

LinkedIn Ads Campaign Plan – Cardekho

Budget: ₹30,000 | Duration: 15 Days

1. Competitor research:

- i) Cars24
- ii) OLX Autos
- iii) Droom

2. Unique Selling Points (USPs):

- i) Verified listings with detailed inspection reports, reduces buyer friction.
- ii) Large local inventory (Mumbai & Pune) with refined filters (price, brand, kms, year).
- iii) Easy financing & EMI calculator on listing pages.
- iv) Test-drive booking & dealer ratings inside the listing.
- v) Price alerts and comparison tools to build buyer confidence.

3. Campaign Setup:

A. Selected Objective:

The screenshot shows the 'Select your objective' section of the LinkedIn Ads campaign setup. It displays eight objective options categorized into three main groups: Awareness, Consideration, and Conversion.

Category	Objective	Description
Awareness	Brand awareness	Reach more people with your post
	Engagement	Increase social engagement and page followers
Consideration	Website visits	Get more clicks to your landing page
	Video views	Share your videos with more people
Conversion	Lead generation	Gather info from people interested in your business
	Website conversions	Capture leads or drive actions on your website

The 'Website visits' objective is highlighted with a green checkmark, indicating it is the selected objective for this campaign.

B. Budget Setup:

Group budget & schedule

Define how and when you plan to spend across your campaigns.

Budget optimization

We'll automatically distribute your group budget across your best performing campaigns for better ROI based on your bid strategy. [Learn more](#)

Off 

Run continuously from a start date

Set a start and end date

Set a start and end date with a budget

Lifetime budget 

\$361.00

This budget is not optimized and will simply prevent your campaigns from overspending.

Schedule 

Start date * 12/26/2025 **End date *** 1/9/2026

mm/dd/yyyy mm/dd/yyyy

C. Audience Targeting

Audience summary

X

27,000 potential LinkedIn members reached

INCLUDE

People with **English** as their profile language in

Locations (recent or permanent)
Pune, Mumbai Metropolitan Region

EXCLUDE

People who meet ANY of the following criteria

Job Seniorities
CXO, Director, Manager, Owner, Partner, VP

Company Industries
Professional Training and Coaching, Business Consulting and Services, Automation Machinery
Manufacturing, Technical and Vocational Training, Retail, Engineering Services, IT Services and IT Consulting

Job Functions
Accounting, Business Development, Information Technology, Real Estate

D. Ad preview:

 eTravelss
Promoted

Looking for a trusted used car in Mumbai or Pune?
Explore verified listings with detailed inspection reports, transparent pricing, and easy EMI options — all in one place.



The image shows a man with glasses and a green shirt hugging a young girl with long dark hair in front of a red car. The car has the CarDekho logo and the slogan 'Bharosa kar ke dekho' on its front window. A white stylized tree logo is on the hood of the car.

[Find Trusted Used Cars Near You](#)
cardekho.com

[Buy now](#)

i



Find Trusted Used Cars Near You

eTravelss

Buy now



eTravelss

Promoted

Looking for a trusted used car in Mumbai or Pune?

Explore verified listings with de ...see more

**USED CARS
5000+**

CarDekho

BHANDSA KAR KE DEKHO

Download CarDekho App



Explore Verified Used Cars
in Mumbai & Pune
cardekho.com

Buy now



eTravelss



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USED CARS
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CarDekho
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Explore Verified Used Cars in Mumbai & Pune

Buy now

E. Estimated campaign results:

Forecasted results ?

Target audience size
27,000+

[Show segments](#)

1-day 7-day 30-day

1-day spend
\$15.00 - \$37.00

1-day impressions
3,000 - 12,000

CTR
1.0% - 1.6%

1-day clicks **Key Result**
40 - 160

1-day cost per click
\$0.30 - \$0.35