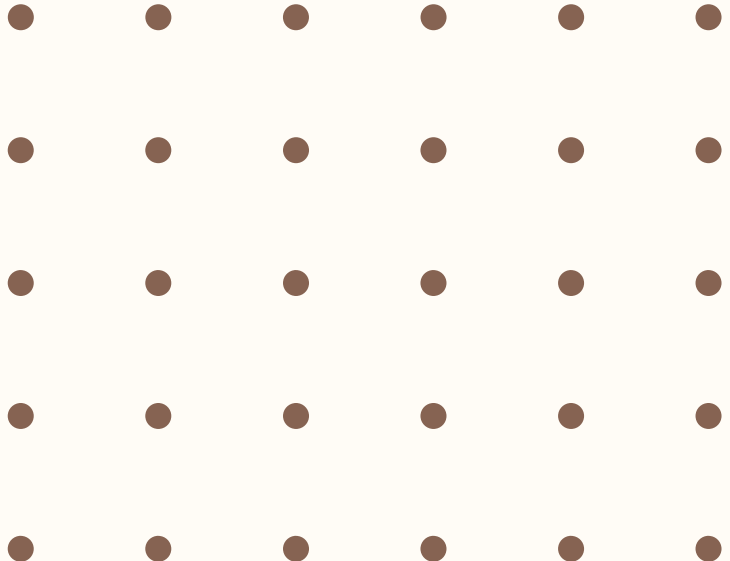




# UNLEAVABLES

COFFEE LOVERS

PAID ADS PROJECT



# CONTENTS

1.WHAT IS UNLEAVABLES?

2.USER PERSONA

3.COMPETITOR ANALYSIS

4.META ADS

5.GOOGLE ADS

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# UNLEAVABLES

Unleaveables is an e-commerce brand offering quirky T-shirts and hoodies based on consumer passions

The brand wanted to focus driving visits to the website while promoting each and every category of product available on the website.

## THEMES

**Coffee Lovers**

**Dog Lovers**

**Cat Lovers**

**Travel Enthusiast**

## USP'S

**Unisex T-Shirts & Hoodies**

**100% Cotton**

**220 GSM Bio-Washed Fabric**

**Sustainable Clothing**





# USER PERSONA



## USER PERSONA

- Young Adults
- Age: 18–40 years.
- Gender: All genders
- Income: Middle to upper-middle class, with disposable income for lifestyle purchases.
- Education: College students or young professionals.

## TRIGGERS

- Seeing quirky, relatable designs on social media that match their interests.
- Feeling represented through niche products (e.g. coffee-themed tees for coffee enthusiasts).
- Influencers or friends endorsing the product.
- Offers like discounts, limited-edition collections, or free shipping.
- The need to belong to a like-minded community.

## BARRIERS

- Lack of trust in product quality or fit from a new brand.
- Competition from mass-market brands offering lower prices.
- Concerns about return policies, delivery times, or customer service.
- Feeling the product might be too niche to wear in broader contexts.

## COMMUNICATION CHALLENGES

- I want to convey to my target audience that Unleavables offers unique, high-quality, and quirky apparel designed to reflect their individuality and passions, while providing a trustworthy and seamless shopping experience

# COMPETITOR 1 (SNITCH)

## BRAND IDENTITY

Snitch, a Bangalore-based men's fashion brand founded in 2019, offers a wide range of apparel, including shirts, t-shirts, trousers, jackets, and plus-size options. Known for its fast-fashion approach, it launches new designs daily in limited editions to ensure exclusivity. Snitch pioneered men's co-ords and has grown from a local brand to a pan-India presence.

## SOCIAL MEDIA

Insta - 1Million  
Facebook - 107k

## PRICE RANGE

Rs 1000 - 1200

## USP'S

Expanding Plus-Size & Diverse Collections  
Hassle-Free Online Shopping Experience  
Affordable Premium Wear





# COMPETITOR 2 (BONKERS CORNER)

## BRAND IDENTITY

Bonkers Corner, a Mumbai-based fashion brand, specializes in unique yet affordable unisex luxury streetwear. Offering graphic tees, hoodies, and joggers, it blends global fashion with local culture. With a motto, "Where comfort meets crazy," the brand resonates with trend-conscious youth seeking style and comfort.

## SOCIAL MEDIA

Insta - 444K  
Facebook - 21K

## PRICE RANGE

Rs 800 - 1200

## USP'S

Unisex & Inclusive Designs  
Luxurious & Trendy Streetwear  
Pop Culture & Youth-Centric Appeal

**BONKERS  
CORNER**

# COMPETITOR 3 (BEWAKOOF)

## BRAND IDENTITY

Bewakoof, a leading homegrown fashion brand, redefines casual wear with creative, comfortable, and affordable styles. Offering quirky t-shirts, joggers, oversized fits, and accessories, it blends pop culture with contemporary fashion, making it a go-to for self-expression.

## SOCIAL MEDIA

Insta - 1.7Million  
Facebook - 4.7Million

## PRICE RANGE

Rs 800 - 1200

## USP'S

Fast & Reliable Delivery  
Exclusive "Tribe" Membership  
Diverse & Expanding Product Range





# COMPETITOR'S ADS

## SEARCH

Sponsored

### ADS



SNITCH Online Fashion Shopping  
App installed

#### Winter Collection – Snitch - Fresh 2025 Winter Collection

Take your fashion game up a notch with these latest styles from [snitch.co.in](https://snitch.co.in) Explore the massive collection of Jackets online for men.

## META ADS



Bewakoof.com

Sponsored

Our New Additions in T-shirts, Vests, Bottomwear, Dresses & Tops will make you stand out in the crowd 🌟 Explore Now, only on Bewakoof.



[BEWAKOOFAPPLINK](#)

₹499 | Men's Black T-shirt

Online Shopping Site for Men, Women & Accessories. Choose from the best in Men Clothing and Women Fashion Wear...

Shop Now



META  $\infty$



# CAMPAIGN STRUCTURE





# CAMPAIGN



## AD SET 1 CORE

- BUDGET PER DAY \$85
- COFFEE LOVER AUDIENCE

## AD SET 2 CUSTOM & LOOKALIKE

- BUDGET PER DAY \$85
  - WEBSITE VISITORS
- 

# TARGET AUDIENCE & AD COPY

## CORE AUDIENCE

Save audience

×

Audience name

Tasty Food

Audience details

Location:

India: Mumbai, Pune Maharashtra

Optimise locations:

On

Age:

18-40

People who match:

Interests: hoodie (clothing), Street fashion (clothing), T-shirt (clothing) or Clothing (clothing)

And must also match:

Interests: coffee culture (coffee), coffee lovers (coffee) or Coffee (food and drink)

Advantage+ audience:

Off

Cancel

Save

## AD COPY

Unleavables

Sponsored · 

×

⋮

♥ Coffee + Style = Unleaveable

🌱 Soft tees & cozy hoodies inspired by your daily grind.

📦 Free shipping on first orders for coffee lovers everywhere!



unleavables.com

**Brew. Wear. Slay.**

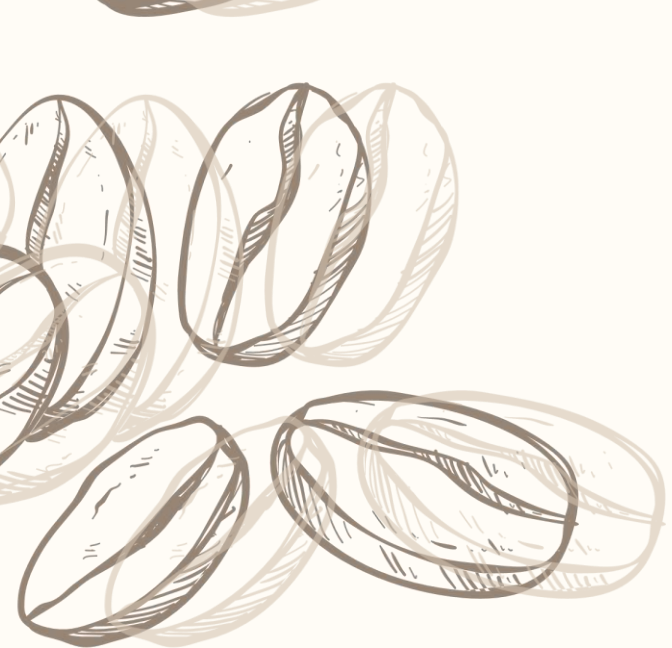
Caffeinated. Comfy. Cool

Shop now

👍 Like

💬 Comment

➦ Share



# EXECUTION PLANNING



## BIDDING STRATEGY

### HIGHEST VOLUME

We will opt for the highest volume since our primary goal is to maximize landing page views, and the budget is limited. While we could use a cost cap, we'll avoid it due to a lack of concrete data.

## DELIVER STANDARD

Since we have a limited budget, we will opt for standard delivery to prevent it from being exhausted on the first day. To ensure the campaign runs for the full seven days, we'll stick with the standard delivery option.

## PLACEMENT AUTOMATIC

The Facebook platform will automatically decide where our ads are running best but can switch to manual placement if provided with the placement data of previous batches.



# KEY PERFORMANCE INDICATORS



**CLICKS**

**LPV**

**CPLPV**



# MEDIA PLAN

|          | COST  | IMPRESSIONS | CPM     | CTR   | CLICKS | CPC    | CLICK TO<br>LPV RATE | LPVS | CPLPVS |
|----------|-------|-------------|---------|-------|--------|--------|----------------------|------|--------|
| PLANNED  | \$800 | 50462       | \$15.85 | 0.73% | 368    | \$2.17 | 72.21%               | 266  | \$3.01 |
| ACHIEVED | \$800 | 28941       | \$29.47 | 2.84% | 820    | \$1.03 | 63.10%               | 518  | \$1.64 |



# OPTIMIZATIONS



## EXPAND AUDIENCE TARGETING

- 
- Expanded the audience size by adding relevant interests such as style (apparel), social media, coffeehouses, and trending fashion brands.

## IMPROVE CLICK-TO-LPV RATE

- 
- Should Work on website speed, UI, and mobile responsiveness to ensuring a seamless experience. Users may be bouncing back due to slow loading or an unappealing design.
- 

# LEARNINGS

## Budget

Avoid making drastic  
changes regularly,  
optimize gradually

## Targeting

Continuously test  
audience segments  
and creatives wisely

## LPV

Ensure fast load  
times and a  
seamless landing  
page experience

# SEARCH ADS



Google Ads



# CAMPAIGN STRUCTURE



# CONVERSION ACTION



**Page View as the Only Active Conversion –**  
Only the page view action is active, so new conversions can't be used directly.

**Manually Created Secondary Conversions –** Add to Cart and Purchase were added for tracking intent but didn't function without backend access.

**Clubbed one primary and two secondary actions in a goal –** A9 MLP30 was created with Page View as primary and others as secondary.



# BIDDING STRATEGY

Choose "Maximize Clicks" without bid limits to focus on getting as many clicks as possible, hoping they'd turn into actual page views.

Skipped bid limits due to unclear past data, as previous campaign insights weren't reliable enough to set strict budgets.

# AUDIENCE

## AFFINITY

1. Food & Dining/Coffee Shop Regulars- People who  
regularly visit cafes or coffee shops and buy  
beverages or light fare
2. Food & Dining>foodies:- People enthusiastic  
about food and restaurant culture

## IN MARKET

1. Food- People interested in purchasing food, such  
as prepared food, candy, and ingredients
2. Home & Garden > Home Appliances > Small  
Appliances>Coffee & Espresso Makers:- People  
interested in purchasing coffee or espresso makers

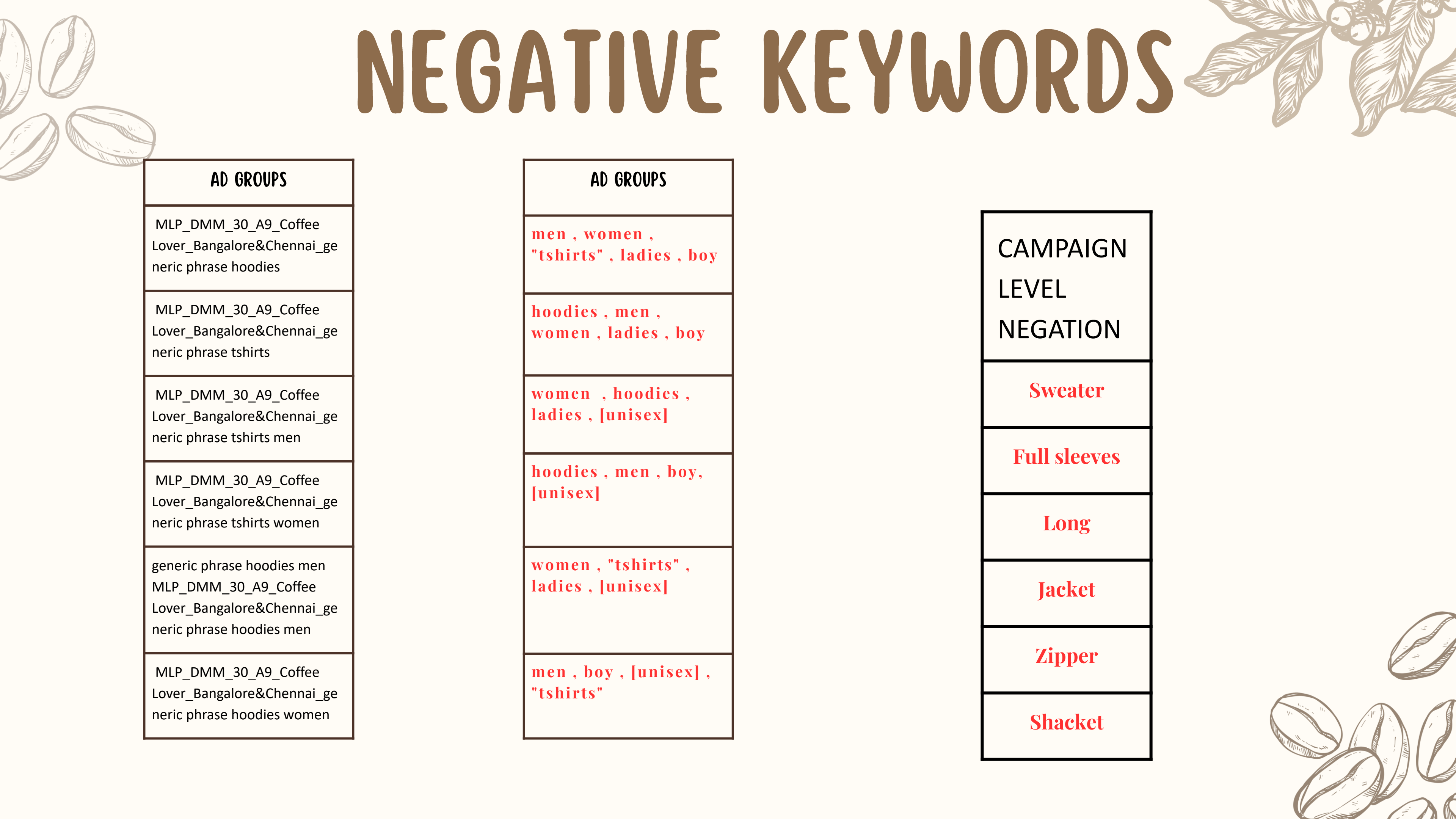


# AD GROUPS



| AD GROUP                                                                       | BIDDING STRATEGIES | KEYWORDS                                                                                                                                                                            |
|--------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_gene<br>ric phrase hoodies     | Maximize Clicks    | "hoodie for unisex"<br>"hoodies"<br>"hoodies under 1000"<br>"printing hoodie"<br>"unisex hoodie"                                                                                    |
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_gene<br>ric phrase tshirts     | Maximize Clicks    | "baggy t shirt"<br>"best oversized t shirts"<br>"over sized t shirt"<br>"oversize t shirts"<br>"oversized printed t shirt"<br>"oversized tee shirts"<br>"printed oversized t shirt" |
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_gene<br>ric phrase tshirts men | Maximize Clicks    | "baggy t shirt men"<br>"cotton oversized t shirt men"<br>"over sized t shirt for men"<br>"over sized t shirt men"<br>"oversized t shirt men"                                        |

| AD GROUP                                                                                                    | BIDDING STRATEGIES | KEYWORDS                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_generic<br>phrase tshirts women                             | Maximize Clicks    | "baggy t shirt women"<br>"baggy tshirts for women"<br>"cotton oversized t shirt<br>women"<br>"ladies baggy t shirts"<br>"over sized t shirt for women"<br>"over sized t shirt women"<br>"over sized tshirt for women"<br>"oversized tshirt for women" |
| generic phrase hoodies men<br>MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_generic<br>phrase hoodies men | Maximize Clicks    | "mens hoodies"<br>"mens oversized hoodie"                                                                                                                                                                                                             |
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_generic<br>phrase hoodies women                             | Maximize Clicks    | "hoodies for women"                                                                                                                                                                                                                                   |



# NEGATIVE KEYWORDS

| AD GROUPS                                                                                                    |
|--------------------------------------------------------------------------------------------------------------|
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_ge<br>neric phrase hoodies                                   |
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_ge<br>neric phrase tshirts                                   |
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_ge<br>neric phrase tshirts men                               |
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_ge<br>neric phrase tshirts women                             |
| generic phrase hoodies men<br>MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_ge<br>neric phrase hoodies men |
| MLP_DMM_30_A9_Coffee<br>Lover_Bangalore&Chennai_ge<br>neric phrase hoodies women                             |

| AD GROUPS                                 |
|-------------------------------------------|
| men , women ,<br>"tshirts" , ladies , boy |
| hoodies , men ,<br>women , ladies , boy   |
| women , hoodies ,<br>ladies , [unisex]    |
| hoodies , men , boy,<br>[unisex]          |
| women , "tshirts" ,<br>ladies , [unisex]  |
| men , boy , [unisex] ,<br>"tshirts"       |

| CAMPAIGN<br>LEVEL<br>NEGATION |
|-------------------------------|
| Sweater                       |
| Full sleeves                  |
| Long                          |
| Jacket                        |
| Zipper                        |
| Shacket                       |

# EXTENSION

| EXTENSIONS FOR HOODIE |                                                                                                                                                                                                                |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Call out              | 1. Made in india                                                                                                                                                                                               |
|                       | 2. 100% Combed Cotton                                                                                                                                                                                          |
|                       | 3. Free Shipping                                                                                                                                                                                               |
|                       | 4. premium quality                                                                                                                                                                                             |
|                       | 5. All sizes available                                                                                                                                                                                         |
|                       |                                                                                                                                                                                                                |
| Promotion             | 1. Winter Sale - 40% off Coffee Theme Hoodies                                                                                                                                                                  |
|                       |                                                                                                                                                                                                                |
| Structured Snippet    | Styles: baggy, multicolor, cotton hoodies                                                                                                                                                                      |
|                       |                                                                                                                                                                                                                |
| Site link             | Trendy Baggy T-ShirtsExplore comfortable oversized<br>tees.Coffee Theme Based<br>Tshirts <a href="https://www.unleavables.com/search?q=coffee+Tshirts">https://www.unleavables.com/search?q=coffee+Tshirts</a> |

| EXTENSIONS FOR TSHIRT |                                                                                                                                                                                                                                                                         |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Call out              | 1. Made in india                                                                                                                                                                                                                                                        |
|                       | 2. 100% Combed Cotton                                                                                                                                                                                                                                                   |
|                       | 3. Free Shipping                                                                                                                                                                                                                                                        |
|                       | 4. premium quality                                                                                                                                                                                                                                                      |
|                       | 5. All sizes available                                                                                                                                                                                                                                                  |
|                       |                                                                                                                                                                                                                                                                         |
| Sturctured Snippet    | Styles: Multi color, oversized, half<br>sleeves                                                                                                                                                                                                                         |
|                       |                                                                                                                                                                                                                                                                         |
| Site link             | coffee theme hoodiesmulti color hoodies<br>availablecheck out our amazing<br>collection <a href="https://www.unleavables.com/search?q=coffee+hoodies">https://www.unleavables.com/<br/>search?q=coffee+hoodies</a> Stay warm<br>with our stylish coffee-themed hoodies. |



# AD COPIES PREVIEW

## MOBILE

Sponsored



[www.unleavables.com/tshirts/under\\_700](http://www.unleavables.com/tshirts/under_700)

## PREVIEW

### Coffee & Style Combined - Cool Oversized T-Shirts

For the seriously funny and the casually curious, get unique coffee themed t-shirts. Browse our collection of printed oversized t-shirts today. Styles: baggy, oversized, half sleeves. Perfect Gift Idea!. Exclusive Online Deals. Fast & Easy Returns. Free Shipping.

## DESKTOP PREVIEW

Sponsored



[www.unleavables.com/hoodies/under\\_800](http://www.unleavables.com/hoodies/under_800)

### High-Quality Hoodies - Brewed to Fit Your Style

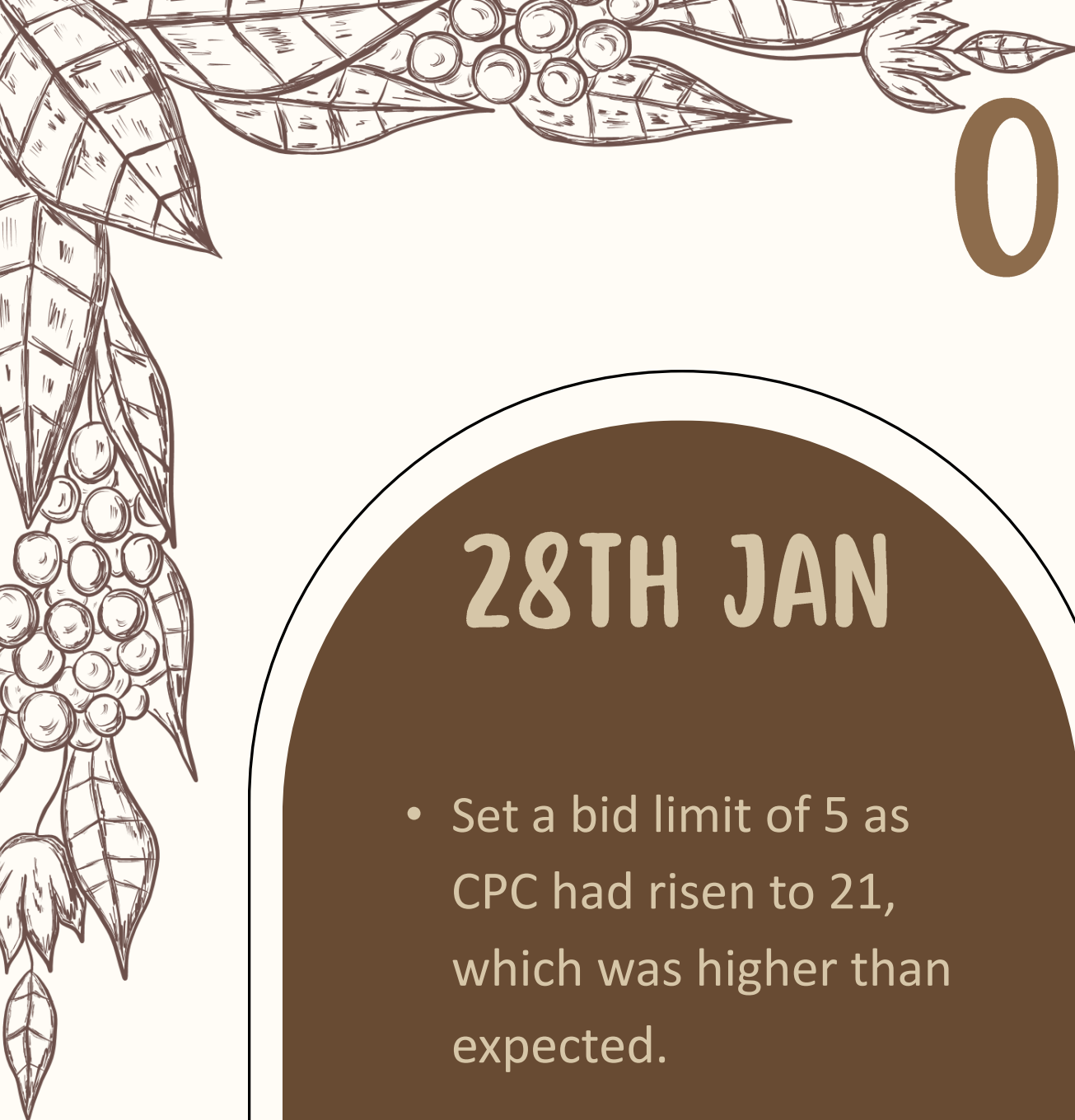
Get cozy with coffee-inspired hoodies. Limited stock—grab yours now. Discover stylish Unique printed unisex hoodies under ₹1000. Don't miss out.

[Coffee Cup Tshirt](#) - ₹499.00 - White Color - [More](#) ▼



# MEDIA PLAN

|          | COST   | CPC    | CLICKS | CTR   | IMPRESSIONS | CVR     | CONVERSIONS/LPV | COST/CONVERSIONS |
|----------|--------|--------|--------|-------|-------------|---------|-----------------|------------------|
| PLANNED  | 800    | 5.59   | 143    | 1.09% | 13130       | 80.84%  | 116             | 6.91             |
| ACHIEVED | 774.12 | 19.353 | 40     | 9.62% | 416         | 135.00% | 54              | 14.34            |



# OPTIMIZATIONS

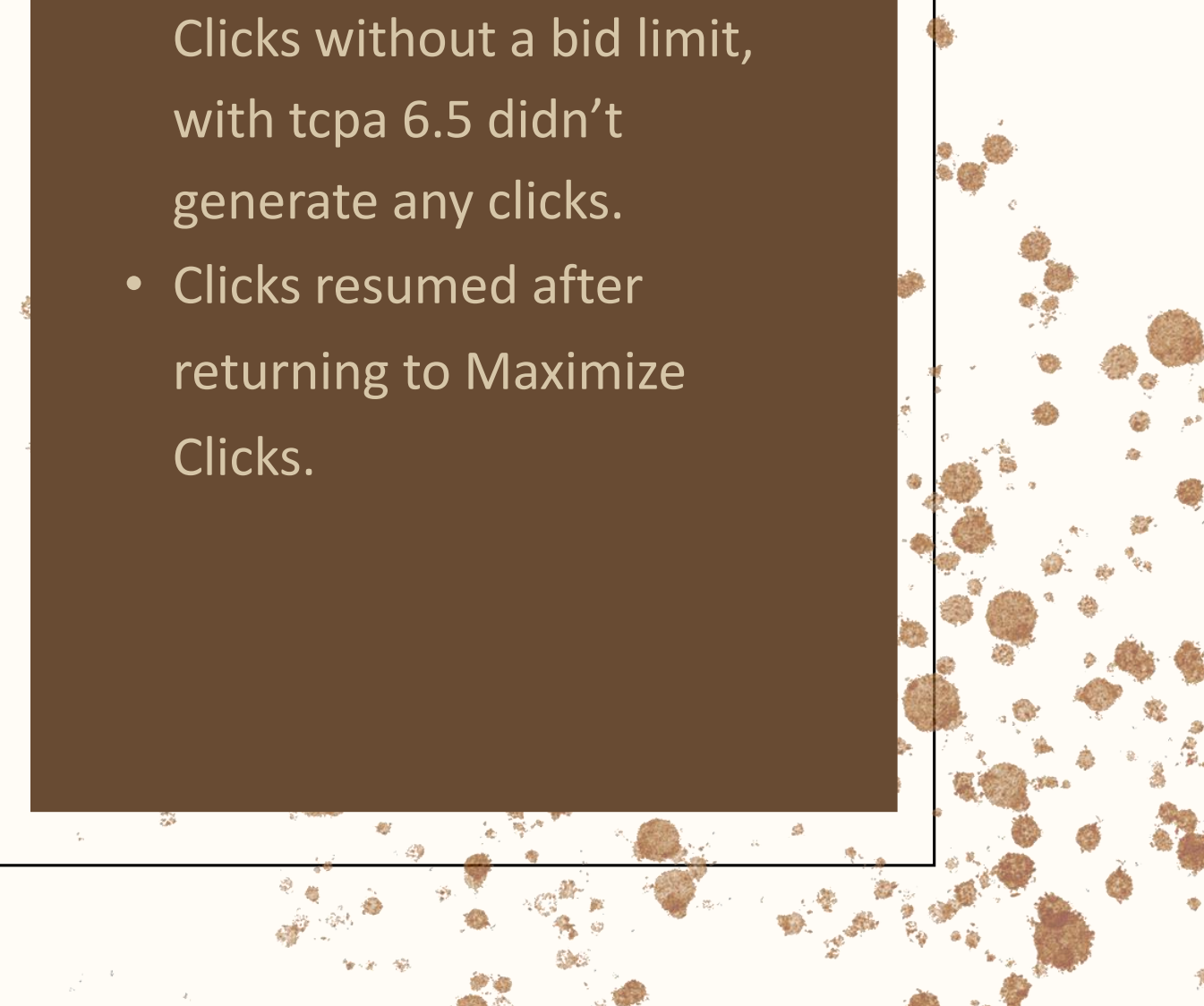
## 28TH JAN

- Set a bid limit of 5 as CPC had risen to 21, which was higher than expected.

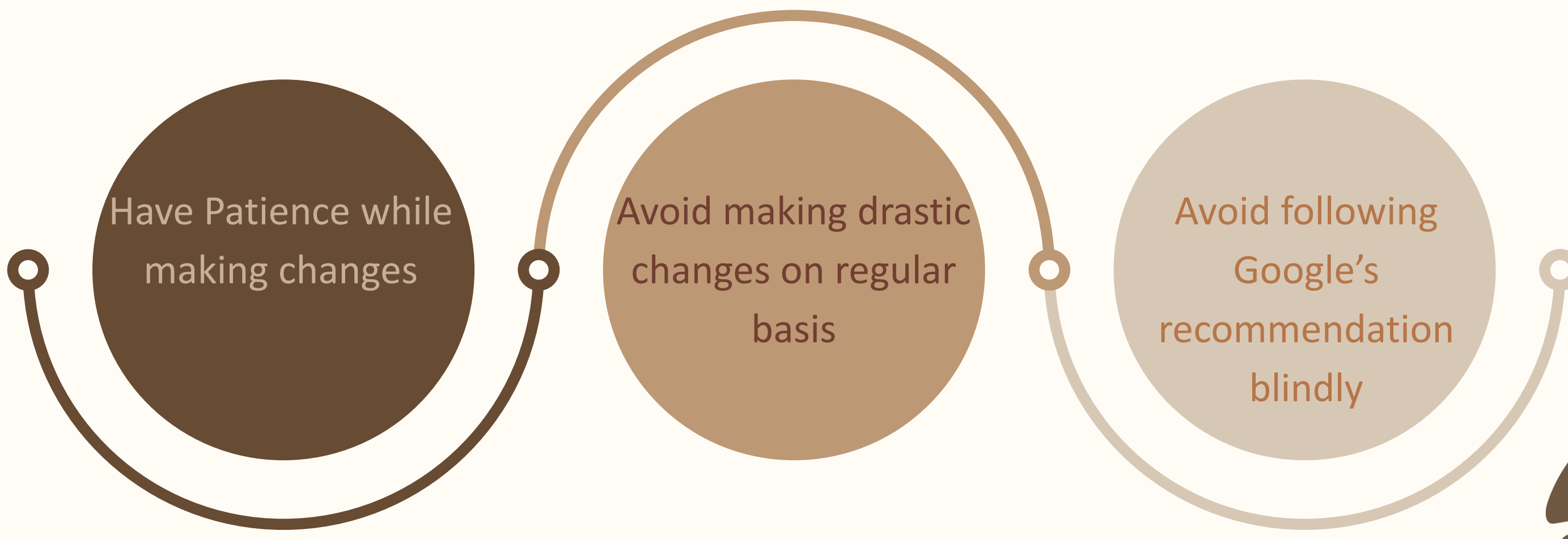
## 30TH JAN

- Paused the keyword "printing hoodie" due to a high CPC of 31.
- Expanded audience by adding Social Media Enthusiasts, Shoppers, Women's Apparel, and Men's Apparel to increase reach and lower CPC.
- We changed our bidding strategy from max clicks to TCPA based on google's recommendation
- Added "dragon" as a negative keyword at the campaign level.

## 31ST JAN

- Switched back to Maximize Clicks without a bid limit, with tcpa 6.5 didn't generate any clicks.
  - Clicks resumed after returning to Maximize Clicks.
- 

# LEARNINGS



Have Patience while  
making changes

Avoid making drastic  
changes on regular  
basis

Avoid following  
Google's  
recommendation  
blindly



THANK YOU

