



Avimee Herbal

PAID SEARCH



MEET THE TEAM



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AGENDA

- 01 Introduction
- 02 Brand Overview
- 03 Competitor Research
- 04 Current Search Ads Analysis
- 05 Problem Statement
- 06 SEM Strategy
- 07 Execution
- 08 Conclusion





INTRODUCTION

- Founded By - Radhakrishna Choudhary & Shakuntala Devi Choudhary
- Year - 2021
- Specializes in Ayurvedic hair and skincare products.
- Primarily sold online via their website, Amazon, and Flipkart





BRAND OVERVIEW



PRODUCT PORTFOLIO



Hair Oil



Shampoo



Conditioner



Hair Serum



Scalp Treatment



Skin Care



Pain Relief



TARGETING



CITY

Major focus on Tier two and Tier one cities in India



INCOME

Middle to high-income groups who have discretionary income



OCCUPATION

Working professionals, homemaker, and Families.



AGE

Young adults (23-35) to Middle-Aged (36-55)



LIFESTYLE

Eco - conscious and sustainable beauty solutions oriented



BEHAVIOUR

Those seeking natural, problem-solving hair and skincare remedies



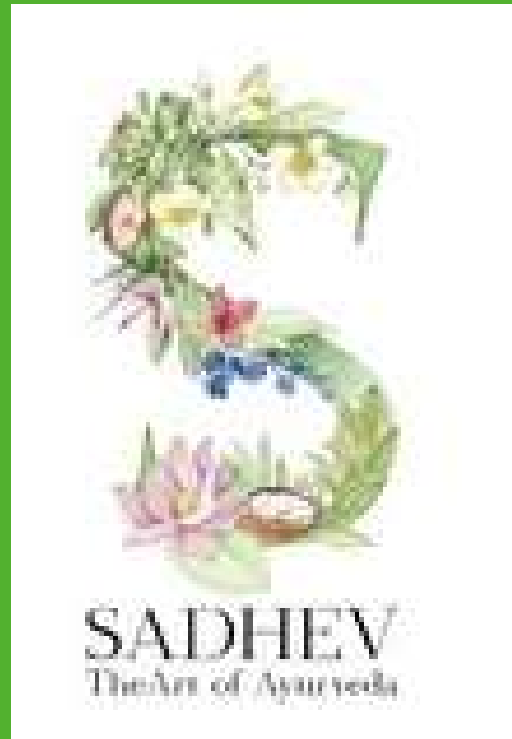


COMPETITOR RESEARCH



COMPETITOR ANALYSIS

DIRECT



INDIRECT

mamaearth™



ASPIRATIONAL

indulekha



COMPETITOR ANALYSIS

Soulflower

Product Offerings:

Cold-pressed hair oils
Essential oils
Natural hair treatments.
Aromatherapy products

USP:

- Cold-pressed processes for oil extraction.
- Aromatherapy with hair and skin.
- Vegan, cruelty-free products.

Mama Earth

Product Offerings:

Hair care
Skin Care
Make- up products
Body care and Baby care products

USP:

- Chemical-free, safe products made with natural ingredients.
- Promotes sustainability
- Dermatologically tested products.

Kama Ayurveda

Product Offerings:

Premium Ayurvedic hair oils
Skincare and body care
Luxury Ayurvedic treatments

USP:

- Luxurious Ayurvedic experiences.
- Organic certifications and deep roots in authentic Ayurveda



CURRENT AD ANALYSIS

- **Volume:** 96 Ads (Active for last 30 days)
- **Ad Focus:** Key Product Offerings, CTAs
- **Product Offerings:** Hair Care, Skin Care
- **Promotional Offerings:** Free Shipping, Free Gifts
- **USPs mentioned:** Natural Products, Customer-centric approach
- **TG:** Health-conscious consumers, Ayurvedic Product Enthusiasts

Sponsored



Avimee Herbal
www.avimeeherbal.com/

Avimee Keshpallav Hair Oil - Buy Herbal Hair Oil Today

Get rid of hair problems like hair loss, split ends, and dandruff Nourish hair naturally. Try Herbal Hair Oil. Shipping Internationally. Free Shipping.



Avimee Herbal

PROBLEM IDENTIFICATION

1. Brand Awareness
2. Landing Page Experience
3. Competition
4. High top page bids





PAID SEARCH STRATEGY



SEM STRATEGY

OBJECTIVE

To Increase
Conversions on
website

DURATION

1 Month
15 November -
15 December

CAMPAIGN STRATEGY

Category - Hair
Oil
Ad Groups -
Brand,
Keshpallav,
Rosemary and
Keshkrishna

BUDGET & BIDDING STRATEGY

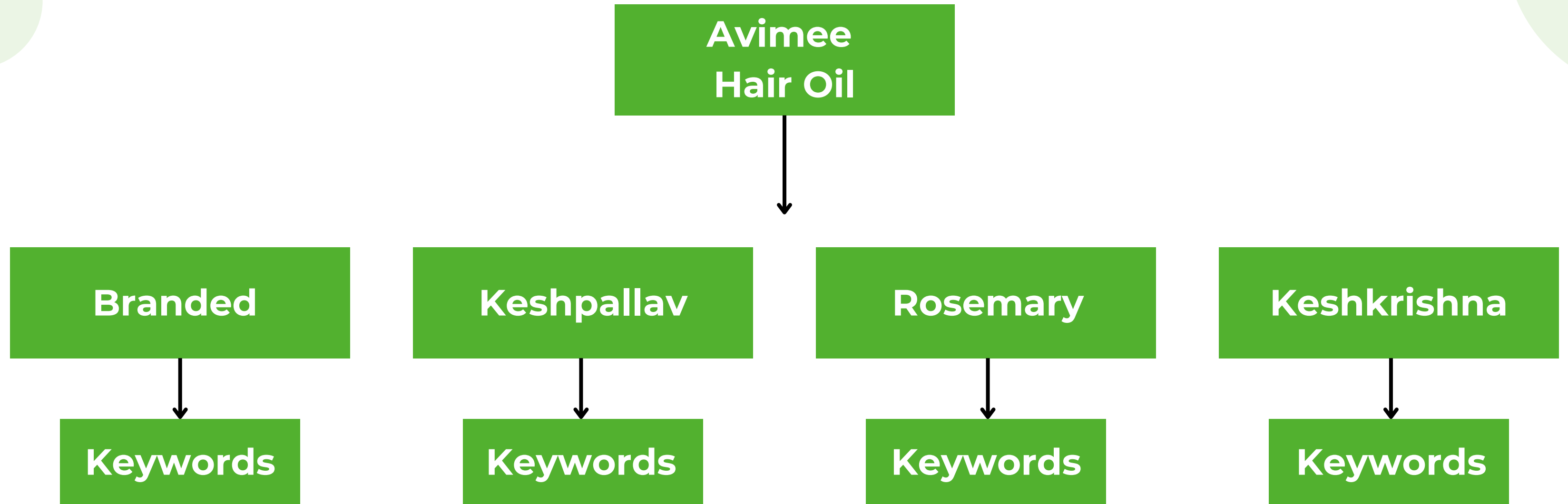
₹2,20,000
Maximise
Conversions

METRICS

Clicks,
Conversions &
CPA



CAMPAIGN STRUCTURE



Single Theme Campaign

BUDGET ALLOCATION

AD GROUPS	BUDGET
<i>Ad Group 1- Brand</i>	₹40,000
<i>Ad Group 2- Keshpallav</i>	₹60,000
<i>Ad Group 3- Rosemary</i>	₹40,000
Ad Group 4 - Keshkrishna	₹30,000
Retargeting	₹30,000
Contingency	₹20,000
TOTAL	₹2,20,000





EXECUTION



CAMPAIGN

Campaign name	Avimee_Conv_30days_2L_4AdGroups
Conversion goals	Account default
Customer acquisition	Bid equally for new and existing customers
Marketing Objective	No marketing objective selected
Campaign status	● Enabled
Networks	Google Search Network, Search partners, Display Network
Locations	Agra, Uttar Pradesh, India (city) + 27 more
Languages	All languages
Budget	₹2,000.00/day
Bidding	Maximise conversions
Start and end dates	Start date: 15 November 2024 End date: 15 December 2024
Broad match keyword	Off: Use keyword match types
Value rules	No rule set
Ad rotation	Optimise: Prefer best performing ads
Campaign URL options	No options set
Dynamic Search Ads setting	Get automated search targeting and customised ad headlines based on your website
IP exclusions	No exclusions set
Brands	Restricting to: 0 brand lists Excluding: 0 brand lists

CAMPAIGN

Overview

View (2 filters) [All campaigns](#)

Campaign [Avimee_Conv_30days_2L_4AdGroups](#)

Ad groups (4) [Select an ad group](#)

Enabled Status: Pending Type: Search Budget: ₹2,000.00/day Optimisation score: — [Simulate campaign changes](#) [Campaign settings](#)

Insights and reports

Campaigns

Campaigns

Ad groups

Ads

Experiments

Assets

Audiences, keywords and content

Change history

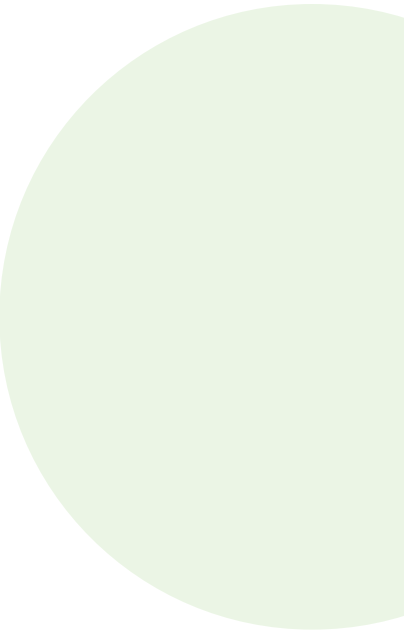
Ad groups

All time 14 Aug - 22 Oct 2024 [Show last 30 days](#)

Clicks None Expand Adjust

	Ad group	Status	Target CPA	Conversion:	Cost / conv.	Ad group type	Clicks	Impr.	CTR	Avg. CF
<input type="checkbox"/>	Brand	Not eligible Campaign is pending	—	0.00	₹0.00	Standard	0	0	—	
<input type="checkbox"/>	rosemary	Not eligible Campaign is pending	—	0.00	₹0.00	Standard	0	0	—	
<input type="checkbox"/>	Keshkrishna	Not eligible Campaign is pending	—	0.00	₹0.00	Standard	0	0	—	
<input type="checkbox"/>	keshpallav	Not eligible Campaign is pending	—	0.00	₹0.00	Standard	0	0	—	





KEYWORDS





AD GROUP 1 : BRAND

Your ads are all set! They'll have a higher chance of performing well.

Ad strength
Excellent

- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- ✓ Make descriptions unique [View ideas](#)

Preview < > ▶   Highlight ad

Final URL [?](#) ^


Final URL

This will be used to suggest headlines and descriptions

Display path [?](#) ∨

Headlines 15/15 [?](#) ^

Sponsored

 www.avimeeherbal.com/

Bestselling Herbal HairProduct - Shop Avimee Herbal Hair Oils

Explore Avimee's range of Ayurvedic hair oils for growth, fall control, and nourishment. Featured on Shark Tank, Avimee's oils are trusted for hair care and scalp health.



HEADLINES : BRAND

- Discover Avimee Hair Oils
- Avimee: Herbal Hair Care Experts
- Top Herbal Oils by Avimee
- Avimee: Trusted Ayurvedic Oils
- Buy Avimee Hair Products Now
- Shop Avimee Herbal Hair Oils
- Top Ayurvedic Hair Oils Online
- Reviews of Avimee Hair Oils
- Best-Selling Herbal Hair Products
- Avimee: Natural Hair Solutions
- Explore Avimee Hair Growth Oils
- Avimee Oils Featured on Shark Tank
- Shop Avimee Hair Oils Online
- Natural Solutions by Avimee
- Avimee: Trusted by Experts



DESCRIPTION : BRAND

- Explore Avimee's range of Ayurvedic hair oils for growth, fall control, and nourishment.
- Avimee offers natural hair solutions with herbal oils. Trusted for hair regrowth.
- Buy Avimee's best-selling hair oils, including top-rated Ayurvedic growth solutions.
- Featured on Shark Tank, Avimee's oils are trusted for hair care and scalp health.



AD GROUP 2 : KESHPALLAV

Your ads are all set! They'll have a higher chance of performing well.



Ad strength
Excellent



- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- ✓ Make descriptions unique [View ideas](#)


Final URL 



Final URL

<https://avimeeherbal.com/collecti>


This will be used to suggest headlines and descriptions

Display path 



Tt Headlines 15/15 



For optimal ad performance, include these keywords in your headlines 

- ✓ [hair oil for hair growth](#) [adivasi herbal hair oil](#)
- ✓ [hair growth oil](#) ✓ [good hair growth oil](#)
- ✓ [best hair oil for hair fall](#)
- [best hair growth oil recommended by doctors](#)
- ✓ [hair fall control oil](#) ✓ [hair growth oil for men](#)
- ✓ [best hair oil for hair growth](#) ✓ [hair regrowth oil](#)
- ✓ [best hair growth oil](#) ✓ [best oil for hair loss and regrowth](#)
- ✓ [avimee herbal keshpallav hair oil](#) ✓ [keshpallav hair oil](#)



HEADLINES : KESHPALLAV

- Boost Hair Growth with Keshpallav
- Ayurvedic Oil for Hair Growth
- Best Hair Growth Oil for Men
- Say Goodbye to Hair Fall
- Keshpallav: Herbal Hair Care
- Regrow Stronger, Thicker Hair
- Best Oil for Hair Regrowth
- Control Hair Fall Naturally
- Ayurvedic Solution for Hair Loss
- Keshpallav for Hair Thickness
- Recommended by Hair Experts
- Best Hair Oil for Hair Fall
- Get Thicker, Fuller Hair Now
- Hair Growth Oil for All Genders
- Nourish Your Scalp with Keshpallav



DESCRIPTION : KESHPALLAV

- Keshpallav Hair Oil helps regrow hair naturally and strengthens from the roots. Buy now!
- Control hair fall and boost hair growth with Keshpallav's Ayurvedic formula. Order today!
- Best hair oil for hair loss and regrowth. Recommended by doctors for thicker hair.
- Herbal oil for hair growth and hair fall control. Say hello to thicker, healthier hair.



AD GROUP 3 : ROSEMARY

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent

- ✓ Add headlines [View ideas](#)
- ✓ Include popular keywords [View ideas](#)
- ✓ Make headlines unique [View ideas](#)
- ✓ Make descriptions unique [View ideas](#)

Final URL [?](#)

Final URL

<https://avimeeherbal.com/collecti>

This will be used to suggest headlines and descriptions

Display path [?](#)

Headlines 15/15 [?](#)

For optimal ad performance, include these keywords in your headlines

For optimal ad performance, include these keywords in your headlines

- ✓ [hair oils with rosemary](#)
- ✓ [rosemary oil](#)
- ✓ [rosemary hair oil for hair growth](#)
- ✓ [rosemary for hair](#)
- ✓ [rosemary essential oil for hair](#)
- ✓ [best rosemary oil for hair growth](#)
- ✓ [rosemary hair oil](#)
- ✓ [buy rosemary oil](#)
- ✓ [organic rosemary oil for hair](#)
- ✓ [rosemary scalp oil](#)
- ✓ [rosemary oil buy online](#)
- ✓ [natural rosemary oil for hair](#)
- ✓ [rosemary oil shop online](#)
- ✓ [Avimee hairoil for hair growth](#)
- ✓ [Avimee rosemary hair oil](#)

HEADLINES : ROSEMARY

- Grow Strong, Healthy Hair
- Rosemary Oil for Hair Growth
- Boost Hair Health with Rosemary
- Fight Hair Loss Naturally
- Organic Rosemary for Hair Care
- Natural Oil for Hair Regrowth
- Strengthen Hair with Rosemary
- Best Oil for Scalp Health
- Buy Rosemary Hair Oil Today
- Nourish Hair with Rosemary Oil
- Avimee Rosemary Hair Oil Online
- Revitalize Your Hair Naturally
- Essential Oil for Hair Regrowth
- Buy Organic Rosemary Oil Now
- Rosemary for Thicker, Fuller Hair



DESCRIPTIONS : ROSEMARY

- Strengthen hair naturally with Avimee Rosemary Hair Oil. Buy now for healthy hair!
- Rosemary oil promotes hair growth and scalp health. Order your bottle today!
- Fight hair loss with organic rosemary oil from Avimee—pure, natural, and effective.
- Avimee's Rosemary Hair Oil helps with hair regrowth and promotes thicker hair.



AD GROUP 4 : KESHKRISHNA

Your ads are all set! They'll have a higher chance of performing well.

 Ad strength
Excellent



- Add headlines [View ideas](#)
- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)

For optimal ad performance, include these keywords in your headlines

Reverse Grey Hair Naturally  

Required

27 / 30

Best Oil for Grey Hair Care

Required

27 / 30

Ayurvedic Oil for Grey Hair

Required


27 / 30

hair fall products

18 / 30

Keshkrishna: Herbal Hair oil

28 / 30

For optimal ad performance, include these keywords in your headlines 

- adivasi hair oil advasi hair oil hair oil for hair growth
- hair oil herbal oil hair shampoo
- herbal shampoo avimee hair oil hair fall products
- hair kit best oil for premature greying
- best hair oil for premature greying best oil for gray hair
- hair oil for gray hair best hair oil for gray hair
- best oil for grey hair best hair oil for grey hair
- hair oil for grey hair anti grey hair oil gray hair oil
- grey hair oil hair treatment online
- best hair care products for hair growth
- Keshkrishna hair oil



HEADLINES : KESHKRISHNA

- Reverse Grey Hair Naturally
- Best Oil for Grey Hair Care
- Ayurvedic Oil for Grey Hair
- Hair fall products
- Keshkrishna: Herbal Hair Oil
- Avimee: Anti grey hair oil
- Keshkrishna: Revive Your Hair
- Stop Premature Greying Today
- Hair oil kit for hair growth
- Herbal Hair Oil for Grey Hair
- Best Oil for Premature Greying
- Buy Keshkrishna Oil Online Now
- Nourish Grey Hair Naturally
- Herbal Oil for Rejuvenation
- Prevent Greying : Keshkrishna



DESCRIPTIONS : KESHKRISHNA

- Stop premature greying with Keshkrishna Grey Hair Oil—natural and effective!
- Reverse grey hair naturally with Keshkrishna's Ayurvedic formula for healthy hair.
- Fight grey hair with Keshkrishna's herbal oil for rejuvenation and vitality.
- Restore natural hair color with Keshkrishna—herbal solution for grey hair.



HEADLINES : REMARKETING

- Your Ayurvedic Care Awaits!
- Unlock Avimee Herbal Discounts
- Finish Your Herbal Journey Now
- Don't Miss Out on Natural Care
- Herbal Skincare Awaits You—Shop!
- Natural Beauty Care—Come Back!
- Complete Your Ayurvedic Routine
- Ayurvedic Products Back in Stock!
- Return for Herbal Wellness Care
- Get Your Herbal Products Today
- Rediscover Pure Ayurvedic Care
- Come Back for Natural Solutions!
- Avimee Awaits—Shop Natural Care
- Your Herbal Care Isn't Complete!
- Avimee Offers You Pure Ayurveda



DESCRIPTIONS : REMARKETING

- Finish your herbal care with Avimee Herbals' pure Ayurvedic beauty products—shop now!
- Your journey to natural skincare awaits—don't miss exclusive Avimee discounts today!
- Rediscover Avimee Herbals' holistic care solutions. Shop Ayurvedic products now!
- Come back for affordable, chemical-free Ayurvedic care—your products are waiting!



FORECAST

Total Budget: 2,20,000

Ad Groups	Percentage	Monthly Budget	Daily Budget	Monthly Clicks	Conversions	CR	CPA	Revenue	CPC	CTR	Impressions	ROAS
Keshpallav	30%	60,000	2000	13000	520	4%	115	2,86,000	4.62	7.98	1,63,000	4.8x
Rosemary	20%	40,000	1333	8100	324	4%	123.5	162000	4.94	9.42	86,000	4.05x
Keshkrishna	15%	30,000	1000	21000	840	4%	35.71	4,62,000	1.43	17.5	1,20,000	15.4x
Brand	20%	40,000	1333	4700	188	4%	212.8	94,000	8.51	2.45	192,000	2.35x
Remarketing	15%	30,000	1000									

CONCLUSION

- Since Avimee's Shark tank appearance it is known to providing **natural, Ayurvedic hair care solutions** that promote hair health and growth.
- The brand faces difficulties in paid search marketing due to **high competition, low click-through rates, and low brand awareness.**
- In our paid search strategy, we will focus on the brand's three best-selling hair oils to **increase conversions on website.**
- Through the campaign we are expecting **maximum clicks, low CPA and maximum conversions.**



THANK YOU

