

# **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

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

Add products to this campaign

To advertise products on your website, select a Merchant Center account [?](#)

 5696391266 - eTravels	<a href="#">X</a>
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 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

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

Ad schedule All 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

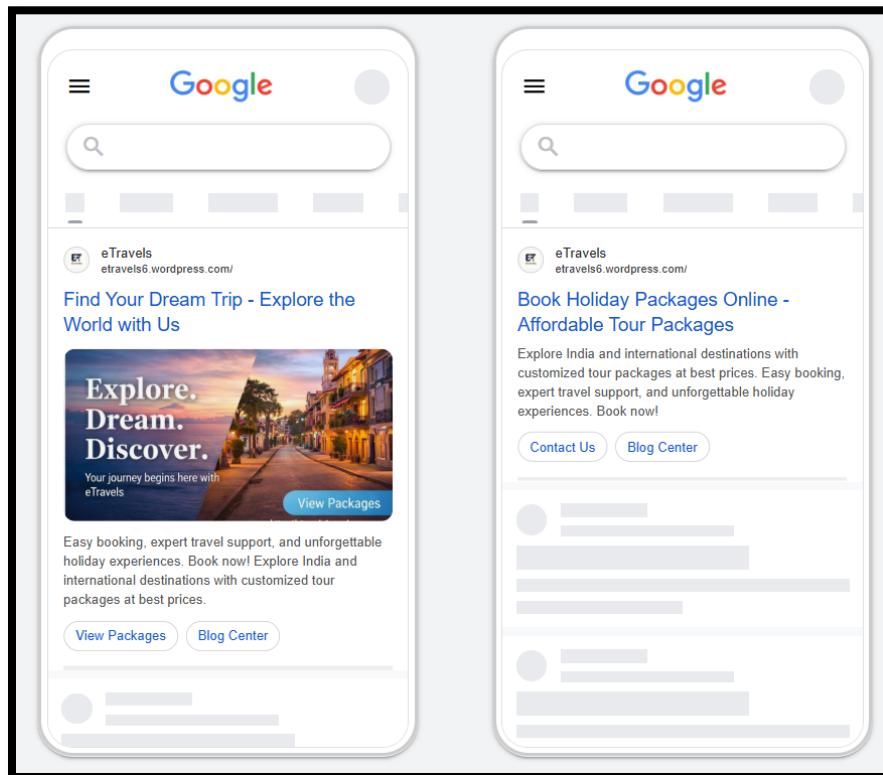
Parent  Not a parent  Unknown ⓘ

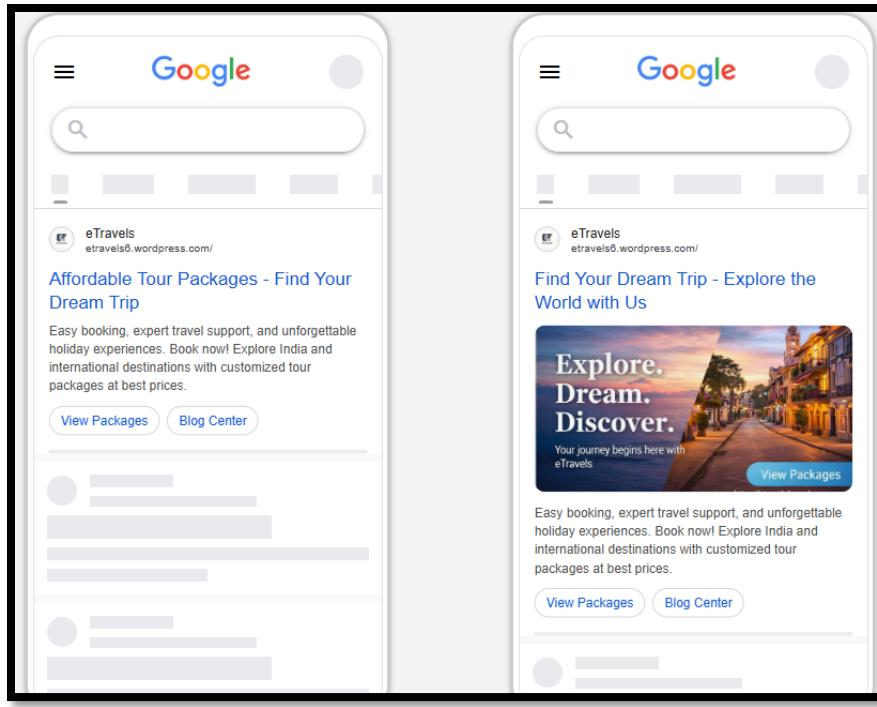
Household income

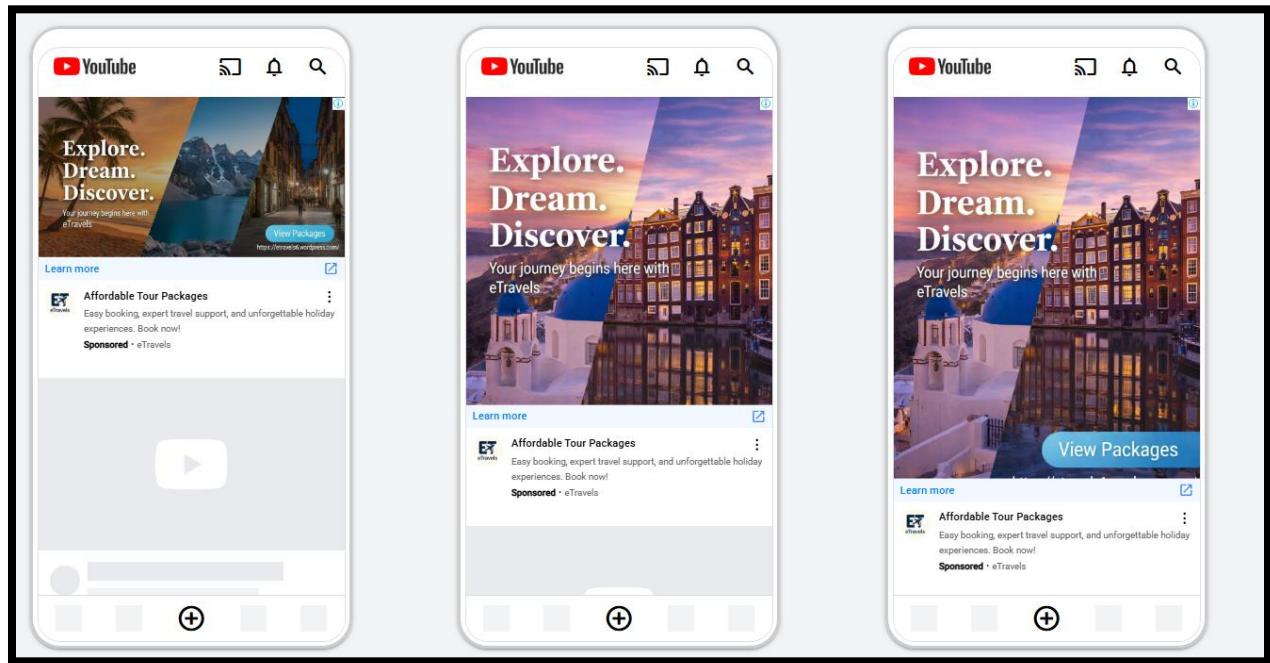
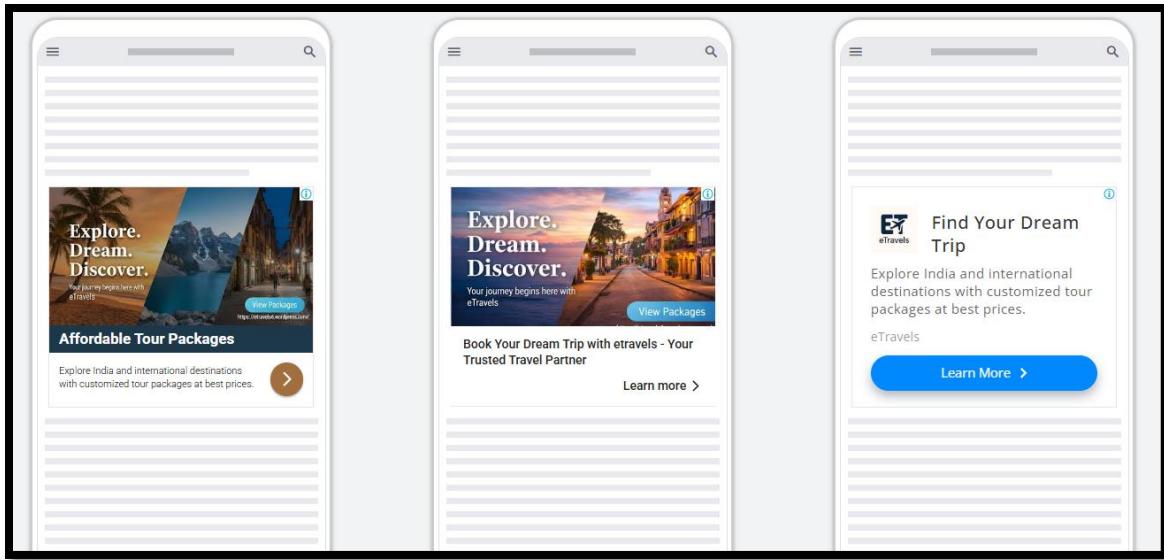
Top 10% ▾ to 40% ▾  Unknown ⓘ

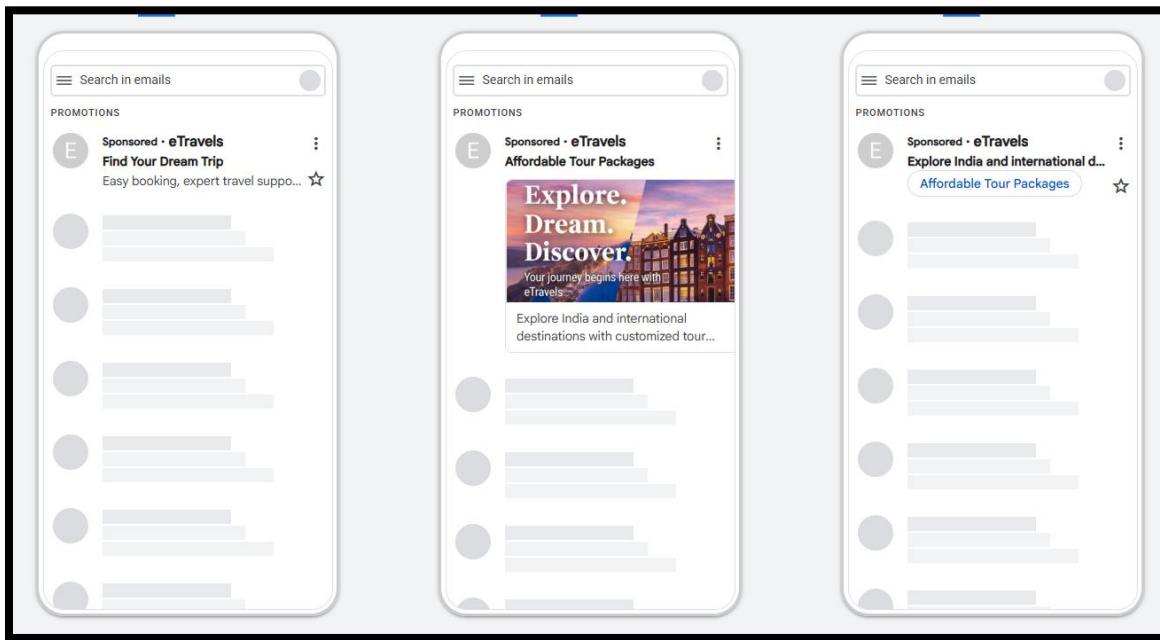
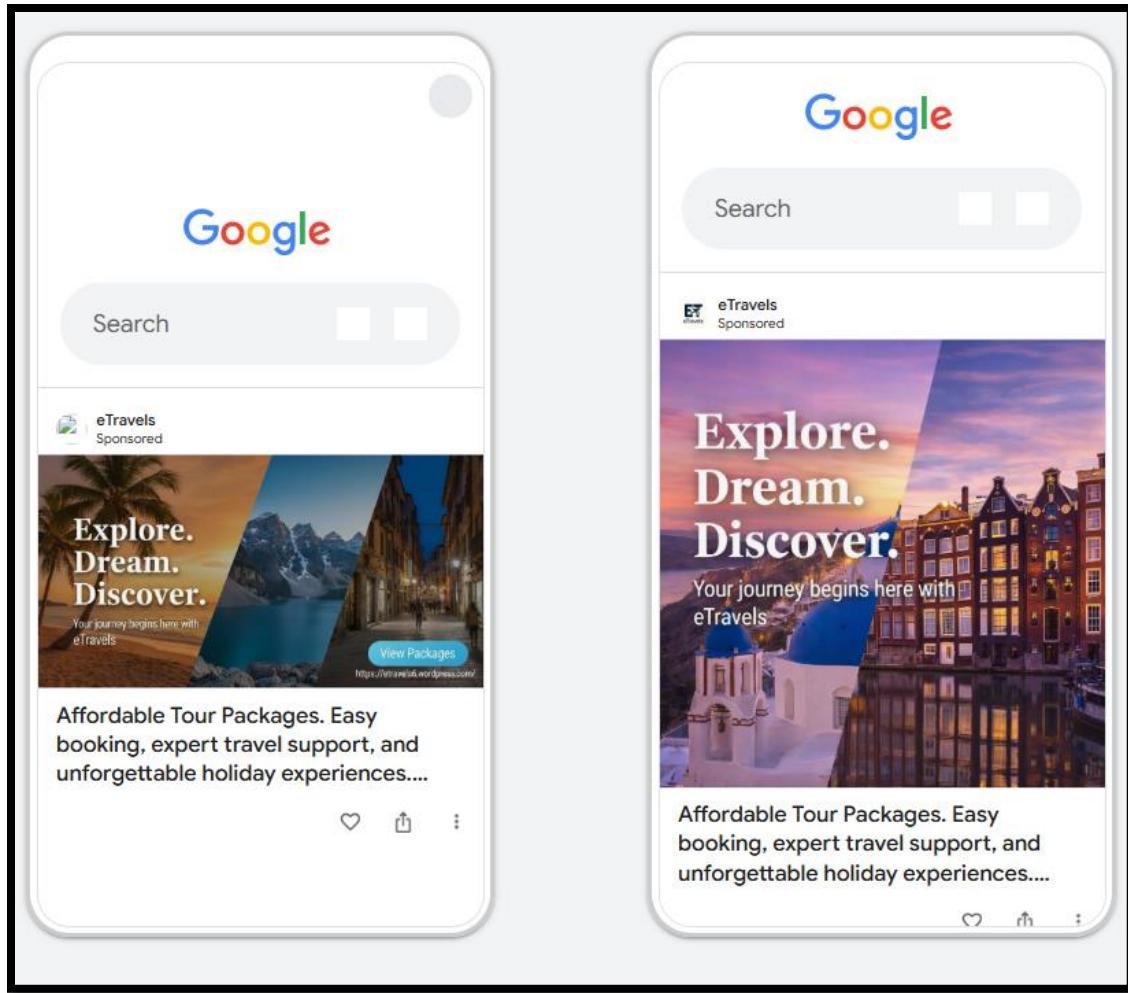
⚠ Note: Household income targeting is only available in select countries. [Learn more](#)

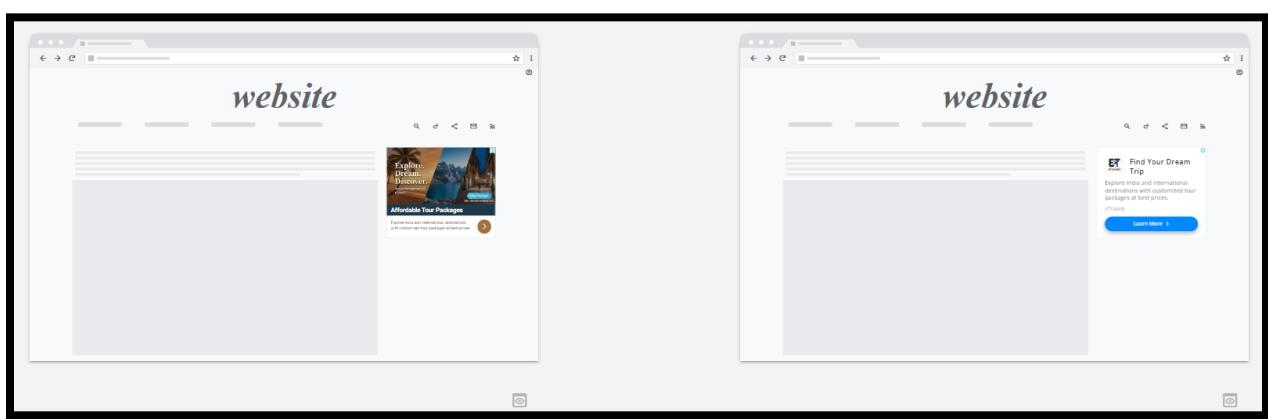
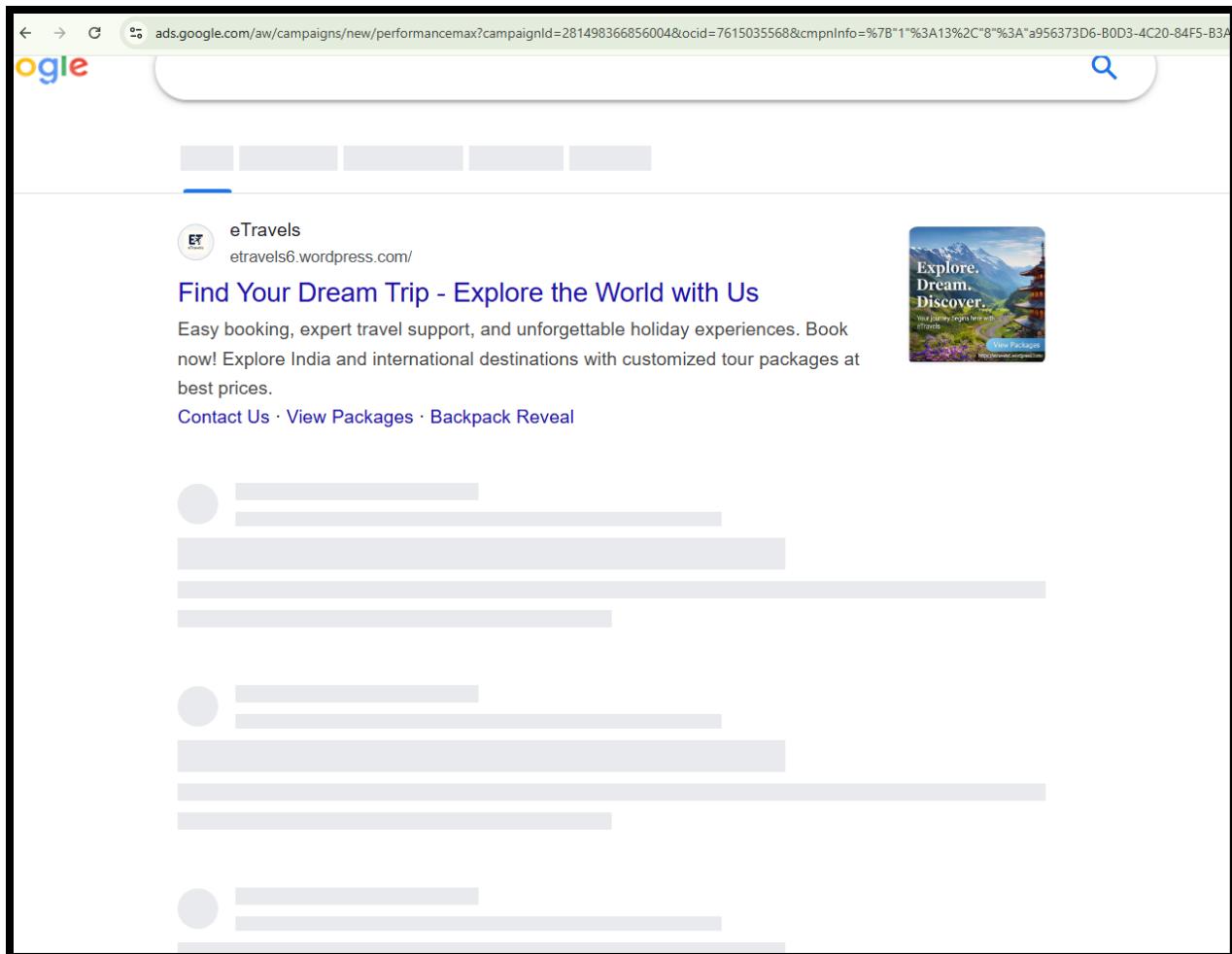
v) Screenshot of your Ad creative:











vi) Estimated campaign results:

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

Estimated conversion rate : 2.73%

Conversions ▾



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

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

Conversions

**86**

Avg. CPA

**₹170**

Clicks

**3.2K**

Impressions

**66K**

Cost

**₹15K**

CTR

**4.8%**

Avg. CPC

**₹4.73**

**Add conversion metrics** >

Rate this forecast