

SEARCH ADVERTISING CAMPAIGN FOR LENSKART

Budget: ₹1,00,000 | Duration: 1 Month

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

- i) Titan Eye+
- ii) Specsmakers
- iii) Fastrack Eyewear

2. Unique Selling Propositions (USPs) of Lenskart:

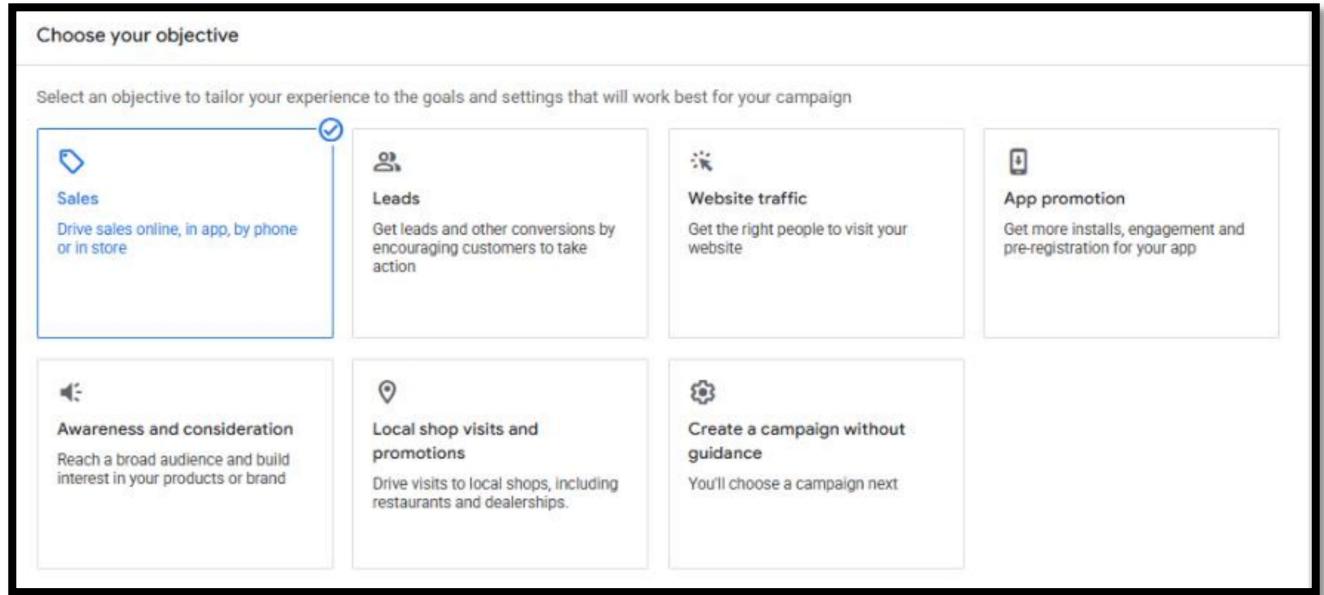
- i) Lenskart's 3D Virtual Try-On helps customers digitally try thousands of frames for confident decisions.
- ii) Strong value pricing with offers like Buy 1 Get 1 and 50% OFF attracts all shopper segments.
- iii) Free home eye tests and home try-on services provide maximum convenience for customers.
- iv) A wide range of 10,000+ trendy frames caters to every age group and budget.
- v) Lenskart's omnichannel presence with 1500+ stores and a robust online platform ensures seamless shopping.

3. Campaign Objective: Sales

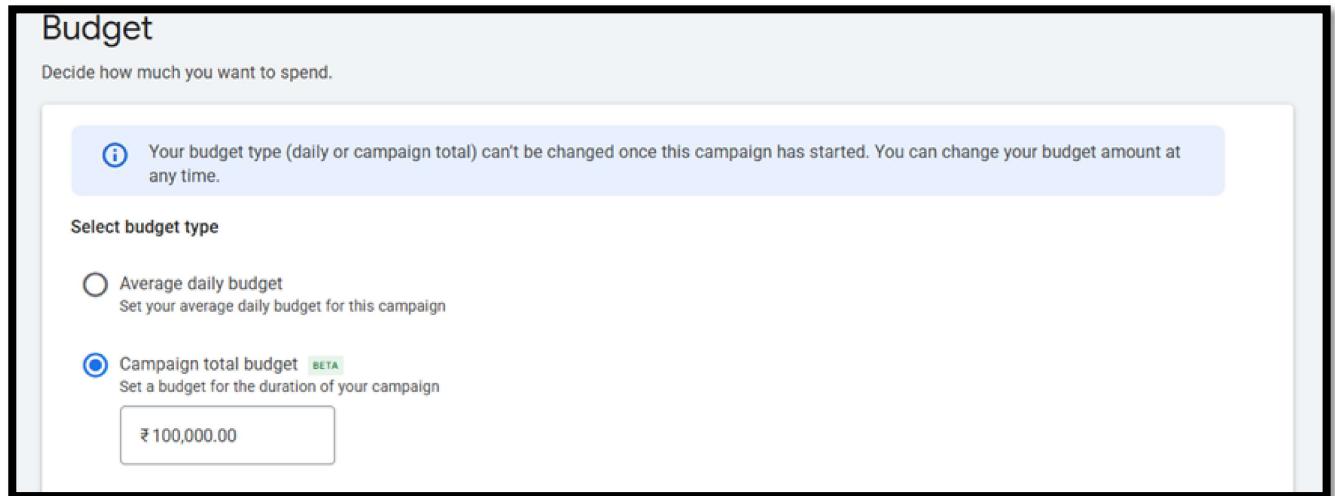
This objective is ideal because the campaign aims to drive direct eyewear purchases, and Search Ads target high-intent users actively looking for eyeglasses and related products.

4. Google Ads Setup Screenshots:

i) Objective selection screen:



ii) Budget, dates and ad schedule:



Ad schedule

All days 07:00 to 23:00

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Add

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

Start and end dates

Start date: 10 Dec 2025

End date: None 10 Jan 2026

Your ads will continue to run unless you specify an end date.

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

A	B	C
Keyword	Search Volume	Competition
Buy eyeglasses online	50000	High
cheap eyeglasses online	50000	High
designer eyeglasses	50000	High
eyeglasses for men	50000	Medium-High
lenskart frames	50000	High (brand keyword)
glasses for men	50000	High
glasses for women	50000	Medium-High
buy eyeglasses online	50000	High
eye glasses frames	50000	Medium-High
computer glasses for men	50000	Medium
computer glasses	50000	Medium-High
best glasses for men	50000	Medium-High
frames for glasses	50000	High
transparent glasses	50000	Medium
stylish glasses for men	50000	Medium-High
eyeglasses for women	5000	Medium
sunglasses online	5000	Medium
best eye glasses	5000	Medium
best eyeglasses	5000	Medium
reading glass	5000	Medium
premium eyeglasses	500	Low

iv) Target audience setup:

Locations

Select locations for this campaign ⓘ

All countries and territories

India

Enter another location

Location options

Languages

Select the languages that your customers speak. ⓘ

Start typing or select a language

All languages

Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on + New segment in the Search tab. ⓘ

Search	Browse		2 selected	Clear all
<input type="text"/> Try "sunglasses"			In-market	
Y Show: Recent and ideas			Clothing & Accessories > Eyewear	
<input type="checkbox"/> Select all (14)			Sunglasses	
<input checked="" type="checkbox"/> Eyewear ⓘ		-	Clothing & Accessories	
<input checked="" type="checkbox"/> Sunglasses ⓘ		-	Eyewear	
<input type="checkbox"/> Luxury Travellers ⓘ		-		
<input type="checkbox"/> Travel ⓘ		-		
<input type="checkbox"/> Travel ⓘ		-		
<input type="checkbox"/> Travel Buffs ⓘ		-		
+ New segment				

Targeting setting for this campaign ⓘ

Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

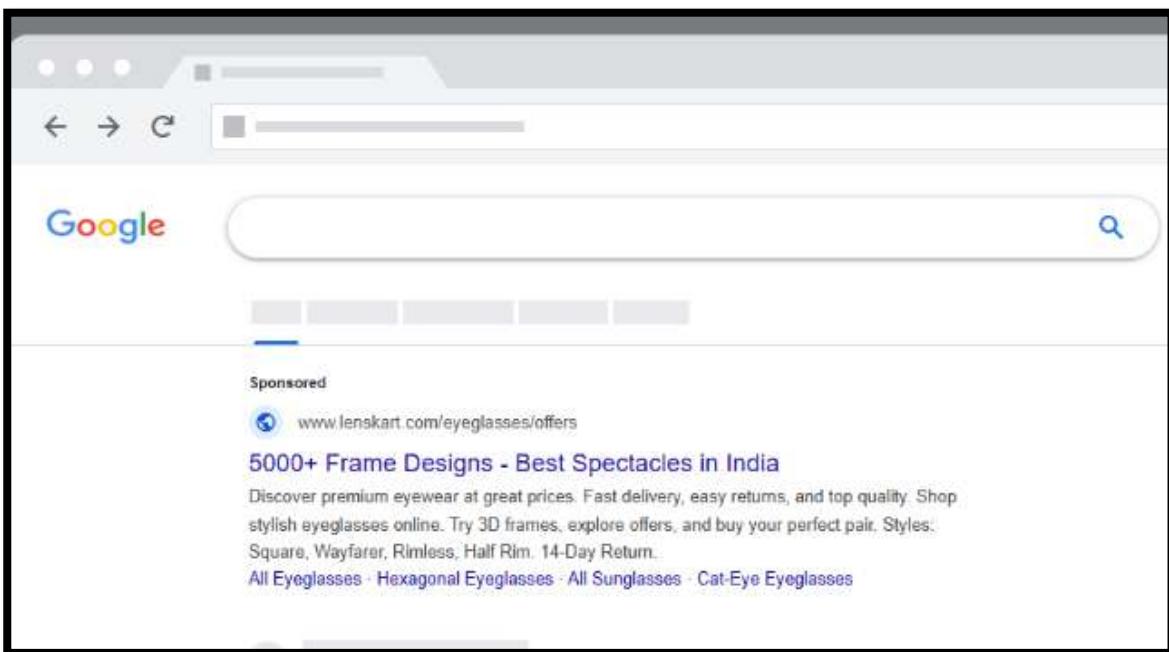
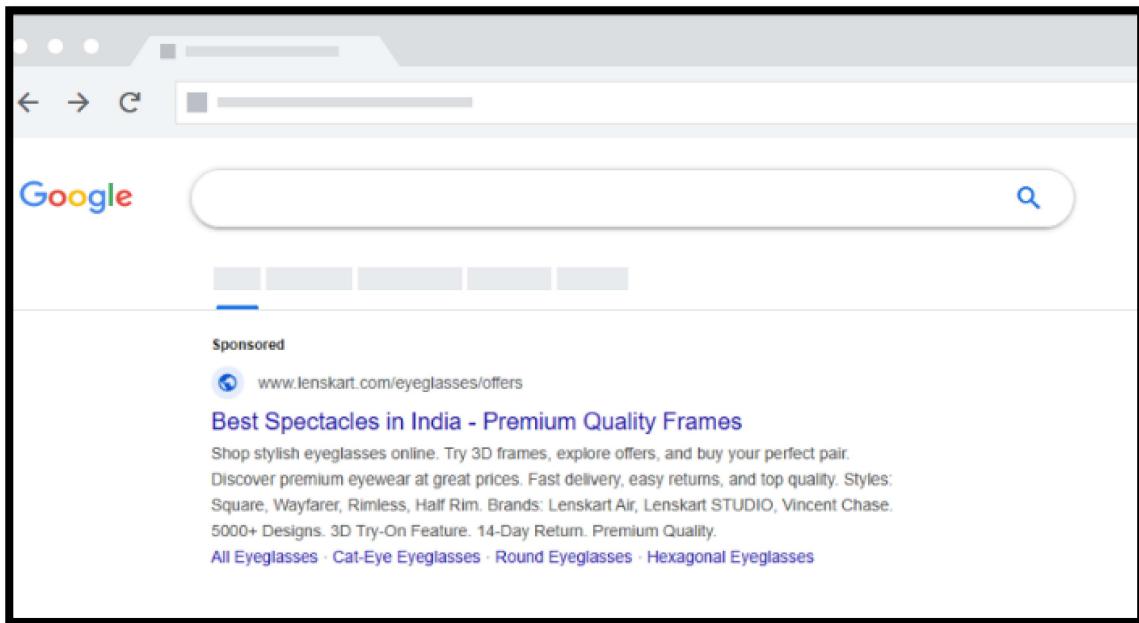
Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

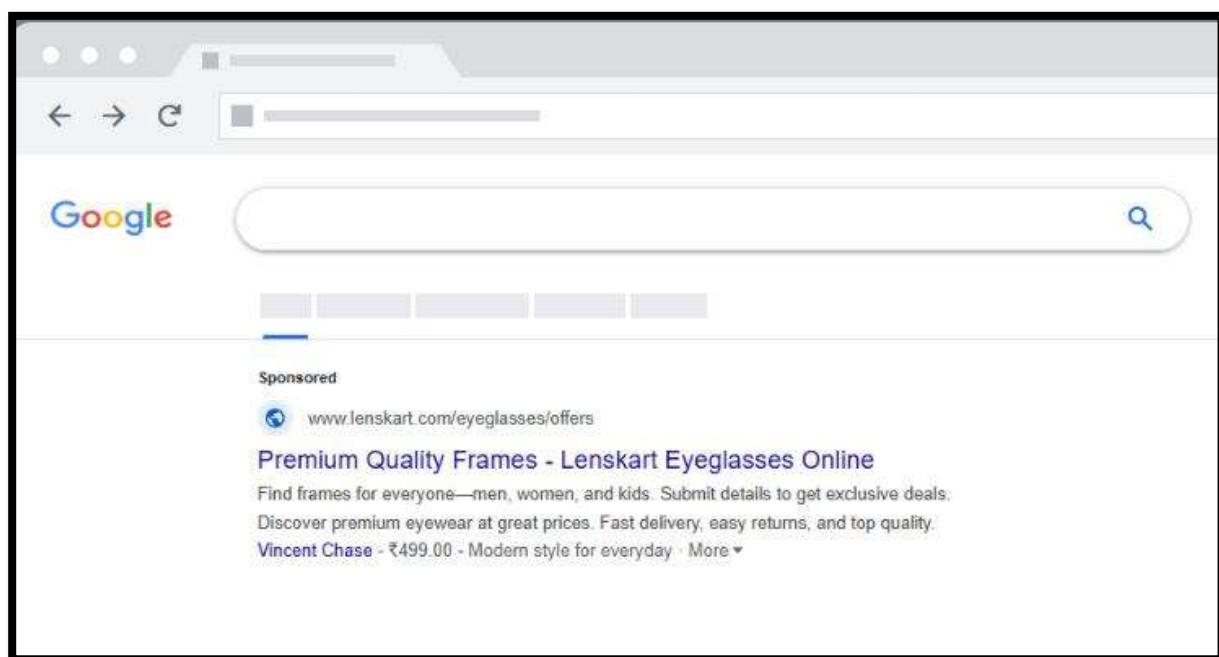
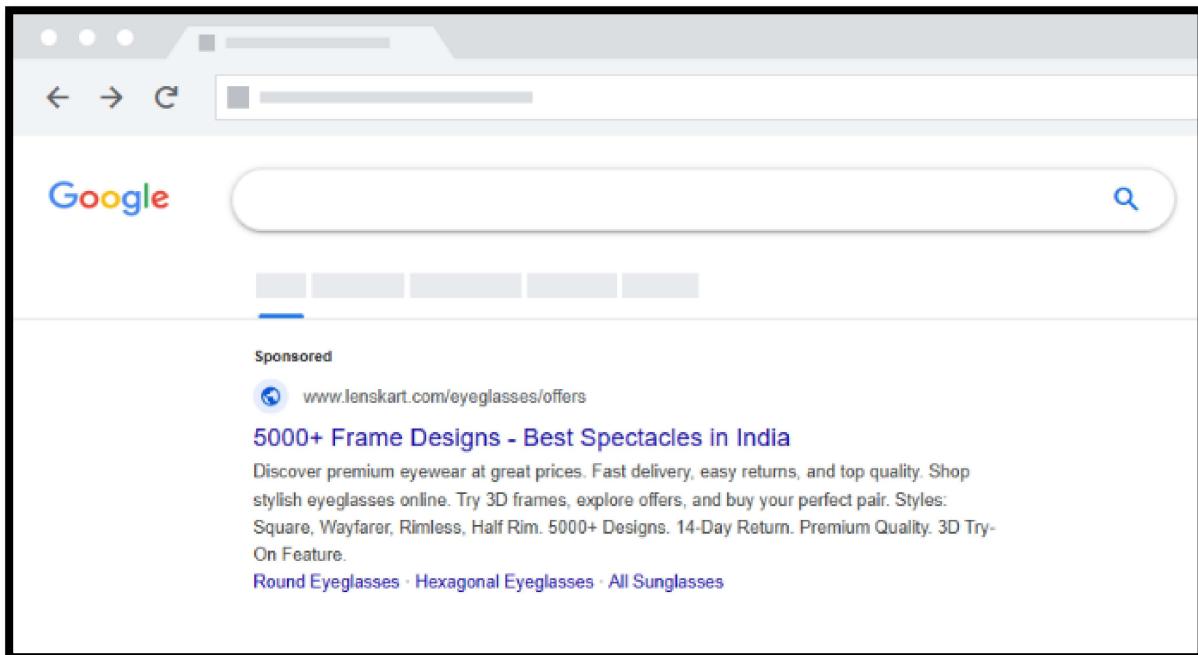
v) Screenshot of your Ad creative:

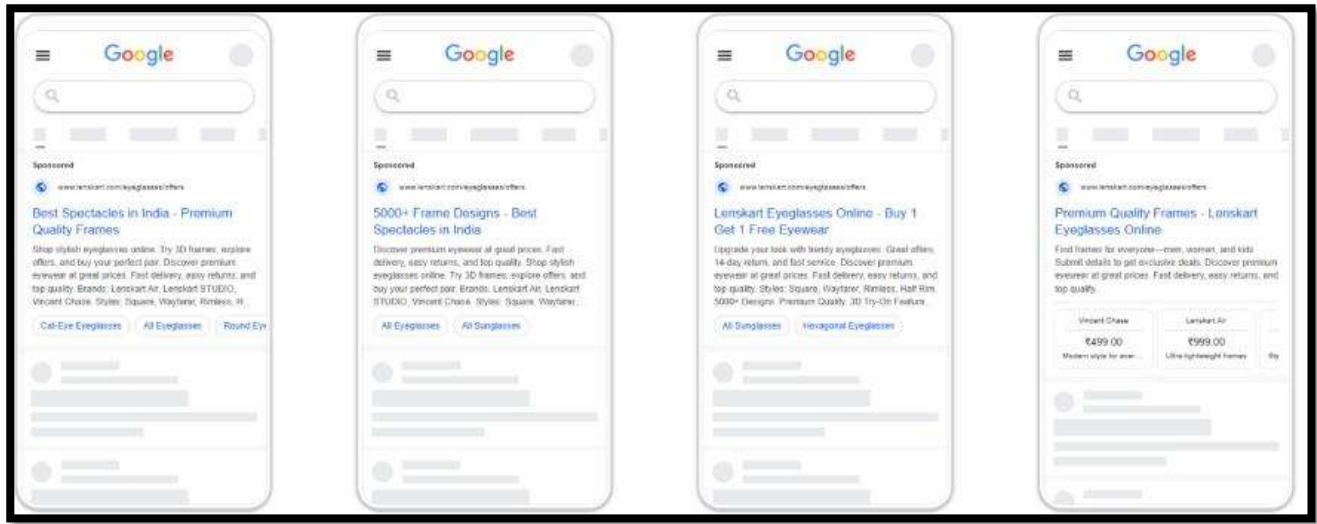
The screenshot shows a search results page for 'lenskart| Sales-Search| 10 Dec 2025'. The top navigation bar includes 'Search ads' and a three-dot menu icon. Below the navigation, the breadcrumb path is shown as 'lenskart| Sales-Search| 10 Dec 2025 > Ad group 1'. The main content area displays an advertisement for 'Lenskart Eyeglasses Online | Try 3D Frames Before Buying | Buy...'. The ad is labeled 'Ad' and includes the URL 'www.lenskart.com/eyeglasses/offers'. The ad copy reads: 'Shop stylish eyeglasses online. Try 3D frames, explore offers, and buy your perfect pair. Discover premium eyewear at great prices. Fast delivery, easy returns, and top quality.' Below the ad, there are four categories: 'All Eyeglasses', 'Round Eyeglasses', 'All Sunglasses', and 'Hexagonal Eyeglasses'. At the bottom of the page, a table provides a detailed breakdown of the ad's performance metrics:

Ad	Status	Impressions	Clicks	CTR
● Enabled	Not eligible	0	0	0.00%

At the bottom left, there are links to 'All search ads' and 'All assets'. On the right side, there are navigation arrows for page 1 of 2.







vi) 4 ad extensions:

Sitelinks (5)

Sitelinks are campaign-level assets.

[All Sunglasses](#) [Cat-Eye Eyeglasses](#) [Hexagonal Eyeglasses](#) [Round Eyeglasses](#) [All Eyeglasses](#)

Callouts (4)

Callouts are campaign-level assets.

14-Day Return Premium Quality 5000+ Designs 3D Try-On Feature

Prices (1)

Prices are campaign-level assets.

Vincent Chase – ₹499.00, Lenskart Air – ₹999.00 and Lenskart STUDIO – ₹799.00

Structured snippets (2)

Structured snippets are campaign-level assets.

Brands: Lenskart Air, Lenskart STUDIO and Vincent Chase:

Styles: Square, Wayfarer, Rimless and 1 more

vii) Estimated campaign results:

Your plan can get **130 conversions** for **₹100K** with a **₹3.3K** average daily budget ⓘ

Estimated conversion rate : 2.76%

Maximize conversions optimizes bids to get the most conversions for your daily budget

[Edit](#) [Learn more](#)

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC	Add conversions metrics
130	₹790	4.7K	36K	₹100K	13.1%	₹22	+ Add conversions metrics

 Rate this forecast