

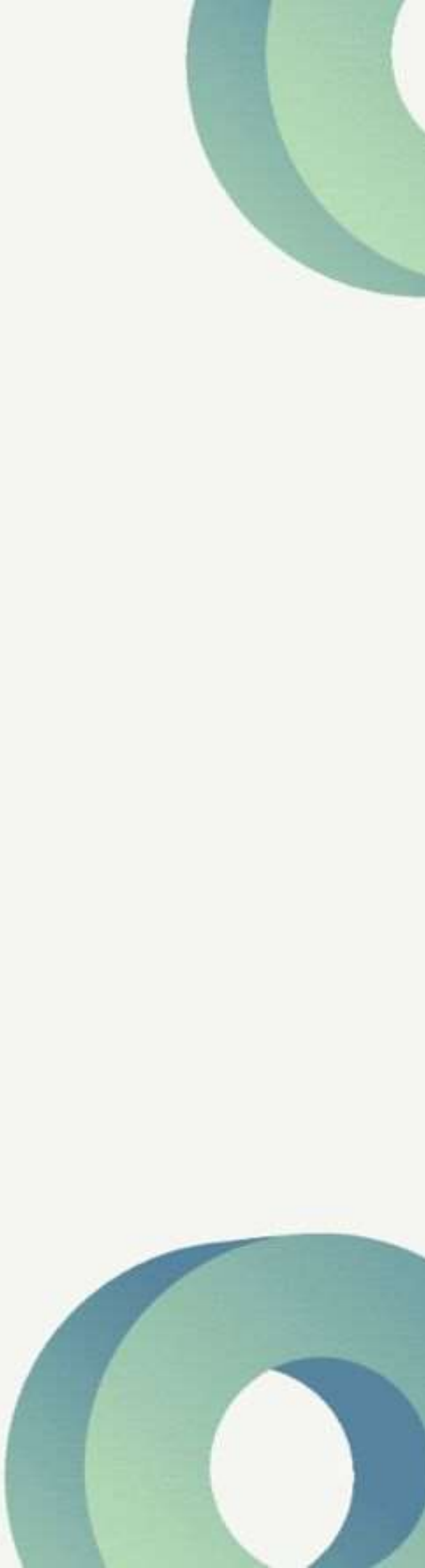


SWIFTIE INDIA ECOM PROJECT

BRAND NAME:
SWIFTIE INDIA



CONTENT

- 01 **PRODUCT ANALYSIS**
 - 02 **COMPETITOR ANALYSIS**
 - 03 **MEDIA PLAN**
 - 04 **OPTIMIZATIONS**
 - 05 **LEARNING**
- 



OVERVIEW

SWIFTIE INDIA PRESENTS THE FRIENDSHIP BRACELET MAKING KIT, A DIY SET TO CRAFT UP TO 50 UNIQUE BRACELETS. PACKED WITH COLORFUL THREADS, CHARMS, SCISSORS, HOOKS, AND HOOPS, IT'S PERFECT FOR ALL SKILL LEVELS. DESIGNED TO INSPIRE CREATIVITY AND CONNECTION, THIS KIT MAKES CRAFTING PERSONAL AND FUN. UNLEASH YOUR ARTISTIC SIDE WITH EVERYTHING YOU NEED IN ONE SET!

PRODUCT ANALYSIS

PRODUCT OPTIMIZATION



PRODUCT OPTIMIZATION

CHANGES SUGGESTED

PRODUCT TITLE

SWIFTIE INDIA | TAYLORSS BRACELET MAKING KIT | 50 BRACELET PATTERNS | DIY BEADS BRACELET CRAFT KIT | JEWELRY MAKING SUPPLIES WITH SCISSORS, HOOKS & HOOPS | HANDMADE BRACELET KIT FOR KIDS & TEENS | SWIFTIE GIFTS FOR ERAS FANS

ABOUT THIS ITEM

50 BRACELETS OF FRIENDSHIP: CREATE UP TO 50 UNIQUE BRACELETS WITH VIBRANT MATERIALS, PERFECT FOR SHARING WITH FRIENDS AND FANS. **ALL-INCLUSIVE KIT:** INCLUDES ESSENTIAL TOOLS LIKE SCISSORS, HOOKS, AND HOOPS FOR A SEAMLESS CRAFTING EXPERIENCE. **PORTABLE & TRAVEL-READY:** COMPACT CASE ALLOWS YOU TO CRAFT ANYWHERE – TRAVEL, FAN EVENTS, OR AT HOME. **HIGH-QUALITY MATERIALS:** INCLUDES DURABLE THREADS AND RELIABLE TOOLS TO ENSURE LONG-LASTING AND BEAUTIFUL BRACELETS. **DIY FUN FOR EVERY FAN:** A PERFECT ACTIVITY FOR FANS OF ALL AGES TO ENJOY.

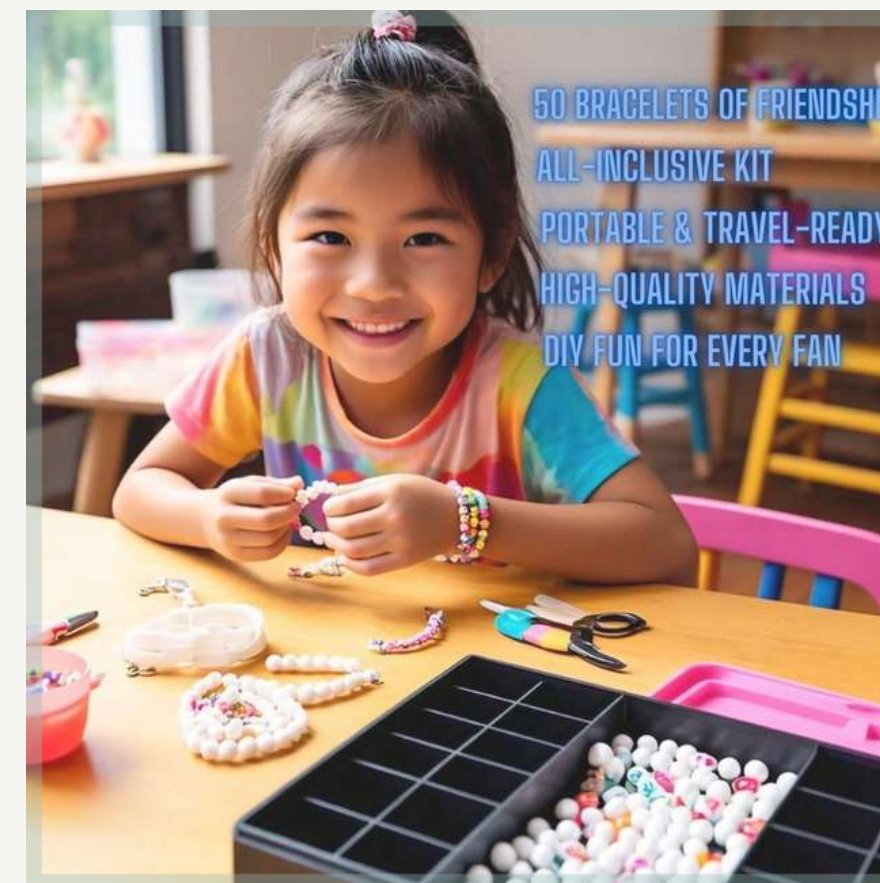
PRODUCT OPTIMIZATION

CHANGES SUGGESTED

PRODUCT DESCRIPTION

CELEBRATE YOUR LOVE FOR **TAYLOR** WITH THIS EXCLUSIVE **FRIENDSHIP BRACELET KIT** DESIGNED ESPECIALLY FOR **SWIFTIES**! CREATE UP TO **50** VIBRANT BRACELETS USING **ALL-INCLUSIVE** TOOLS LIKE COLORFUL THREADS, SCISSORS, HOOKS, AND HOOPS—EVERYTHING YOU NEED IN ONE KIT. PERFECT FOR CONCERTS, LISTENING PARTIES, OR ACCESSORIZING, THESE BRACELETS LET YOU ADD A PERSONAL, STYLISH TOUCH TO YOUR FAN JOURNEY. CONNECT WITH FELLOW FANS, UNLEASH YOUR CREATIVITY, AND SPREAD THE MAGIC OF FRIENDSHIP. A UNIQUE, MUST-HAVE KEEPSAKE FOR EVERY TRUE FAN!

A+ CONTENT



PRODUCT OPTIMIZATION

CHANGES SUGGESTED

KEYWORDS

JEWELLERY MAKING MATERIAL KIT - **10022**

BRACELET FOR BRACELET MAKING - **10117**

BEADS KIT - **11397** BRACELET MAKING KIT-
15235

IMAGES / CREATIVES



COMPETITOR ANALYSIS

SNAPTRON



**SNAPTRON 4000 DIY
BRACELET MAKING KIT**
RATING: 4.2 Rs 869
ASIN: B0CJYCHVRX

CRAFTINGER



**CRAFTINGER MULTI BEADS
FOR JEWELLERY MAKING
KIT** RATING: 4.3 Rs 599
ASIN: B0DGKY2PM7

YIFELY



**YIFELY CLAY BEADS FOR
JEWELLERY MAKING KIT**
RATING: 3.7 Rs 599
ASIN: B0DH7XS549

MEDIA PLANNING

CAMPAIGN NAME	BID STRATEGY AND BUYING TYPE	AD GROUPS	TARGETING	PRODUCTS
M30_SP_BRACELET_CAT_A9-A12	DOWN ONLY, CPC, BID AMOUNT-5.4RS, ADJUSTMENT FOR TOP OF THE SEARCH 10% AND REST OF THE PAGE 10%	1. CAT_SWIFTIE	1. CATEGORY: BEADS & BEAD ASSORTMENTS 2.CATEGORY: JEWELRY MAKING & BEADWORK	B0D96RDKWG
		2. CAT_SWIFTIE_REFINED	1. CATEGORY: JEWELRY MAKING & BEADWORK. REFINED INTO BRAND SELECTED- MAKE IT REAL, PATPAT, SANNIDHI,IMAGIMA KE,SNAPTRON, SATMARHZ. PRICE- 600-1000	B0D96RDKWG

MEDIA PLANNING

BIDDING

WE GOT SUGGESTED BID AS 3RS BUT WE ANALYSED THE PAST DATA OF OUR PARTICULAR CAMPAIGN TYPE AND FOUND THAT 5.34 RS WAS THE CPC , SO WE STARTED WITH 5.4 RS AS OUR BID FOR BOTH THE AD GROUPS AND FOR ALL OUR TARGETINGS.

CAMPAIGN DURATION

28/12/2024 - 03/01/2025

NEGATION

WE NEGATED THE 6 BRANDS WHICH WE USED IN 2ND ADGROUP FROM FIRST AD GROUP. 6 BRANDS WHICH WE NEGATED FROM 1ST AD GROUP WERE- MAKE IT REAL, PATPAT, SANNIDHI, IMAGIMAKE, SNAPTRON, SATMARHZ.

MEDIA PLAN

ESTIMATION OF THE MEDIA PLAN

		CPC = BUDGET / CLICKS	TOTAL COST / CPC				CLICKS * CONV. RATE	TOTAL REVENUE / NO. OF ORDERS		REVENUE / AD SPEND	(AD SPEND / REVENUE) *100
CAMPAIGN NAME	BUDGET	ESTIMATED CPC	ESTIMATED CLICKS	ESTIMATED CTR	ESTIMATED IMPRESSIONS	ESTIMATED CONV. RATE	ESTIMATED CONVERSIONS	AOV.	ESTIMATED REVENUE	ESTIMATED ROAS	ESTIMATED ACOS
GENERIC EXACT	700	5.34	131	1.90%	6899	0.00%	0	0	1000	1.428571429	70%

ACHIEVED MEDIA PLAN

CAMPAIGN NAME	BUDGET	ACHIEVED CPC	ACHIEVED CLICKS	ACHIEVED CTR	ACHIEVED IMPRESSIONS	ACHIEVED CONV. RATE	ESTIMATED CONVERSIONS	AOV.	ESTIMATED REVENUE	ESTIMATED ROAS	ESTIMATED ACOS
GENERIC EXACT	718.07	4.85	148	1.56%	9496	0.00%		0	1025.814286	1.428571429	70%

OPTIMIZATIONS

ADGROUP 1

1) ON 1 ST JAN WE CHANGED THE BID AMOUNT FROM 5.4RS TO 4.62RS FOR CAT SWIFTIE.

2) ON 2ND JAN WE REDUCED TO 3 FROM 4.62 FOR CAT SWIFTIE. WE DID SO BECAUSE OUR BUDGET WAS EXHAUSTING VERY FAST. WE ALSO INCREASED THE BID ADJUSTMENT OF TOP OF SEARCH TO 70%. WE DID SO TO ENSURE THAT WE ONLY GET PLACEMENT AT TOP OF SEARCH

3) ON 3RD JAN WE INCREASED THE BID FROM 3RS TO 4.62. THE PLANNING BEHIND REDUCING THE BID TO 3RS AND INCREASING BID ADJUSTMENTS FOR TOP OF SEARCH PAGE GOT FAILED. WE STOPPED RECIEVING CLICKS. AFTER INCREASING BID BACK TO 4.62, WE STARTED RECIEVING CLICKS. H AND WE DO NOT LOOSE MONEY ON OTHER PLACEMENTS.

OPTIMIZATIONS

ADGROUP 1

1) WE ALSO ADDED SOME NEGATIVE ASINS BY ANALYSING SEARCH TERM REPORT. WE NEGATED THOSE BECAUSE WE WERE VISIBLE ON THOSE ASINS BUT CTR WAS VERY LESS. THE LIST OF THOSE ASINS ARE- "B0DB2F4QBZ", "B0D9ZFFC3G", "B09D2XDCNV", "B0D811J77L" , "B0C3ZYZR6YK"

OPTIMIZATIONS

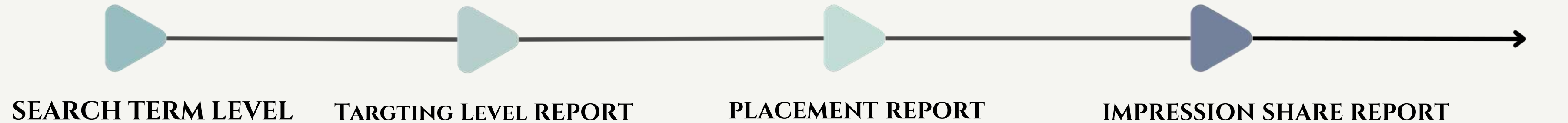
ADGROUP 2

1) WE STARTED WITH 5.4RS AND ON 1ST JAN WE CHANGED THIS TO 4.60 FOR 2ND AD GROUP.

2. ON 3RD JAN WE CHANGED THIS TO 5.18 FOLLOWING SUGGESTED BID.

3)WE PAUSED SOME CATEGORIES ON 1ST JAN BECAUSE CPC WERE GOING HIGH AND SUGGESTED CPC ON AMAZON WERE ALSO SHOWING VERY HIGH. SUGGESTED BIDS ON THESE CAT WERE APPROX 12 RS. THOSE CATEGORIES ARE - CATEGORY 1="JEWELRY MAKING & BEADWORK" BRAND="SANNIDHI" PRICE=600-1000. CATEGORY 2="JEWELRY MAKING & BEADWORK" BRAND="PATPAT" PRICE=600-1000. CATEGORY 3="JEWELRY MAKING & BEADWORK" BRAND="MAKE IT REAL" PRICE=600-1000

REPORTING



LEARNING

REPORTING

SEARCH TERM LEVEL – a list of search terms that people have used to see and click on your ads. Some Good ASIN we search term we are:

beads kit

bracelet making set

bracelet making kit

b09nps1bqc

b0d87k212p

b0d96rdkwg

b0d9c544rx

b0cjychvrX

TARGETING LEVEL REPORT - Targeting is the way you define the context in which you want your ads to appear.

category="Jewelry Making & Beadwork" - Broad

category="Jewelry Making & Beadwork" brand="SNAPTRON" price=600-1000 - Refined

LEARNING

REPORTING

PLACEMENT REPORT - placement report shows how a campaign is performing across different placements, such as the top of search results, product detail pages, or the rest of the search results.

Row Labels	Sum of Spend	Sum of Clicks	Sum of Impressions	Sum of cAL CTR	Sum of cal cpc
First page Top of Search on Amazon	₹430.86	80	1566	5.11%	5.38575
Product pages on Amazon	₹127.20	28	5608	0.50%	4.542857143
Rest of search on Amazon	₹148.24	38	2314	1.64%	3.901052632

IMPRESSION SHARE REPORT - The search term impression share report shows, for each search term, the percentage share and numeric rank of your impression share of the total impressions relative to other advertisers.

Row Labels	Sum of Impressions	Sum of Search Term Impression Rank	Sum of Search Term Impression Share
aesthetic beads and charms	2	13	0.51%
b06xw4fwtl	1	12	0.25%
b082kmn7mz	1	33	0.01%
b08f9hqmwd	56	21	0.29%