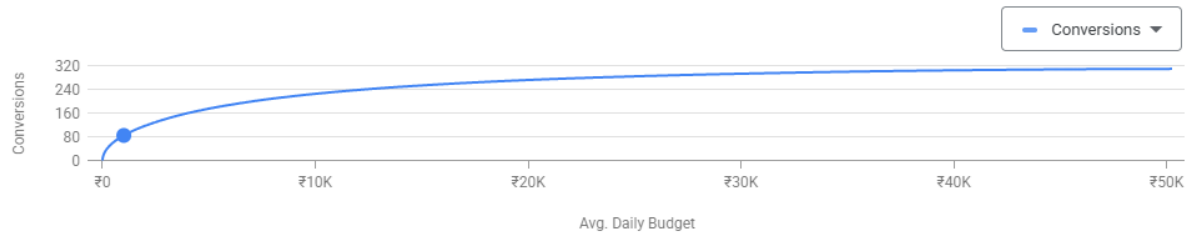




Your plan can get **86 conversions** for **₹15K** with a **₹1K** average daily budget [Ⓢ]



Estimated conversion rate : 2.73%



Maximise conversions optimises bids to get the most conversions for your daily budget

[Edit](#)

[Learn more](#)

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC		
86	₹170	3.2K	66K	₹15K	4.8%	₹4.73	+	Add conversions metrics

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