

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) Specs-makers
- 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:

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

ii) Budget, dates and ad schedule:

Budget

Decide how much you want to spend.

 Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

Select budget type

☐ Average daily budget
Set your average daily budget for this campaign

☒ Campaign total budget BETA
Set a budget for the duration of your campaign

₹ 100,000.00

Ad schedule

All days

07:00

to

23:00

×

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

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

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

Try "sunglasses"

Show: Recent and ideas

Select all (14)

☒ Eyewear

☒ Sunglasses

☐ Luxury Travellers

☐ Travel

☐ Travel

☐ Travel Buffs

New segment

In-market

Clothing & Accessories > Eyewear

Sunglasses

Clothing & Accessories

Eyewear

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:

Search ads

lenskart| Sales-Search| 10 Dec 2025

Ad group 1

Lenskart Eyeglasses Online | Try 3D Frames Before Buying | Buy...

Ad www.lenskart.com/eyeglasses/offers

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.

All Eyeglasses

Round Eyeglasses

All Sunglasses

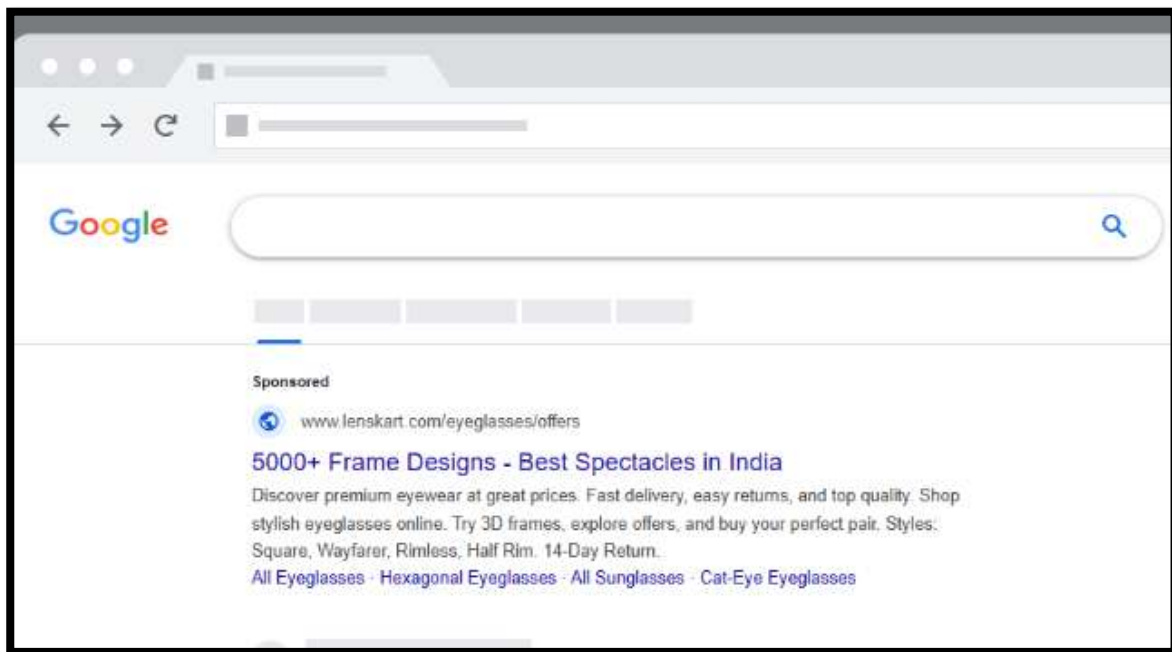
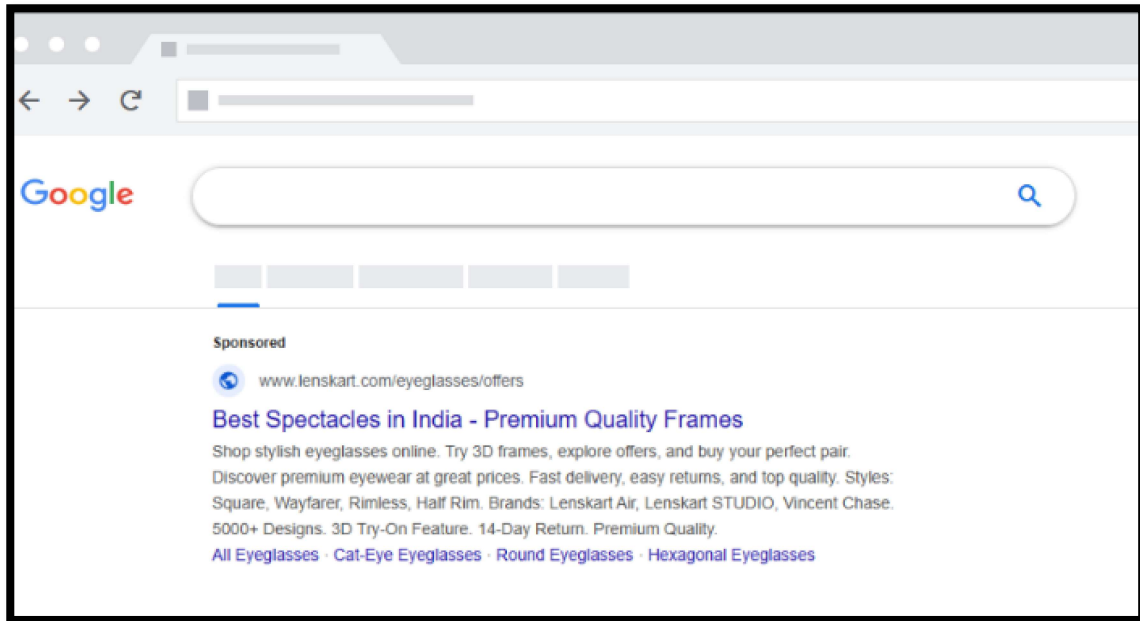
Hexagonal Eyeglasses

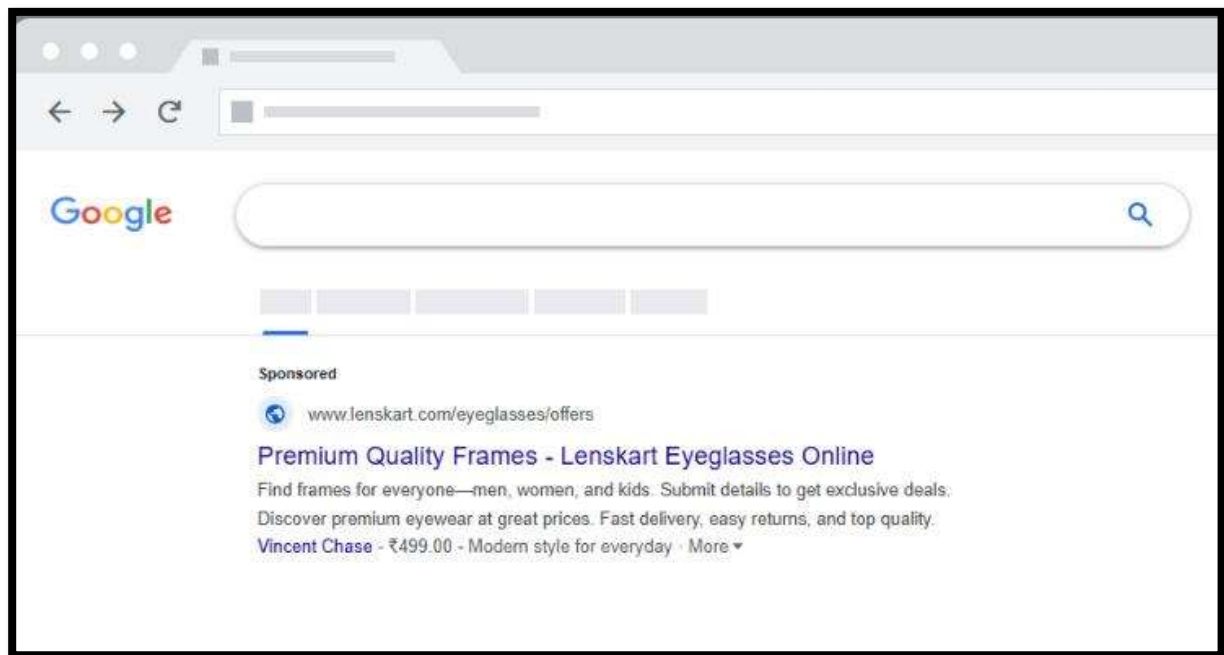
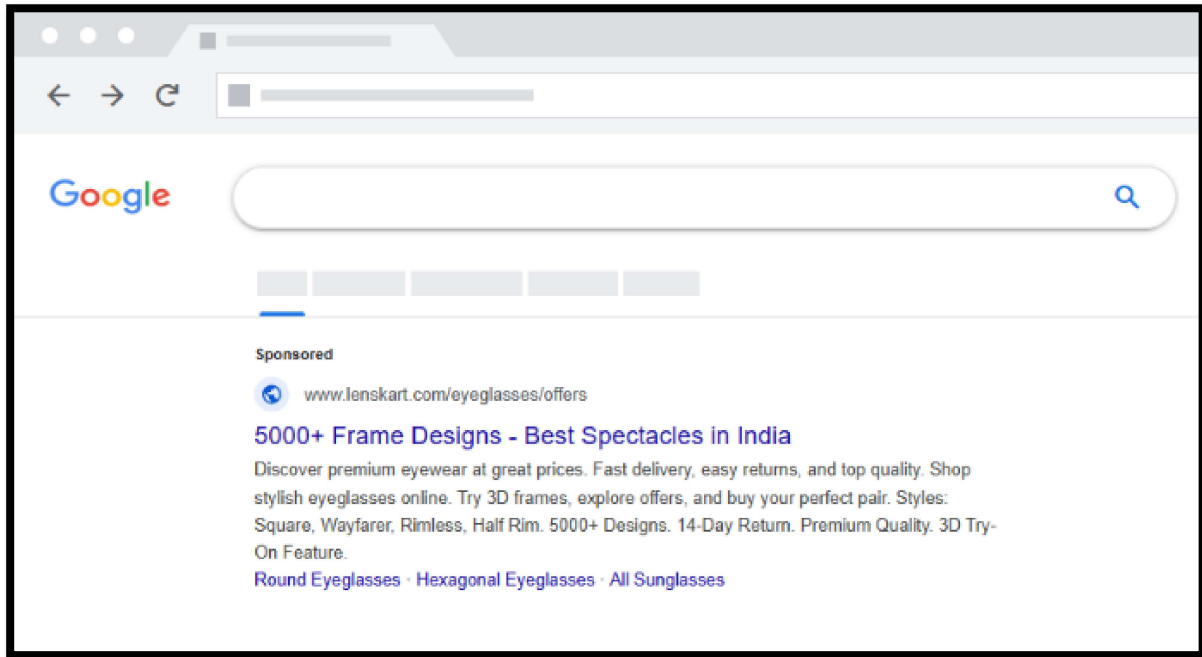
Ad	Status	Impressions	Clicks ▾	CTR ▾
<div>● Enabled</div>	Not eligible	0	0	0.00%

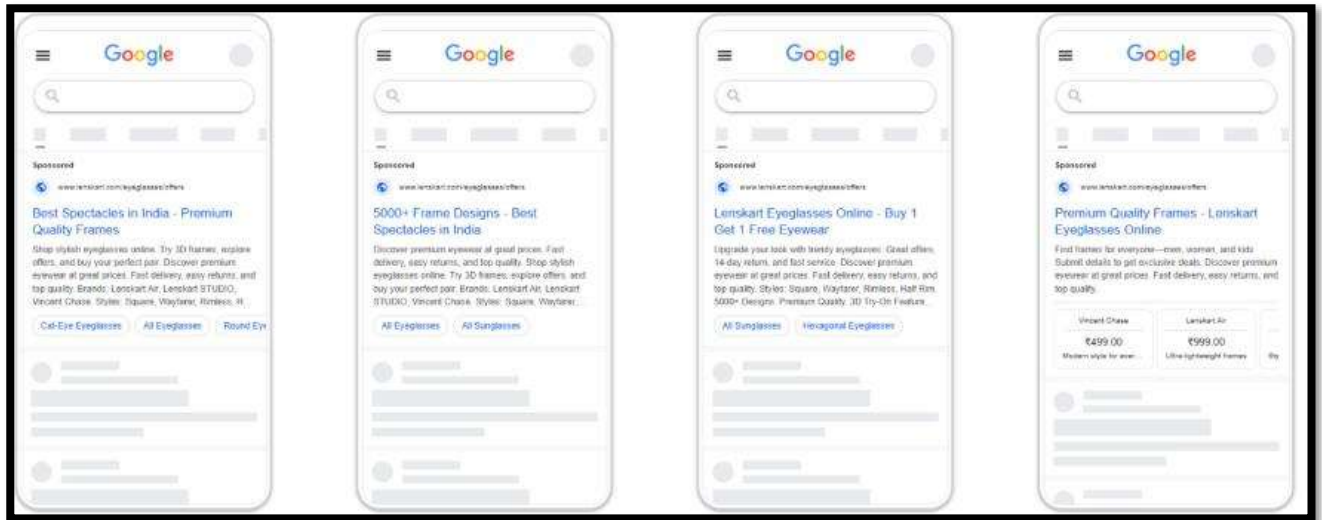
All search ads

All assets

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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		
130	₹790	4.7K	36K	₹100K	13.1%	₹22	+	Add conversions metrics

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