

- Established : 2020
- Website : [www.sirohi.org](http://www.sirohi.org)
- Location : Uttar Pradesh, India
- Org size : 13 employees
- Annual marketing budget : 1.5 million INR
- Founder : Gauri Malik



Sirohi is a luxe-sustainable brand that offers a range of home & lifestyle products handwoven by skilled women artisans from rural communities using up-cycled plastic & textile waste materials.

## PRODUCT DETAILS

The client wanted to focus on advertising their outdoor furniture collection. For the purpose of this, they created a new [landing page](#) with the best products from this collection. These included:

- Charpais
- Daybeds
- Chairs
- Bar Stools
- Wooden & Metal Benches
- Tables
- Wooden Stools



### Direct Competitors

FabIndia Home

Freedom Tree

Okhai Home

### Indirect Competitors

IKEA

Urban Ladder

Pepper Fry

Direct : Artisanal furniture | Indirect : General furniture

- The Indian furniture industry was valued at 17.7 billion USD (2020) & is expected to grow by a CAGR of 13.37% to 37.72 billion USD by 2026. Source : [Business Wire](#)

# MARKETING STRATEGY

## Clients Objectives vs Marketing Strategy

**Problem** : Sirohi has decent traffic & conversions but most of these are coming from aggregator sites they've listed on like Okhai & Pepperfry.

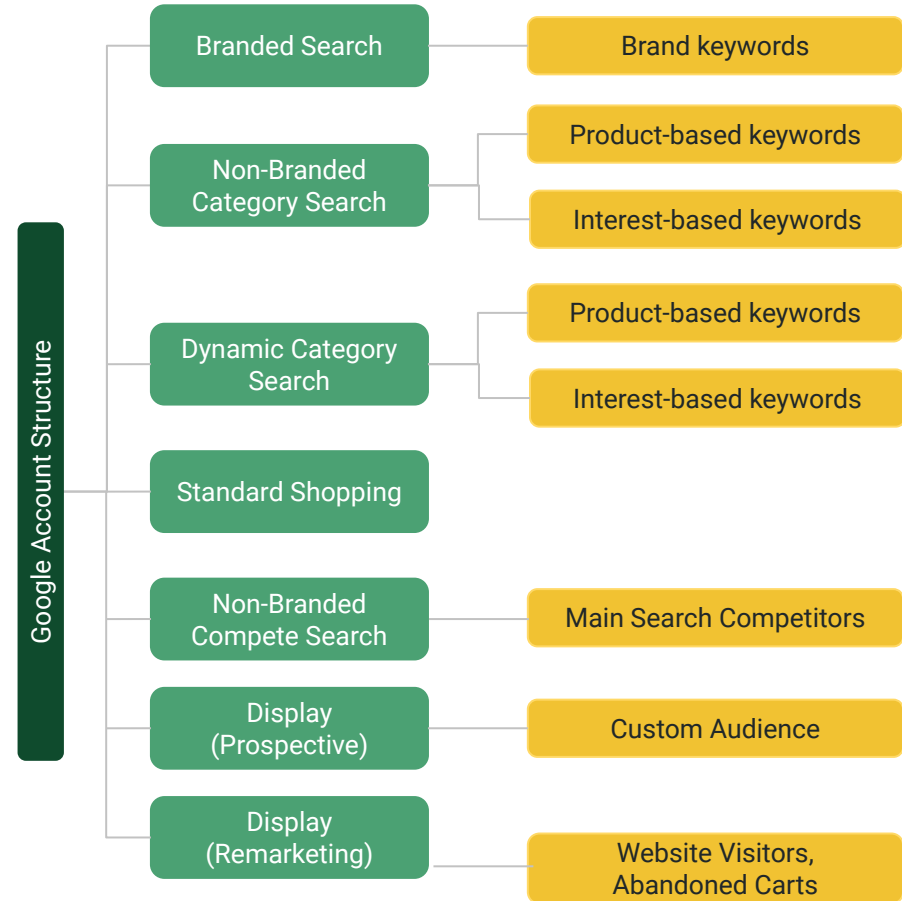
**Suggested Solution** : The client should focus on creating a more dominant presence of the main Sirohi website by increasing traffic & conversions. Further, they explained that they want to do so while promoting their collection of outdoor furniture products.

**Proposed Strategy** : From past data analysis, we've decided to largely improve upon Sirohi's vacuum on Google & create a presence of the brand on Google.

1. **Prospective Campaigns on Google for Website Awareness** due to
  - a. Poor SEO ranking for non-branded/category keywords
  - b. Lack of historical advertising data from Google (past 6 months)
  - c. Capitalise on high search volumes in the furniture category using Shopping & Display.
2. **Remarketing Campaigns on Google for Conversions** to
  - a. Capitalise on newly formed audiences on Google

Overall Budget : 20,000 INR for Google

*\* Prospective implies new audiences while Remarketing implies Retargeting existing audiences*



## CAMPAIGN : STRATEGY & OPTIMISATION

Campaign Name	Campaign Rationale (Objective & Bidding Strategy)	Ad Groups	Optimisation Plan (before publishing campaigns)
Branded Search	Website Traffic   CPA   While brand search volumes are low, we expect it to rise once other campaigns start running.	Brand-relevant category keywords	<ul style="list-style-type: none"> <li>Establish a set of baseline negative keywords before publishing campaigns</li> <li>Monitor all data parameters on a daily basis.</li> <li>Analyse website traffic &amp; bounce rates daily to either add new search terms, remove low-performing keywords &amp; include relevant negative keywords.</li> <li>Change bidding strategies &amp; reallocate budgets based on campaign performance</li> <li>Monitor ad quality ranking</li> </ul>
Non-branded Category Search	Website Traffic   Maximize Clicks	1 : Product-based keywords 2 : Interest-based keywords	
Non-branded Compete Search	Website Traffic   Maximize Clicks	1 : Main Search Competitors - Pepperfry & FabIndia home	
Dynamic Category Search	Website Traffic   Maximize Clicks	1 : Product-based keywords 2 : Interest-based keywords	
Standard Shopping	Conversions   Enhanced CPC	-	<ul style="list-style-type: none"> <li>Monitor ad quality &amp; conversion tracking</li> <li>Establish a set of baseline negative keywords</li> </ul>
Display (Prospective)	Website Traffic   Maximize Clicks	Custom segment (research-based interests & ad placements)	<ul style="list-style-type: none"> <li>Since budgets are low, if this does not perform well within the first week, its budgets will be reallocated to dynamic search.</li> </ul>
Display (Remarketing)	Conversions   Enhanced CPC   Leverage all top-funnel audiences from earlier campaigns to move into middle-funnel.	Website visitors (middle-funnel audiences / MOF)	<ul style="list-style-type: none"> <li>Analyse data from above campaigns to list best-selling products. Make creatives accordingly to attract MOF audiences.</li> </ul>

## CAMPAIGN-WISE : TIMELINES, BUDGET SPENT

Campaign Name	Week 1 (21 Feb- 6 Mar)	Week 2 (7-13 Mar)	Week 3 (14-20 Mar)	Week 4 (21-27 Mar)	Week 5 (28 Mar-3 Apr)	Budget (INR)
Branded Search						₹ 1600
Non-branded Category Search						₹ 1,720
Non-branded Compete Search						₹ 700
Dynamic Category Search						₹ 1,320
Standard Shopping						₹ 5700
Display (Prospective)						₹ 2,600
Display (Remarketing)						₹ 2,000

*In the table, green boxes indicate activation periods of the respective campaigns while the white boxes indicate when the campaigns were inactive.*

### KEY TAKEAWAYS

- **Main Logic** : Start prospective awareness-based campaigns first to create an audience & remarket to this audience later on.
- **Branded Search & Prospective Display** campaigns were the only campaigns run throughout the entire duration as the primary goal was website awareness & thus it was important to keep generating new audiences & directing them to Sirohi's website.
- The **Compete Search** campaign, although had budgets remaining from the amount allocated to it, was paused prematurely due to lower than expected performance. Its leftover budgets were used to restart the Shopping campaign.
- **Dynamic Search & Remarketing Display** campaigns were extended beyond their original timelines due to availability of budgets & great results bought by the campaigns (high CTR & massive number of impressions, respectively).

## SUMMARY OF OVERALL PERFORMANCE

Campaign Success :



### Planned

Start Date	End Date	Campaign Type	Impressions	Clicks	CTR	Spends	CPC	Conversion
21/02/22	27 / 03 / 22	Google Search	15,000.00	370	2.47%	₹10,200.00	₹27.57	3
21/02/22	27 / 03 / 22	Google Display	32,000.00	440	1.38%	₹1,800.00	₹4.09	0
21/02/22	27 / 03 / 22	Shopping	18,794.00	195.3	1.04%	₹4,400.00	₹22.53	0
			<b>65,794.00</b>	<b>1005</b>	<b>1.53%</b>	<b>₹16,400.00</b>	<b>₹16.31</b>	<b>3</b>

### Delivered

Start Date	End Date	Campaign Type	Impressions	Clicks	CTR	Spends	CPC	Conversion	Revenue
21/02/22	17/04/22	Google Search	33,396	1202	3.60%	₹5,330.00	₹4.44	12	₹102,165.00
21/02/22	17/04/22	Google Display	338,941.00	5219	1.54%	₹4,570.00	₹0.88	0	0
21/02/22	17/04/22	Shopping	61,762.00	809	1.31%	₹5,680.00	₹7.00	0	0
			<b>434,099.00</b>	<b>7230</b>	<b>1.67%</b>	<b>₹15,580.00</b>	<b>₹2.15</b>	<b>12</b>	<b>₹102,165.00</b>

### KEY TAKEAWAYS

- **170.6%** increase in new users | **161.27%** increase in returning users | **100K + INR** revenue over the campaign period | ROAS : **6.55**
- The delivered numbers went beyond expectations for impressions, clicks, CTR, CPC & conversions as well. The discrepancy between planned & delivered CPCs is observed due to certain compete-based keywords in the forecast which were not bidded on for as long as planned initially. This also led to lesser spends on search campaigns in the delivered numbers.
- We did not promise any estimated revenue in planned numbers due to lack of historical advertising data for Google campaigns.
- All forecast & delivered data here & hereinafter has been taken from the Google Ads & Analytics accounts of Sirohi

## CAMPAIGN-WISE PERFORMANCE

Campaign	Impressions	Clicks	CTR	CPC (INR)	Cost (INR)	Conv	Revenue (INR)	ROAS
Branded Search	14,638	586	4.00%	2.73	1,597.27	12	102,165.60	640%
Non-branded Category Search ( product vs interest ad groups )	9,338	291	3.12%	3.84	1,116.06	-	-	
Non-branded Category Search (product category ad groups)	5,287	128	2.42%	4.68	598.66	-	-	
Non-branded Compete Search	1,832	59	3.22%	11.93	703.86	-	-	
Dynamic Category Search	2,724	164	6.02%	9.72	1,594.52	-	-	
Standard Shopping	61,762	809	1.31%	7.01	5,674.87	-	-	
Display (Prospective)	102,351	1,878	1.83%	1.37	2,564.16	-	-	
Display (Remarketing)	236,589	3,339	1.41%	0.60	2,000.73	-	-	

- ➔ Branded search campaign was the most profitable campaign | **ROAS : 640%**
- ➔ The first non-branded category search was structured based on product-based (chairs, benches, stools, etc) & interest-based keywords (sustainable, handcrafted, etc) while the second one was structured according to different product categories - chairs, benches & charpais.
- ➔ The first campaign recorded better performance (impressions, clicks, CTR & lower CPC).
- ➔ Above-industry **CTR** was seen in Branded search & Dynamic Search campaigns.
- ➔ Highest number of **impressions** & **clicks** came from the display campaigns as expected.
- ➔ **Lowest CPC** was recorded for the remarketing display campaign (0.6 INR) which was unbelievably low.
- ➔ While there were only 12 conversions, the **average order value** was quite high at approximately 8,000 INR.

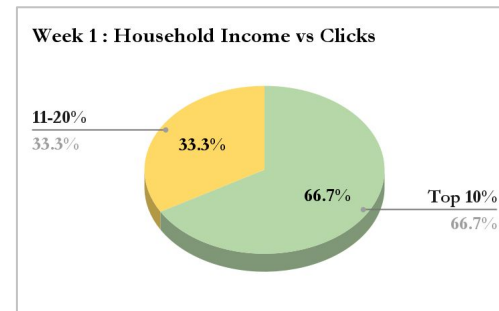
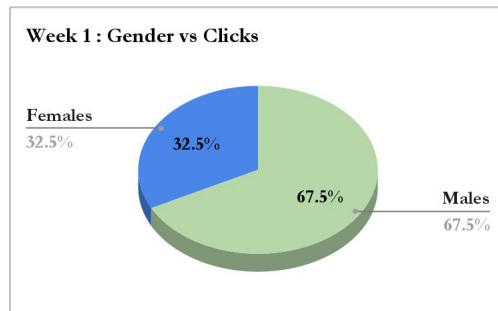
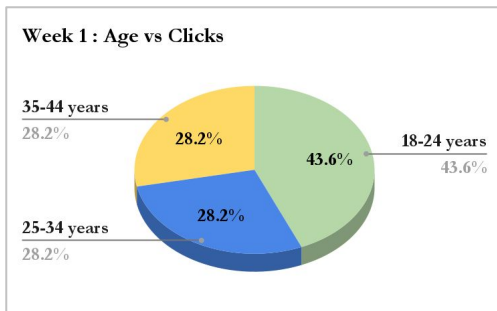
## WEEK-WISE PERFORMANCE & OPTIMIZATIONS (WEEK 1 : Feb 21 - March 6)

Campaign Type	Impressions	Clicks	CTR	CPC (INR)	Conversions	Revenue (INR)	Spends	ROAS
Google Search	7,639	275	3.6%	3.79	3	30,075	1,043	28.8
Google Display	9,472	138	1.46%	1.68	-	-	232	-
Google Shopping	5,696	52	0.91%	6.93	-	-	360.27	-
<b>Total / Avg.</b>	22,807	465	2.03%	4.13	3	30,075	1,635	18.39

### KEY INSIGHTS & OPTIMIZATIONS

- Learning phase of campaigns | Search terms & negative keywords optimization to ensure focused bidding on keywords
- Branded search was the best-performing campaign as it got **3 conversions** worth **30,000 INR** in the first week at **3.05% CTR**.
- Shopping campaign was the worst performing campaign as it recorded very low clicks & poor CTR.

### DISPLAY CAMPAIGNS: AUDIENCE INSIGHTS



- Most Engaged Audience - Age Range : 18-24 years | Highest Gender Engagement : Males | Highest Household Income : Top 10%

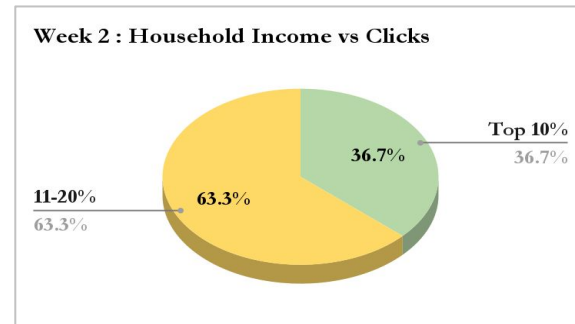
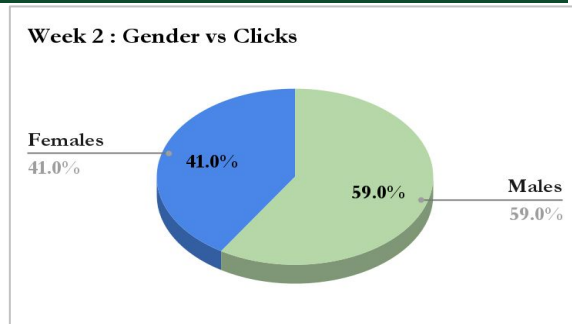
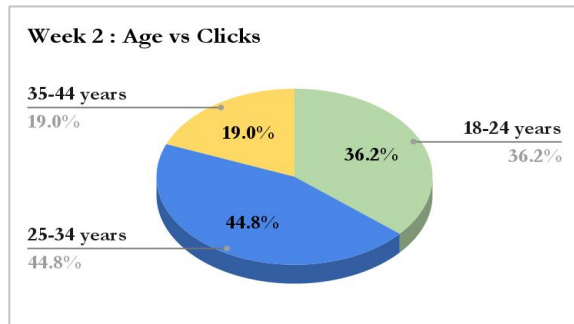
## WEEK-WISE PERFORMANCE & OPTIMIZATIONS (WEEK 2 : March 7 - March 13)

Campaign Type	Impressions	Clicks	CTR	CPC (INR)	Conversions	Revenue (INR)	Spends	ROAS
Google Search	8,739	313	3.58%	4.94	2	26,545	1,545	17.2
Google Display	9,720	171	1.76%	1.72	-	-	293	-
Google Shopping	5,716	46	0.80%	6.86	-	-	315.7	-
<b>Total / Avg.</b>	24,175	530	2.19%	4.5	2	26,545	2,153	12.32

### KEY INSIGHTS & OPTIMISATIONS

- ➔ Best Campaigns : Display campaign recorded a great CTR | Branded search observed high order-value conversions & excellent CTR
- ➔ 7th March : Made location targeting for shopping campaigns more specific - limited only to tier 1 cities.
- ➔ 13th March : Stopped shopping campaigns due to poor performance owing to low budgets | Increased budgets for branded search (reallocated from shopping campaign) | Optimized category search campaign by re-categorizing ad groups product-wise.

### DISPLAY CAMPAIGNS: AUDIENCE INSIGHTS



- ➔ Most Engaged Audience - Age Range : 25-34 years | Highest Gender Engagement : Males | Highest Household Income : 11-20%



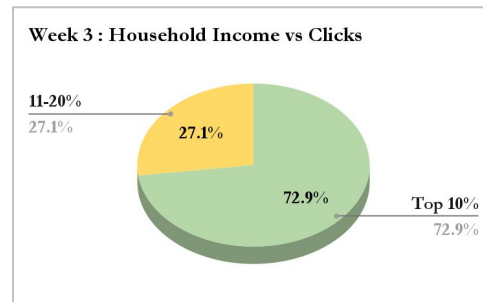
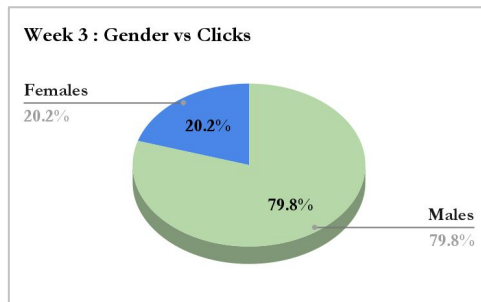
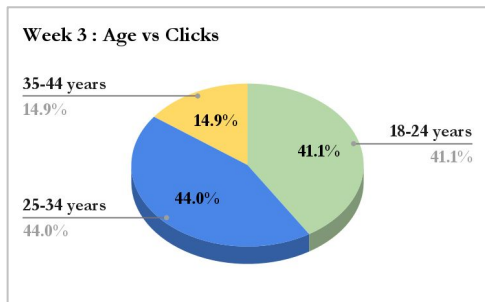
## WEEK-WISE PERFORMANCE & OPTIMIZATIONS (WEEK 3 : Mar 14 - Mar 20)

Campaign Type	Impressions	Clicks	CTR	CPC (INR)	Conversions	Revenue (INR)	Spends	ROAS
Google Search	11,395	392	3.44%	4.58	6	42,126	1,796	23.45
Google Display	129,473	2,323	1.79%	0.37	-	-	853.89	-
Google Shopping	-	-	-	-	-	-	-	-
<b>Total / Avg.</b>	140,868	2715	2.62%	2.47	6	42,126	2,649	16

### KEY INSIGHTS & OPTIMISATIONS

- Search terms & negative keyword optimisation were done for all campaigns.
- Remaining budgets from display prospective & compete search campaigns were consolidated & reallocated to display remarketing.
- Branded search's bidding strategy was switched to maximize conversions (target CPA = 35) as per Google's recommendation.

### DISPLAY CAMPAIGNS: AUDIENCE INSIGHTS



- Most Engaged Audience - Age Range : 25-34 years | Highest Gender Engagement : Males | Highest Household Income : Top 10%

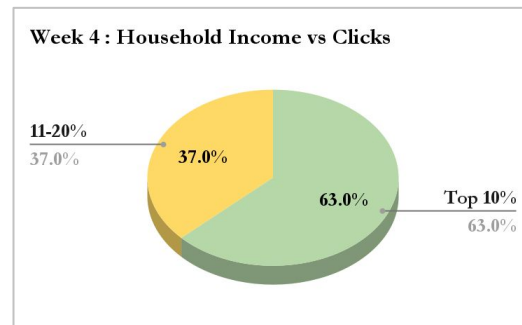
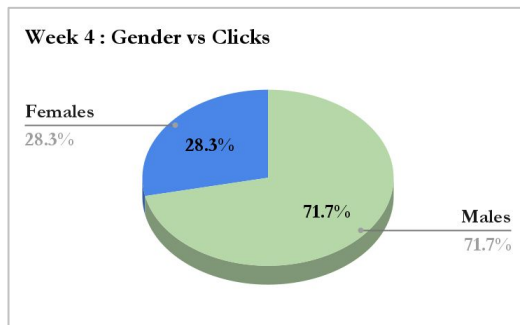
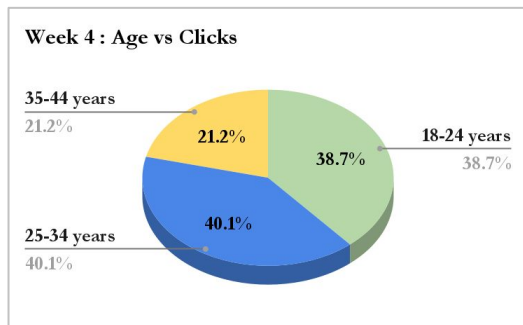
## WEEK-WISE PERFORMANCE & OPTIMIZATIONS (WEEK 4: Mar 21 - Mar 27)

Campaign Type	Impressions	Clicks	CTR	CPC (INR)	Conversions	Revenue (INR)	Spends	ROAS
Google Search	4,516	197	4.36%	4.4	1	3,419	868.15	4
Google Display	27,531	265	0.96%	1.32	-	-	352.05	-
Google Shopping	-	-	-	-	-	-	-	-
<b>Total / Avg.</b>	32,047	462	2.6%	2.86	1	3,419	1,220.2	2.8

### KEY INSIGHTS & OPTIMISATIONS

- Search terms & negative keyword optimisation were done for all campaigns.
- Conferred with clients to understand their desired plan of action for leftover budgets (approximately 9,000 INR remaining). Decided to spend budgets over a long period rather than increase budgets aggressively to exhaust in a short period.

### DISPLAY CAMPAIGNS: AUDIENCE INSIGHTS



- Most Engaged Audience - Age Range : 25-34 years | Highest Gender Engagement : Males | Highest Household Income : Top 10%

## WEEK-WISE PERFORMANCE & OPTIMIZATIONS (WEEK 5 : March 28 - April 3)

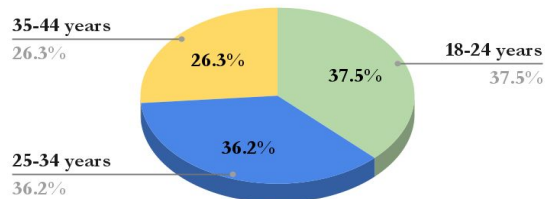
Campaign Type	Impressions	Clicks	CTR	CPC (INR)	Conversions	Revenue (INR)	Spends
Google Search	1110	25	2.26%	3.32	-	-	83.05
Google Display	51300	830	1.44%	1.29	-	-	1,636
Google Shopping	15600	216	1.38%	7.05	-	-	1520
<b>Total / Avg.</b>	68010	1071	1.69%	3.88	-	-	3241

### KEY INSIGHTS & OPTIMIZATIONS

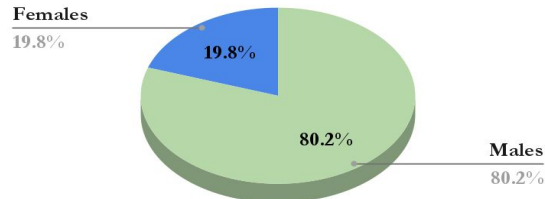
- Shopping campaign was started again and this time it performed better than our previous campaign as we had bigger budgets.
- Display prospective- changed audience setting from targeting and placement based to similar audiences
- Daily optimizations for search terms & negative keywords were done through the week.
- We believe that conversions stopped in this week due to structural changes of the website & thus, landing page of ads.

### DISPLAY CAMPAIGNS: AUDIENCE INSIGHTS

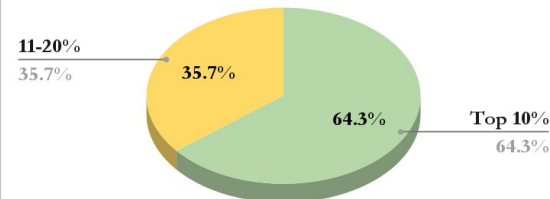
Week 5 : Age vs Clicks



Week 5 : Gender vs Clicks



Week 5 : Household Income vs Clicks



- Most Engaged Audience - Age Range : 18-24 years | Highest Gender Engagement : Males | Highest Household Income : Top 10%

## TOP KEYWORDS - WEEK-WISE ANALYSIS

### BRAND KEYWORDS

#### Week 1 & 2

Brand Keywords	Avg CPC	QS	Clicks
sirohi online	1.73	10	2
sirohi furniture	4.3	10	30
sirohi brand	3.82	9	7
Sirohi handicraft	2.67	9	7
sirohi label	2.7	9	11

#### Week 3, 4 & 5

Brand Keywords	Avg CPC	QS	Clicks
sirohi online	2.93	10	11
sirohi furniture	1.91	10	15
sirohi handicraft	1.78	9	4
sirohi label	2.24	9	15
sirohi org	0.51	9	28

- All brand keywords got a great **quality score above 9** throughout
- The brand website (domain keyword - sirohi org) got great clicks which basically satisfied the primary awareness objective.
- Top keywords remained same throughout the weeks.

### CATEGORY KEYWORDS

#### Week 1 & 2

Brand Keywords	Avg CPC	QS	Clicks
Charpai bed	5.2	8	3
“sustainable home decor”	3.29	8	2
“outdoor chairs”	3.15	7	3
“outdoor furniture”	3.64	7	7
“garden furniture”	3.23	7	4

#### Week 3, 4 & 5

Brand Keywords	Avg CPC	QS	Clicks
Online furniture stores	4.8	7	20
charpai bed	4.46	6	14
“buy wooden chair”	8.01	6	14
wooden charpai price	2.7	7	6
wooden bench	3.09	5	6

- An average **quality score** of 7 was observed throughout the campaign period - which was great for category keywords.
- The latter weeks saw newer keywords ranking on top with higher clicks but former week keywords saw better quality scores.

## SHOPPING & DISPLAY CAMPAIGNS' REVIEW

Campaign Name	Bidding Strategy	Daily Bid	Impressions	Clicks	CTR	Spends
Shopping (week 1)	CPC (enhanced)	₹ 52	11,412	98	0.86%	₹ 675
Shopping (week 5)	CPC (enhanced)	₹ 250	50,350	711	1.41%	₹ 5,000

- The shopping campaign was paused in week 1 due to poor performance - low CTR, clicks & impressions at a high cost.
- It was restarted in week 5 with a higher daily budget (almost 5 times more) which yielded much better results than the previous campaign - high impressions, clicks & decent CTR. The same bidding strategy was maintained for both campaigns.
- Thus, it was learned that with standard shopping campaigns, a high daily budget is required for improving reach & attaining awareness / conversions objectives for running the campaigns. Due to an unknown issue with Merchant Centre, no conversions were received from this campaign.

Campaign Name	Objective	Bidding Strategy	Impressions	Clicks	CTR	Spends
Display_Propective	Website Traffic	Manual CPC	102,351	1,878	1.83%	2,564
Display_Remarketing	Conversions	Maximize Conversions	236,589	3,339	1.41%	2,000

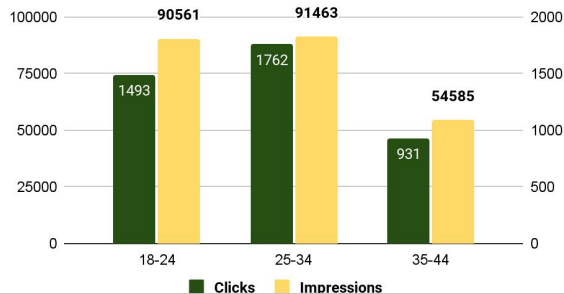
### KEY TAKEAWAYS

- **Prospective** : Higher CTR | **Remarketing** : Higher Clicks - primary objective of website awareness was thoroughly satisfied
- Most Engaged **Audience** - Age Range : 25-34 years | Highest Gender Engagement : Males | Highest Household Income : Top 10%
- 90% & above of the impressions & clicks for ads from display prospective & remarketing campaigns came from **mobile devices**.
- Frequent **Placements** : Youtube, Sony SAB, Colours TV, SET India & News TV 18 (mobile apps)

## OVERALL ACQUIRED AUDIENCES (Search, Shopping & Display)

### AGE

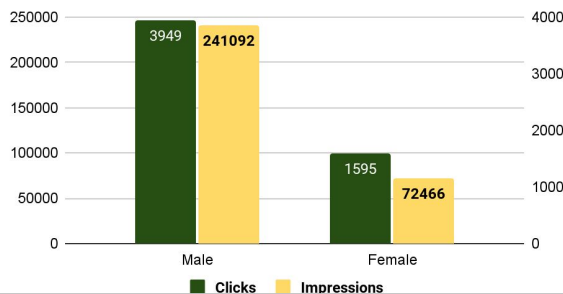
Age vs Clicks & Impressions



- As expected, audiences from the 25-34 years & 18-24 years age groups viewed & engaged most with the ads.
- They were acquired at relatively low average CPCs of 1.12 - 1.48 INR.
- However, higher performance was also expected from the 35-44 year old age range due to the nature & average cost of the product range. Targeting can be improved upon here.

### GENDER

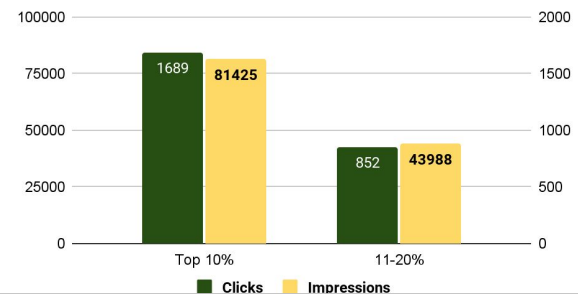
Gender vs Clicks & Impressions



- 95% of targeting in earlier campaigns had focused only on women audiences whereas our campaigns recorded a significantly higher male audience viewing & engaging with our ads.
- Further, Google Analytics audience analysis found that while women website visitors are higher, greater % of men are converters.
- This is an important insight for the brand which may have overlooked the male segment while targeting.

### HOUSEHOLD INCOME

Household Income vs Clicks & Impressions



- Data of the household income of the acquired audience matched expectations & previous targeting norms.
- The nature, average cost & marketing of products as luxury furniture items justifies this data wherein the top 20% of audiences are most active engagers of the brand.

# CREATIVE REVIEW

## Search Campaigns : Best Performing Ads

### Non-branded Category

Ad · www.sirohi.org/outdoor/furniture

#### Handcrafted Indian Furniture | Sustainable Home Decor Online

Make the best of summer with this Exquisite Collection of Outdoor Furniture. Buy Sustainable Furniture & Home Decor Handcrafted by Women of India.

3,396 Impr | 116 clicks | 3.42% CTR | 3.69 CPC

### Branded Search

Ad · sirohi.org/sustainable/furniture

#### Handwoven & Sustainable | Sirohi Furniture Online | Sirohi Sustainable Home Décor

Premium Up-Cycled Furniture & Home Decor for Slow Sustainable Living. We Hand Weave All Our Products with Natural & Sustainable Materials.

3,440 Impr | 299 clicks | 8.69% CTR | 2.59 CPC

### Compete Search

Ad · www.sirohi.org/outdoor/furniture

#### Buy Wooden Benches Online | Handwoven Daybeds & Charpais

Buy Sustainable Furniture & Home Decor Handcrafted by Women of India. Shop sustainable decor for the garden of your dreams.

871 Impr | 25 clicks | 2.87% CTR | 10.48 CPC

→ Branded Search ads had the best creative response for all primary KPIs - high impressions, clicks, CTR & low CPC

## Extensions Performance

Extension Type	Impressions	Clicks	CTR	In Campaigns
Callout	19.9 K	819	4%	Category, Compete, Branded
Sitelink	3.68 K	89	2%	Category Search
Structured Snippet	2.01 K	51	3%	Category Search
Dynamic Image	7.88 K	193	2%	Dynamic Search



Dynamic Images

- Callout Extensions were the best-performing extensions | 4 types : Chairs, Charpais, Daybeds & Metal Benches | Used in all search campaigns
- Sitelink & Structured Snippet extensions also performed well & helped in redirecting audience to the relevant pages on the website, as desired.
- Extensions helped in improving ad relevance & quality which increased campaign efficiency as well.

## CREATIVE REVIEW : Display Campaigns : Best vs Worst Performing Ads

### Prospective Best



#### Buy Luxury Furniture Online



Buy Sustainable Furniture & Home Décor Handcrafted by artisans of India



### Prospective Worst



#### Shop Outdoor Collection

Sirohi's beautifully handcrafted sustainable furniture is a must-need for any modern home.

Close

Open

### Remarketing Best



#### Sirohi Sustainable Furniture



Sirohi's Luxe-sustainable furniture brightens your home with colourful weaves



### Remarketing Worst



Sirohi's Luxe-sustainable furniture brightens your home with colourful weaves

Close

Open

Ad Type	Impressions	Clicks	CTR	CPC (INR)
Prospective - Best	67,048	1225	1.83%	1.14
Prospective - Worst	35,303	653	1.85%	1.78
Remarketing - Best	183,605	2855	1.55%	0.52
Remarketing - Worst	52,984	495	0.93%	1.04

- The remarketing creatives' performance surpassed that of prospective ads in terms of impressions, clicks & maintaining a low CPC. Ad strength : excellent
- Prospective ads recorded great traction at relatively low CPCs. While the best ad got double the impressions & clicks as the worst-one, they had a similar CTR. Ad strength : good.

### Ad 1



Handwoven  
Cotton Screen...  
₹12,000.00  
Sirohi.org

### Best Shopping Ads : Creative Review

Ad No.	Impressions	Clicks	CTR	CPC
1	8,068	289	3.58	₹6.1
2	5,846	143	2.45	₹6.73

Surprisingly, high value items like screen dividers, swings & charpais got much higher clicks than lower-value items like storage, stools & trays.

### Ad 2



Handwoven  
Cotton Screen...  
₹33,600.00  
Sirohi.org

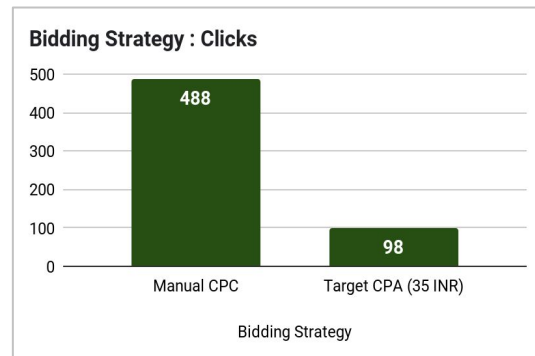
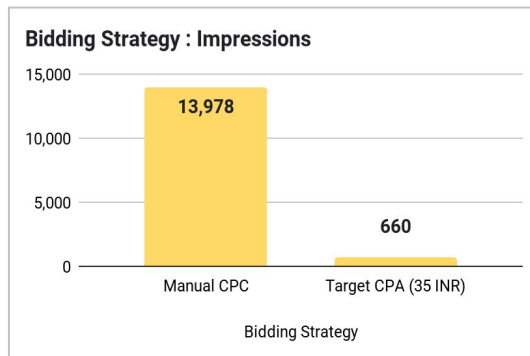
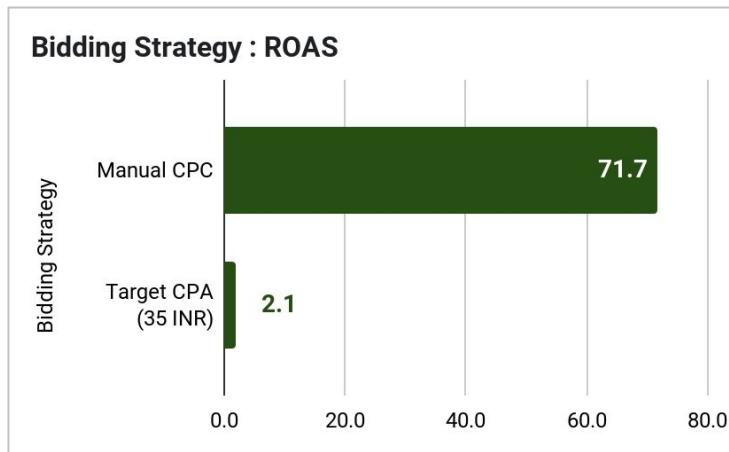


# HOW MAJOR CHANGES AFFECTED CAMPAIGN PERFORMANCE?

## How did the change in Branded Search Campaign's bidding strategy affect performance?

Bidding Strategy	Time Period	Impressions	Clicks	CTR	CPC (INR)	Conversions	Revenue (INR)	Spends (INR)
Manual CPC	Week 1 - Week 3	13,978	488	3.49%	2.82	11	98,746	1,378
Target CPA (35 INR)	Week 3 - Week 5	660	98	14.85%	2.23	1	3,419	1,636

- Impressions, clicks & revenue KPIs clearly indicate that the manual CPC bidding strategy worked much better than Google's recommended target CPA to maximize conversions for this campaign.
- While, the CTR for CPA strategy was much better, it was less efficient. However, the website changes made by the client in this time period could also have affected ad performance as the influence of a third unforeseen variable.



However, CTR (manual CPC) < CTR (target CPA)

# HOW MAJOR CHANGES AFFECTED CAMPAIGN PERFORMANCE?

## How did changing the campaign structure of Non-branded Category Search campaign affect performance?

Campaign Structure	Time Period	Impressions	Clicks	CTR	CPC (INR)	Spends (INR)
Product & interest-based keywords as ad groups	Week 1 - Week 2	9,338	291	3.12%	3.84	1,116.06
Product categories as ad groups	Week 2 - Week 4	5,287	128	2.42%	4.68	598.66

- For all KPIs, the first campaign structure performed better than the one classifying ad groups on the basis of product categories.
- However, this may be attributed to a lesser amount of budget being spent on the latter due to a shorter active running time.
- Overall, it does show that the first campaign structure works better for Sirohi's products. It may be so for 2 reasons:
  - ◆ There are 2 major audience segments in terms of interests : those interested simply in the range of products offered like charpais, chairs, benches, storage options & more vs. those attracted to the products due to their USPs such as sustainability & handicraft.
  - ◆ Thus, targeting these segments based on the intent of their searches (product-based vs interest-based) makes more sense.
- As this was Sirohi's first Google campaign, it made sense to test different campaign structures to understand what works best for the brand & its unique audiences.

---

## How did changing the location settings of Standard Shopping campaign affect performance? (little difference observed)


Campaign Structure	Time Period	Impressions	Clicks	CTR	CPC (INR)	Spends (INR)
India	Week 1 - Week 2	6,253	60	0.96%	6.95	417
Tier 1 cities (top 6)	Week 2 - Week 3	5,716	46	0.8%	6.86	315

- Thus, shopping campaigns' performance could only have been improved by increasing daily budgets, as done later in our campaigns.

# FUTURE STEPS FOR SIROHI

## OVERALL ACCOUNT & CAMPAIGNS' RECOMMENDATIONS

From the campaigns created by our team, Sirohi can continue running the following with daily optimisations while expecting similar results:

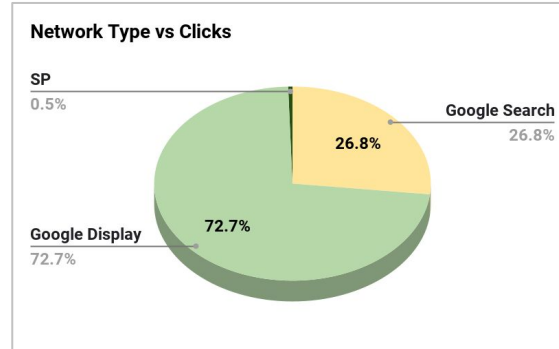
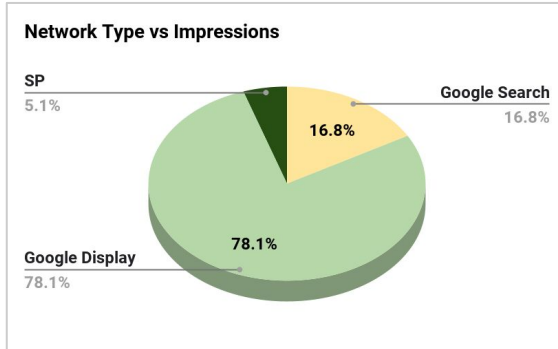
Campaign Name	Objective	Impressions	Clicks	CTR	Spends	Revenue	ROAS
Branded Search	Website Traffic	14,638	586	4%	1,597	1,02,165	64
Display Prospective	Website Traffic	102,351	1,878	1.83%	2,564	<div>Overall Campaign Performance ( Week 1 - Week 5 )</div> 	
Display Remarketing	Conversions	236,589	3,339	1.41%	2,000		
Standard Shopping	Conversions	68,283	965	1.41%	6,726		

- **Branded Search Campaign** should be continued as anyone searching for the brand should undoubtedly be directed to the main website + best-performing campaign from this project with maximum revenue & a ROAS of 64. Sirohi should run this with increased budgets around 5,000 INR. They should maintain the bidding strategy of manual CPC for this campaign as learned through changes made in our project.
- **Display Campaigns** (prospective & remarketing) should remain for regularly bringing in new audiences (high reach) & retargeting them for conversions at similar budgets. For remarketing, Sirohi can give promo codes / discounts in the ads for greater conversions by audiences.
- Before continuing **Shopping Campaigns**, Sirohi should create low-value product lists (3K - 12K INR) in Merchant Center to be used here. This will contribute to higher chances of conversion. Running this campaign ensures overall coverage of Google networks including category-based keywords & audiences. A high budget (6,000 INR minimum) should be allotted for Shopping Campaigns.
- Sirohi can also run Facebook Campaigns for reach / engagement simultaneously with Google campaigns since they have a stronghold on social media channels. This can be capitalised to make more people aware about & interact with the brand. This will lead to higher intent-based searches on Google for Sirohi's website & products.

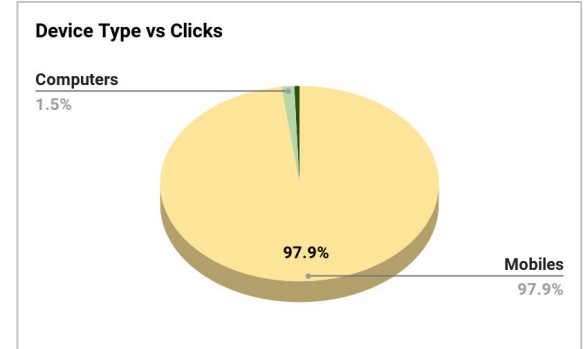
# FUTURE STEPS FOR SIROHI

## AUDIENCE & TARGETING RECOMMENDATIONS

- Most of the previous campaigns run by Sirohi on Facebook have focused on targeting females in younger age groups. However, this was entirely built on the assumption that women are more likely to browse through home decor & furniture products among Indian audiences as compared to men. Contrary to this, our audience reports showed that:
  - ◆ Men are viewing & clicking on our ads almost double the number of times as compared to women.
  - ◆ Google Analytics also shows that men are converting more than women for these products.
- Furthermore, network & device-wise analysis of audiences report interesting insights:



SP = search partners | Google Search includes Search & Shopping campaigns' data.



- Mobile devices reported maximum device share - matches with ads placement data.

→ Higher clicks & impressions from Google Display campaigns

- Sirohi's target audience should include men as much as, or even more so, than women. They can understand their male audience better through customer surveys, feedback & other qualitative tools for making optimum creatives during advertising campaigns.
- Furthermore, Sirohi should launch only mobile-driven campaigns since they bring in almost 98% of their current audiences.
- Sirohi should also consider focusing on Google Display more than Google Search owing to majority share of clicks & impressions.