

# LinkedIn Ads Campaign Plan – Cardekho

*Budget: ₹30,000 | Duration: 15 Days*

## 1. Competitor research:

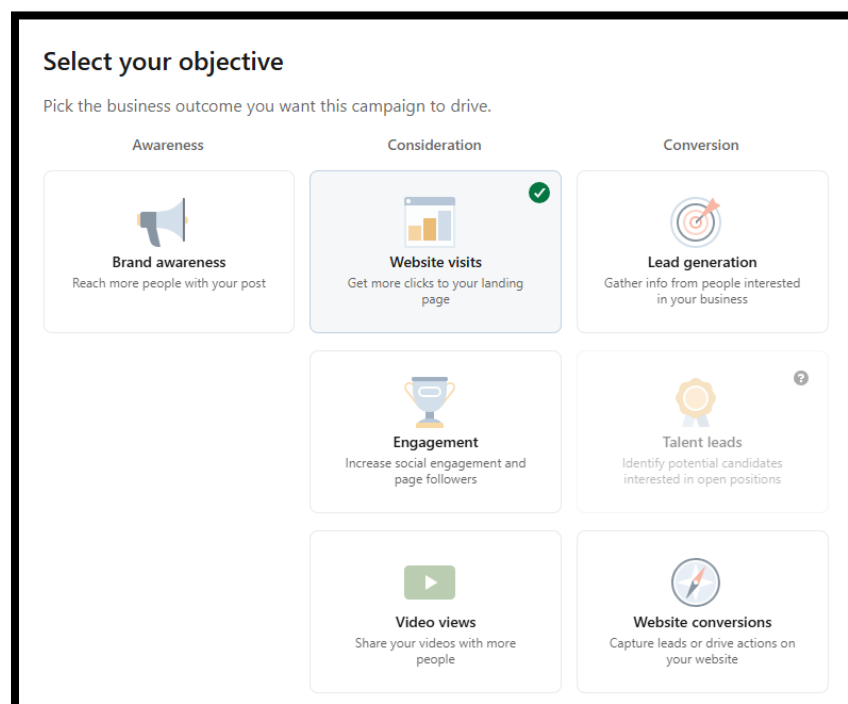
- i) Cars24
- ii) OLX Autos
- iii) Droom

## 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:




## B. Budget Setup:

### Group budget & schedule

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

**Budget optimization**

Off 

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

☐


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

mm/dd/yyyy

**End date \***

1/9/2026

mm/dd/yyyy

## C. Audience Targeting

### Audience summary

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.




**CarDekho**  
*Bharosa kar ke dekho*

**Find Trusted Used Cars Near You**  
[cardekho.com](https://cardekho.com)

[Buy now](#)



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**  
BHAROSA KAR KE DEKHO

Download CarDekho App

A man in a green shirt pointing upwards.

Social media links: [adgully.com](http://adgully.com), [@adgully](https://twitter.com/adgully), [facebook.com/adgullymedia](https://www.facebook.com/adgullymedia), [linkedin.com/in/adgully](https://www.linkedin.com/in/adgully)

Explore Verified Used Cars  
in Mumbai & Pune

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

Buy now



eTravelss




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 graphic features a black background with a red border. At the top, the text "USED CARS" is in white. Below it, "5000+" is written in large orange numbers, with small car icons inside the zeros. The CarDekho logo is in the center, with the tagline "BHAROSA KAR KE DEKHO" underneath. A man in a green shirt points towards the text. A red car icon is above a "Download CarDekho App" button. At the bottom, social media links for Adgully are listed: adgully.com, @adgully, adgully, facebook.com/AdgullyIndia, and linkedin.com/in/adgully.

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

40 - 160

Key Result

1-day cost per click

\$0.30 - \$0.35