



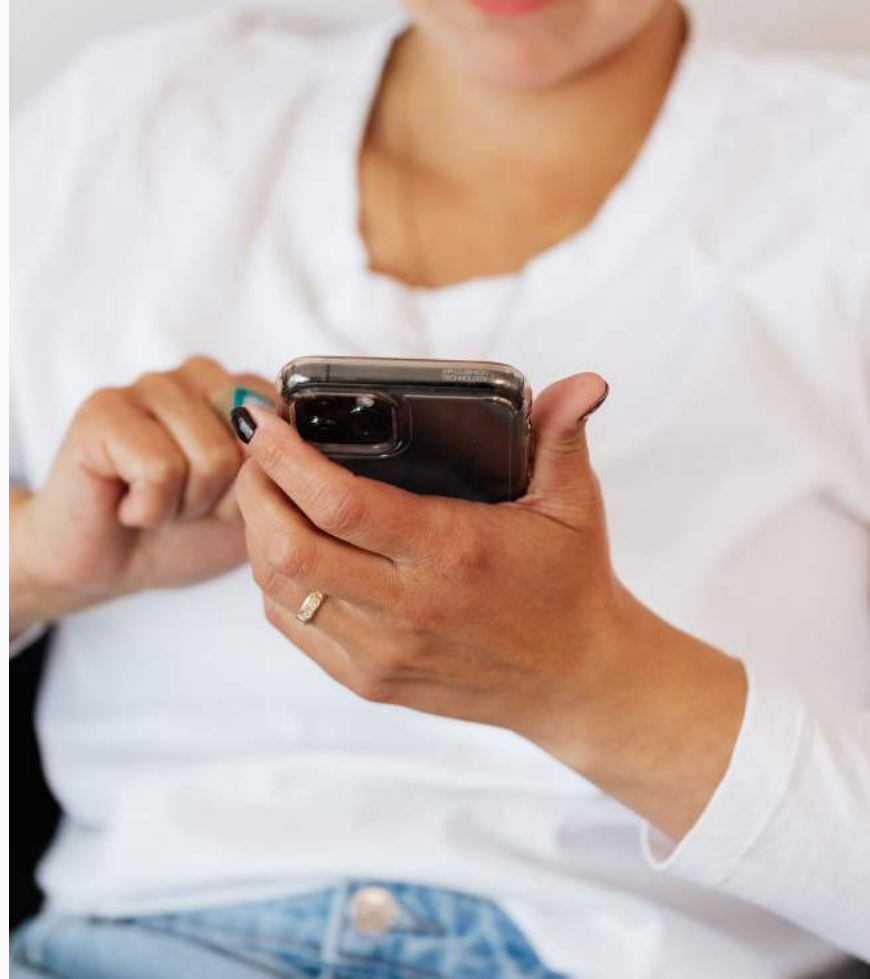
PPC & SOCIAL MEDIA REPORT

15th March to 14th April 2021



Report Contents

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Overall Performance

187439

Ads Reach

3712

Website Clicks

2.07%

Click Through Rate

\$0.37

Cost Per Click

\$71

Cost Per Sale

\$10

Cost Per 1000 Reach

198

Add To Cart

76

Checkout Initiated

20

Total Purchases

\$2166

Revenue from Ads

\$1608

Ads Spent

Performance

Insight

Clicks to Purchase Performance

- From total clicks 5% users add products into cart which are 198 users.
- From total clicks 2% filled details and initiated checkout which are 76 users.
- From total clicks 0.54% users only made purchase from our store which are 20 orders.

Cart to Purchase Performance

- From total cart users, 38% have filled the details and initiated checkout of products.
- From total checkout page users, 26% users only purchase our products.

FB/Insta Posts Performance

9

Total Posts

9791

FB Posts Reach

7150

Insta Posts Reach

105

Likes Reactions

419

Posts Clicks

Ads Campaign Details

Campaign Performance

Campaign Name	Ads Reach	Clicks	Conversions	Ads Spent
FB - BOTW	12,657	172	1	\$139
FB - Catalogue ads	160040	3109	16	\$1283
Google - Shopping	14,742	331	3	\$174

Ads Campaign Details

User Engagement Performance

Campaign Name	Add to Cart	Checkout Initiated	Purchase	Cost Per Sale
Facebook Ads	163	62	17	\$84
Google Ads	35	14	3	\$58

Online Store

Changes

This month, Let's focus on users who are doing add-to-cart and checkout initiated but didn't make any online orders. We have a total of 178 users who left from add to cart without buying products.

To increase cart to conversion percentage, I feel we should implement the below features and changes to our online store.

Cart Recovery App

As per our insights, we have only 23% of users who bought a product after filling in all the details on the checkout page. To increase the checkout to purchase ratio, we have to install a cart recovery app and setup a dynamic email template to send users automatically. If we add a 5%-10% discount coupon code, that will be great.

Pls, let me know.

Online Store Changes

Product Page changes

As per insights we have 178 users who have not purchased after doing add-to-cart product. I feel we should clarify our terms & condition on the product page itself. Like, our delivery options, delivery charges, payment methods, discount if any (BOTW), Return policy, refund policy, etc... I have attached a few product page screenshots for reference. We shall discuss this in further detail.



DOROTHY PERKINS

Women Pink & White Floral Printed Tie-Up Maxi Dress

Rs. 2872 ~~Rs. 3600~~ (20% OFF)

Inclusive of all taxes

SELECT SIZE [SIZE CHART >](#)



[ADD TO BAG](#)

[WISHLIST](#)

DELIVERY OPTIONS [📄](#)

Enter pincode [Check](#)

Please enter PIN code to check delivery time & Pay on Delivery Availability

100% Original Products

Free Delivery on order above Rs. 799

Pay on delivery might be available

Easy 30 days returns and exchanges

Try & Buy might be available

BEST OFFERS [📄](#)

Best Price: ~~Rs. 2297~~

- Coupon code: **DPNEWARRIVAL20**
- Max Discount: 100% of MRP (Your total saving: Rs. 1292)
- Applicable on: Orders above Rs. 3000

EMI option available

- EMI starting from Rs.125/month

[View Plan](#)

PRODUCT DETAILS [📄](#)

Pink and White floral printed women maxi dress with waist tie-up detail, has a V-neck, short sleeves, and flared hem.

Size & Fit

Semi-Fit

The model (height 5'8") is wearing a size S.

Material & Care

Material: 97% viscose, 3% elastane
Machine Wash

Specifications

Genre	Maxi	Neck	V-Neck
Length	Maxi	Print or Pattern Type	Floral
Sleeve Length	Short Sleeves	Sleeve Styling	Flared Sleeves
Occasion	Casual	Fabric Styling	Woven

[View More](#)



Kook N Kech

Men Black Regular Fit Mid-Rise Mildly Distressed Printed Cropped Jeans

Rs. 1749 ~~Rs. 2499~~ (30% OFF)

Inclusive of all taxes

SELECT SIZE [SIZE CHART >](#)



[ADD TO BAG](#)

[WISHLIST](#)

DELIVERY OPTIONS [📄](#)

Enter pincode [Check](#)

Please enter PIN code to check delivery time & Pay on Delivery Availability

100% Original Products

Free Delivery on order above Rs. 799

Pay on delivery might be available

Easy 30 days returns and exchanges

Try & Buy might be available

BEST OFFERS [📄](#)

Best Price: ~~Rs. 1449~~

- Applicable on: Orders above Rs. 1999 (only on first purchase)
- Coupon code: **MYNTRA300**
- Coupon Discount: Rs. 300 off (check cart for final savings)

EMI option available

- EMI starting from Rs.82/month

[View Plan](#)

PRODUCT DETAILS [📄](#)

Black medium wash 5-pocket mid-rise cropped jeans, mildly distressed, light fade, has a button and zip closure, and waistband with belt loops, printed detail.

Size & Fit

Regular Fit

Stretchable

The model (height: 6') is wearing a size 32.

Material & Care

99% Cotton and 1% elastane
Machine-wash

Specifications

Genre	Midly Distressed	Type of Distress	Ripped
Waist Rise	Mid-Rise	Fit	Light Fade
Genre	Medium	Fit	Regular Fit
Length		Waistband	



Color >

Brand v

Search by brand

Featured Brands

- Calvin Klein (26)
- INC International Concepts (35)
- Lauren Ralph Lauren (43)
- Michael Kors (64)
- Nike (9)
- Tommy Hilfiger (36)
- Cole Haan (18)
- Steve Madden (74)
- Aerosoles (57)
- Alfani (34)

All Brands

Heel Height >

Price >



Style&co. Mulan Wedge Sandals

Everyday Value \$34.98

★★★★★ (31)



MICHAEL Michael Kors Warren Platform Wedge Sandals

\$99.00

★★★★★ (18)



Material Girl Thong Sandals

Reg. \$ Sale \$

EXTRA 1



Style&co. Jo Wedge Thong Sandals

\$55

★★★★★

Showing: 1-48 of 60

Sort by: Relevance Page 1

Categories

Men

Clothing

Activewear

Denim

Outerwear

Jackets

Leather Jackets

Other Outerwear

Puffers & Parkas

Topcoats

Pants

Polo, Henleys & Tees

Shirts

Shorts & Swimwear

Socks, Underwear & Sleepwear

Suits & Sportcoats

Sweaters & Hoodies

Sizes

Men's Outerwear

XS	S	M
L	XL	XXL
XXXL		

Men's Shirts & Sweaters

S	M	L
XL		



GANT Cotton Jacket

\$149 Gilt \$298



Luigi Bianchi Rough Cotton Knit Blazer

\$569 Gilt \$1,126



Luigi Bianchi Rough Cotton and Linen Blazer

\$399 Gilt \$812.50



Luigi Bianchi Rough Cotton and Linen Blazer

\$399 Gilt \$812.50



Luigi Bianchi Rough Cotton and Linen Blazer

\$399 Gilt \$812.50



Luigi Bianchi Rough Cotton and Linen Blazer

\$399 Gilt \$812.50

Next Month Ads Strategies

Google - Brand Search

Planning to run ads for specific brand search terms. I will do keyword research and find out which brand has more potential in search ads.

Current Strategy

The current ads campaign will remain the same and planning to start below 3 ad campaigns this month. I will reduce the current campaign budget and divide it into a new campaign.

FB/Insta - Remarketing

From existing ads users on our website, I will retarget them through pixel code and show our 20% extra BOTW offer ads.

FB/Insta - Brand Audience

Planning to run ads for specific brand audience. I will do audience research and find out which brand has more reach in FB/Insta ads.

Thank you!

