



SRI SWARNA KANCHI Nalgonda Launch

By:- STRATTON LEO COMMUNICATION
EMAIL:- info@strattonleocommunication.com



SRI SWARNA KANCHI Nalgonda Launch

During Nalgonda Launch We have invested 92,000 INR

We have reached 40 Lakh Impressions

Website Traffic 40,000 People have visited the website

1500 People have registered on our website for 1,000 Rs Cash Voucher on a purchase of 2,500

Overall ROI Submitted 37,50,000 INR

By:- STRATTON LEO COMMUNICATION



Facebook

Instagram

Web.Traffic

ADS

YouTube

By:- STRATTON LEO COMMUNICATION
EMAIL:- info@strattonleocommunication.com



WORK DONE

1) Creatives Count

Stickers

Whatsapp Dp - Coming Soon

Pre-Register

3 creatives - Rectangle & Square Size

Pre-Launch

4 creatives - Rectangle & Square size

Countdown stories

1) Website work

5 Slider banners

5 Product banners

Saree Images banners - resize

Mens Collections Images

Kids Wear Images - Took from PDF, edited & resize

Gift Card

Refer & Earn Card

Pick & Drop Card

1) Research Work

Website Layout - Shared references and ideas.

References for Photo Booth, Danglers, Backdrop

Researched for Photographer for the shoot.

4) Videos

1 video with voiceover - 6 sec.

3 videos with voiceover - waiting for approval, can be used for post launch.

5) Slideshow images

Edited 93 images for slideshow

6) Cover Image & Grids

1 cover image for FB

One 3x1 grid - Grand Opening - Story size & Square Size

One 3x1 grid - Now in Nalgonda - Story Size & Square Size

GOOGLE ADS OVERVIEW



Overview - 198-019-1346 - Google

ads.google.com/aw/overview?ocid=819769630&leuid=580060536&__u=6166875064&uscid=819769630&__c=7781565870&authuser=0&workspaceId=0

Google Ads | All campaigns

Search Reports Tools and settings Refresh Help Notifications 198-019-1346 online.swarnakanchi@gmail.com

Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account. [Dismiss](#) [Fix it](#)

Overview SWITCH VIEW Custom 1 - 9 Mar 2022

Recommendation: Campaign status: All; Ad group status: All Add filter

[+ New campaign](#) Download Feedback

Clicks	Impressions	Avg. CPC	Cost
80.3K	3.38M	₹0.48	₹38.2K

Recommendations: 1 ad group does not have any ads. Get your ads running by adding ads to each ad group. [View](#)

1 / 2

Type here to search

19:05 09-03-2022

GOOGLE ADS OVERVIEW



Overview - 198-019-1346 - Google

ads.google.com/aw/overview?ocid=819769630&eid=580065368_u=6166875064&uscid=819769630_c=7781565870&authuser=0&workspaceid=0

Google Ads All campaigns

Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account. Dismiss Fix it

Overview Campaign status: All Ad group status: All Add filter

Recommendation: < 1 / 1 >

Insights

Campaigns

Ad groups

Ads & extensions

Videos

Landing pages

Keywords

Audiences

Content

Settings

Change history

Draft campaign

Nalgonda Women's Day Display

Last modified: 7 Mar 2022

Campaign type: Display

Ad groups: Ad group 1

Keywords: None

Resume draft Discard

Biggest changes

1 - 9 Mar 2022 compared to 20 - 28 Feb 2022

Change	Cost
Launch Display Ad_Sw...	+₹13,843.87
Pre Register campaign	+₹13,811.95
Swarna Kanchi_Launch...	+₹10,557.00

Cost Clicks CTR

Conversion tracking status All

Overview - 198-019-1346 - Google

ads.google.com/aw/overview?ocid=819769630&eid=580065368_u=6166875064&uscid=819769630_c=7781565870&authuser=0&workspaceid=0

Google Ads All campaigns

Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account. Dismiss Fix it

Overview Campaign status: All Ad group status: All Add filter

Recommendation: < 1 / 1 >

Insights

Campaigns

Ad groups

Ads & extensions

Videos

Landing pages

Keywords

Audiences

Content

Settings

Change history

Resume draft Discard

Conversion tracking status All

Campaigns	Cost	Clicks	CTR
Launch Display Ad_Swarna Kanchi	₹13,843.87	53,686	2.84%
Pre Register campaign	₹13,811.95	26,437	1.92%
Swarna Kanchi_Launch Video Ad	₹10,557.00	144	0.13%
Swarnakanchi Wedding Campaign	₹0.00	0	0.00%
Yashwant Jan 24	₹0.00	0	0.00%

All campaigns < 1 / 1 >

Conversion tracking status

Tag inactive 0

Unverified 0

No recent conversions 5

Recording conversions 0

Manage conversions

Search keywords Add keyword

Searches Sort by: Impressions

GOOGLE ADS OVERVIEW



Overview - 198-019-1346 - Google

ads.google.com/aw/overview?ocid=819769630&euid=580060536&_u=6166875064&uscid=819769630&_c=7781565870&authuser=0&workspaceid=0

Google Ads All campaigns

Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account. Dismiss Fix it

Overview Campaign status: All Ad group status: All Add filter

Recommendation: Enabled 1,892,197 53,686 2.84%

Insights Display ads Extensions < 1 / 3 > Video ads < 1 / 1 >

Devices Mobile Phones Tablets Computers TV screens

Demographics Gender & age Age

Gender	18-24	25-34	35-44	45-54	55-64	65+
Male	High	High	High	High	High	High
Female	Low	Low	Low	Low	Low	Low

Based on the 88% of your impressions with known gender and age.

Cost Impressions Clicks

19:07 09-03-2022

Overview - 198-019-1346 - Google

ads.google.com/aw/overview?ocid=819769630&euid=580060536&_u=6166875064&uscid=819769630&_c=7781565870&authuser=0&workspaceid=0

Google Ads All campaigns

Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account. Dismiss Fix it

Overview Campaign status: All Ad group status: All Add filter

Recommendation: Networks

Insights Networks Day & hour

YouTube video Display Network

Metric	YouTube video	Display Network
Clicks	0.1%	99.9%
Cost	23.8%	76.2%
Avg. CPC	₹98.93	₹0.36

Day & hour Day & hour Hour

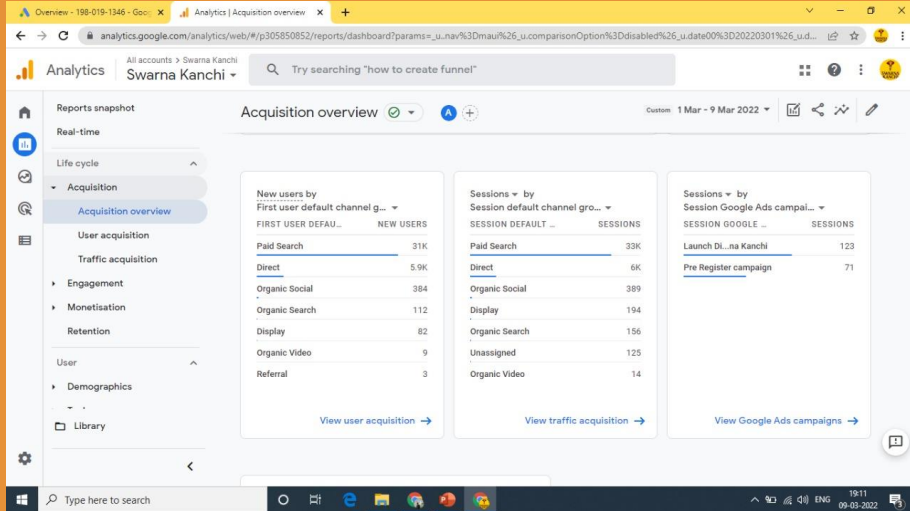
Ad schedule

19:08 09-03-2022

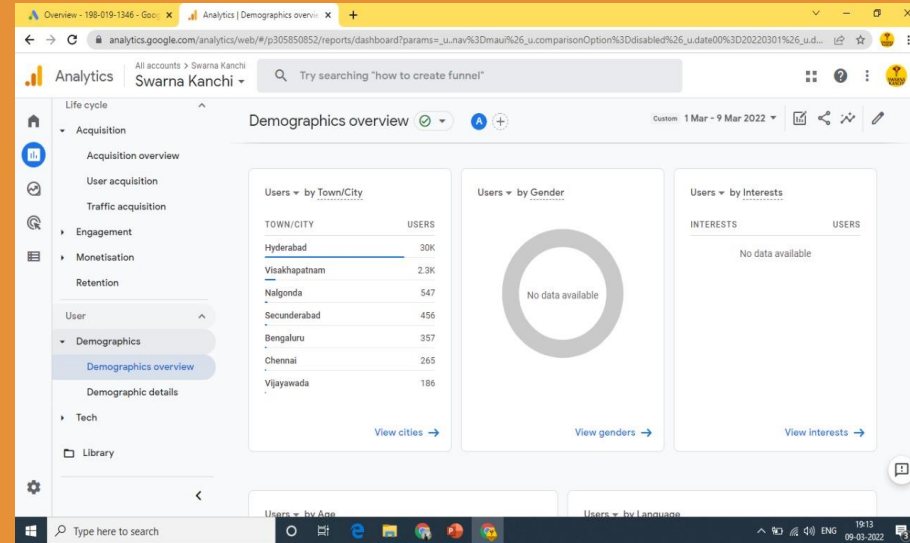


GOOGLE ANALYTICS

Acquisition Overview



Demographic Overview





GOOGLE DISPLAY ADS

Pre-Launch

Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account.

Overview: Paused, Type: Display, Budget: ₹5,000.00/day

Ad Groups

Ad group	Target CPA	Conversion	Cost / conv.	Ad group type	Clicks	Imp.	CTR	Avg. CPC	Cost	Conv. rate
Swarna Kanchi Launch Ad	Highly paused	0.00	₹0.00	Ad Exchange	53,685	1,892,198	2.84%	₹0.26	₹13,843.63	0.00%
Total: All...		0.00	₹0.00		53,685	1,892,198	2.84%	₹0.26	₹13,843.63	0.00%
Total: Ca...		0.00	₹0.00		53,685	1,892,198	2.84%	₹0.26	₹13,843.63	0.00%

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more

Impressions

Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account.

Overview: Paused, Type: Display, Budget: ₹5,000.00/day

Locations

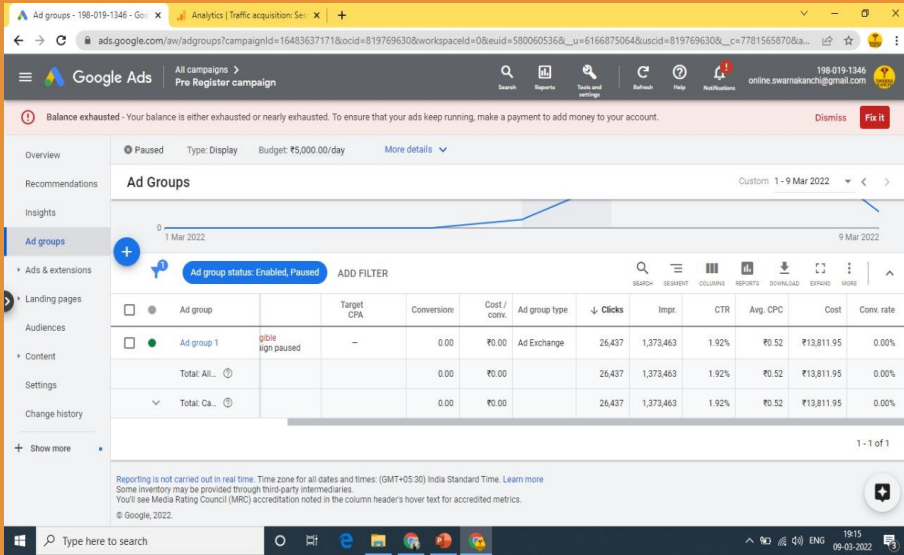
Targeted location	Bid adj.	Clicks	Imp.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Hyderabad, Telangana, India	-	53,652	1,891,050	2.84%	₹0.26	₹13,834.37	0.00	₹0.00	0.00%
Nalgonda, Telangana, India	-	35	1,149	3.05%	₹0.31	₹10.92	0.00	₹0.00	0.00%
Total: Locations		53,687	1,892,199	2.84%	₹0.26	₹13,845.29	0.00	₹0.00	0.00%
Total: Campaign		53,687	1,892,199	2.84%	₹0.26	₹13,845.29	0.00	₹0.00	0.00%

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Audience

Google Display Ads

Pre-Register



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Overview: Paused Type: Display Budget: ₹5,000.00/day More details

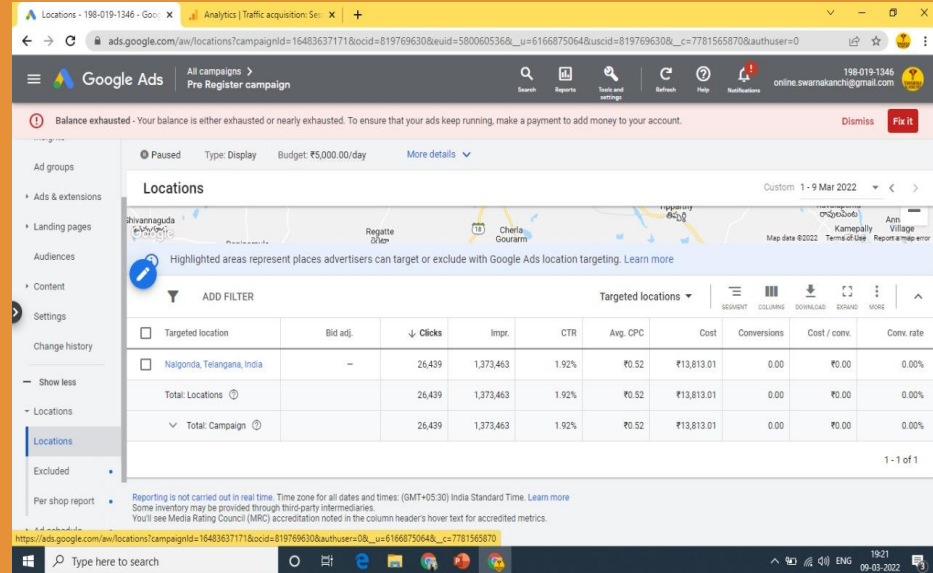
Ad Groups Custom 1 - 9 Mar 2022

Ad group status: Enabled, Paused ADD FILTER

Ad group	Target CPA	Conversion	Cost / conv.	Ad group type	Clicks	Imp.	CTR	Avg. CPC	Cost	Conv. rate
Ad group 1	Ad group sign paused	0.00	₹0.00	Ad Exchange	26,437	1,373,463	1.92%	₹0.52	₹13,811.95	0.00%
Total: All					26,437	1,373,463	1.92%	₹0.52	₹13,811.95	0.00%
Total: Ca.					26,437	1,373,463	1.92%	₹0.52	₹13,811.95	0.00%

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more
Some inventory may be provided through third-party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2022.

Impressions



Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account. [Dismiss](#) [Fix it](#)

Overview: Paused Type: Display Budget: ₹5,000.00/day More details

Locations Custom 1 - 9 Mar 2022

Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. Learn more

ADD FILTER Targeted locations

Targeted location	Bid adj.	Clicks	Imp.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Nalgonda, Telangana, India	--	26,439	1,373,463	1.92%	₹0.52	₹13,813.01	0.00	₹0.00	0.00%
Total: Locations		26,439	1,373,463	1.92%	₹0.52	₹13,813.01	0.00	₹0.00	0.00%
Total: Campaign		26,439	1,373,463	1.92%	₹0.52	₹13,813.01	0.00	₹0.00	0.00%

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more
Some inventory may be provided through third-party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
<https://ads.google.com/aw/locations?campaignId=16483637171&ocid=819769630&authuser=0&u=6166875064&uscid=819769630&c=7781565870&...>

Audience

YOUTUBE ADS



Google Ads interface showing Ad Groups overview. The main table displays performance metrics for the 'Swarna Kanchi video Ad' group.

Ad group	Target CPM	Ad group type	Imp.	Views	View rate	Avg. CPM	Cost	Conversions	Cost / conv.	Conv. rate
Swarna Kanchi video Ad	₹113.20	Non-skippable in-stream	111,378	0	0.00%	₹94.79	₹10,557.00	0.00	₹0.00	0.00%
Total: All			111,378	0	0.00%	₹94.79	₹10,557.00	0.00	₹0.00	0.00%
Total: Ca.			111,378	0	0.00%	₹94.79	₹10,557.00	0.00	₹0.00	0.00%

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more
Some inventory may be provided through third-party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2022.

Impressions

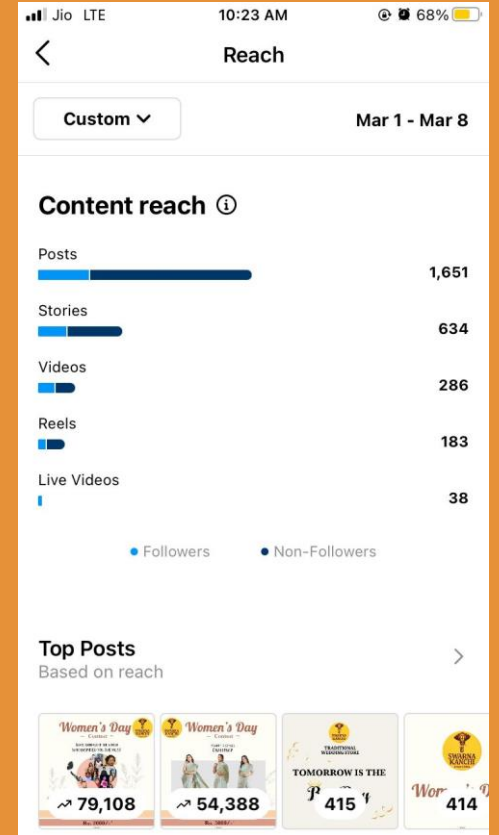
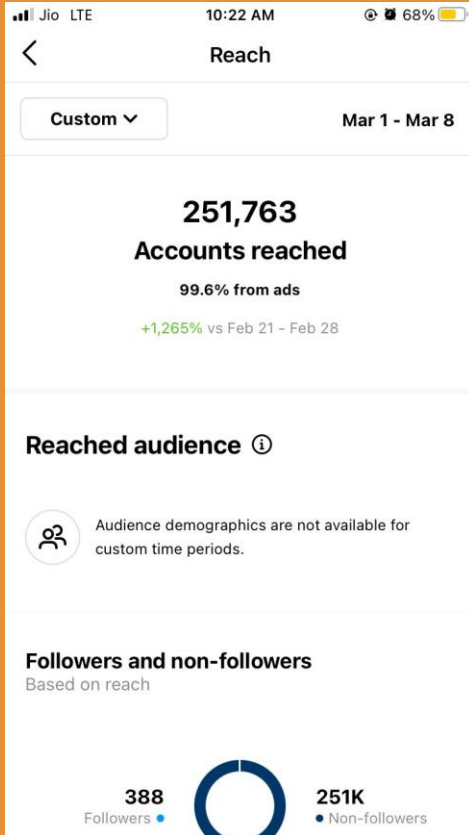
Google Ads interface showing Locations overview. The main table displays performance metrics for targeted locations.

Targeted location	Bid adj.	Imp.	Views	View rate	Avg. CPM	Cost	Conversions	Cost / conv.	Conv. rate
Hyderabad, Telangana, India	--	104,040	0	0.00%	₹94.63	₹9,844.93	0.00	₹0.00	0.00%
Nalgonda, Telangana, India	--	7,338	0	0.00%	₹97.04	₹712.07	0.00	₹0.00	0.00%
Total: Locations		111,378	0	0.00%	₹94.79	₹10,557.00	0.00	₹0.00	0.00%
Total: Campaign		111,378	0	0.00%	₹94.79	₹10,557.00	0.00	₹0.00	0.00%

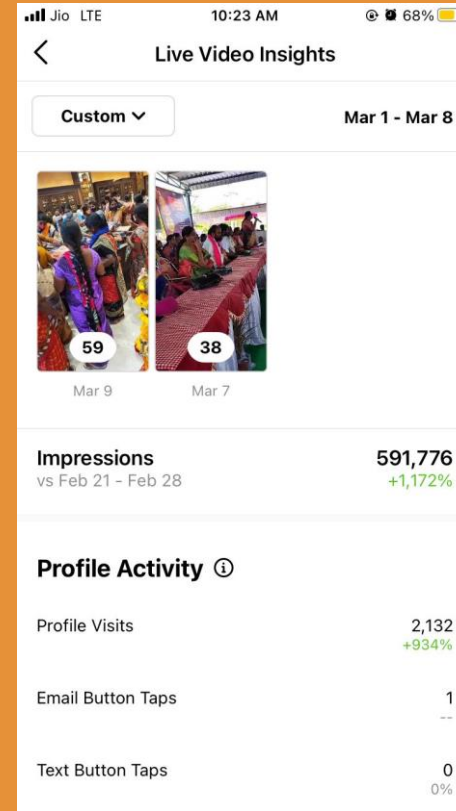
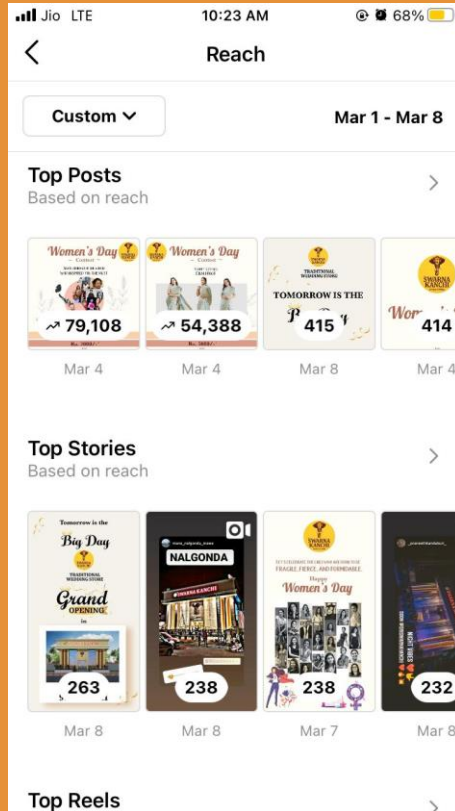
Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more
Some inventory may be provided through third-party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© Google, 2022.

Audience

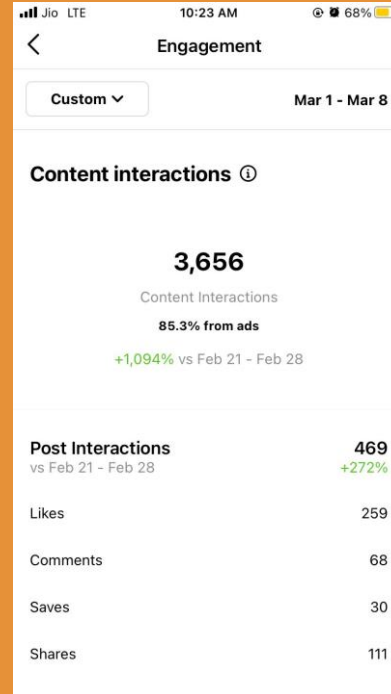
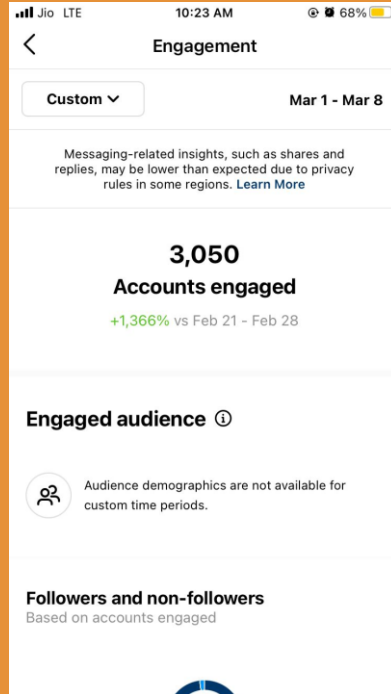
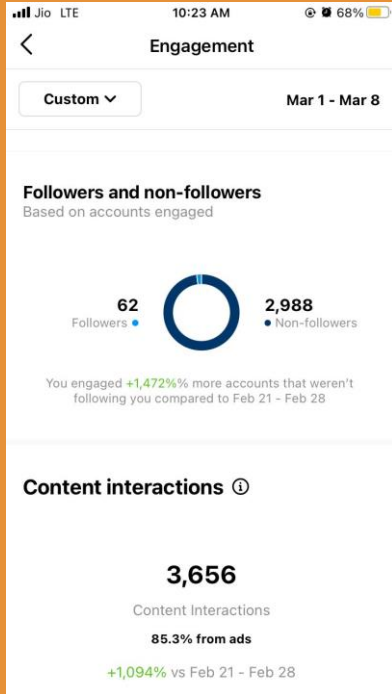
Instagram Insights (Reach)



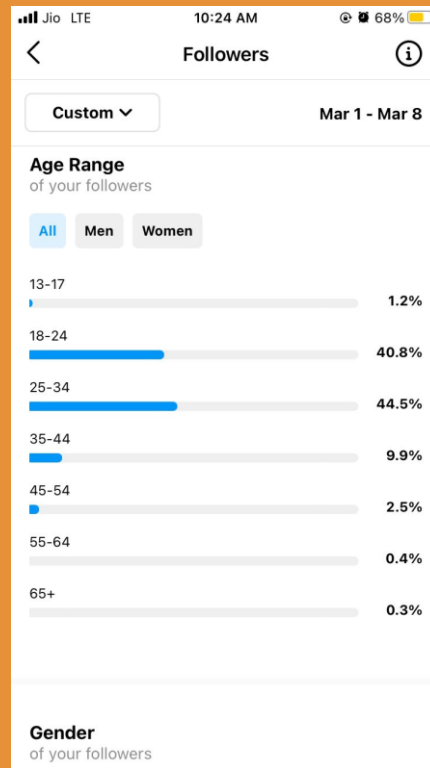
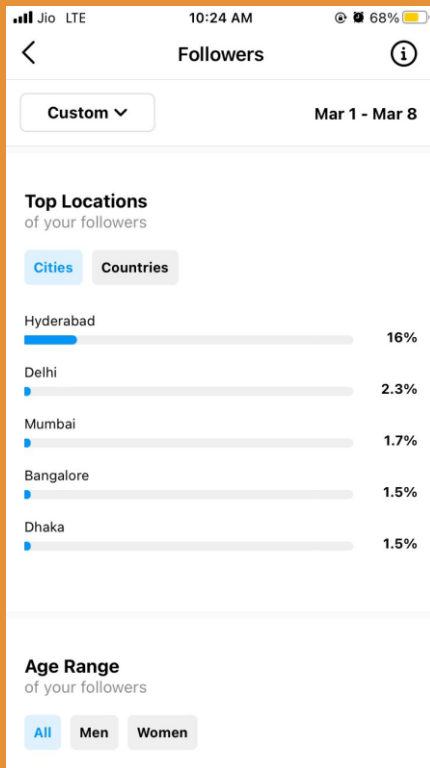
Instagram Insights (Reach)



Instagram Insights (Engagement)



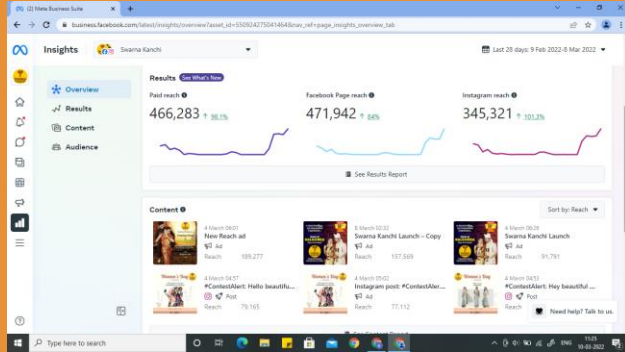
Instagram Insights (Followers)



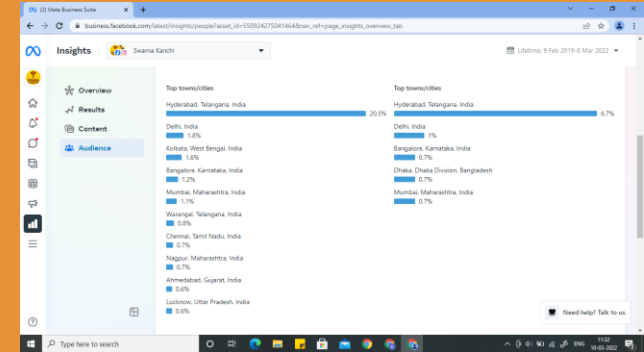
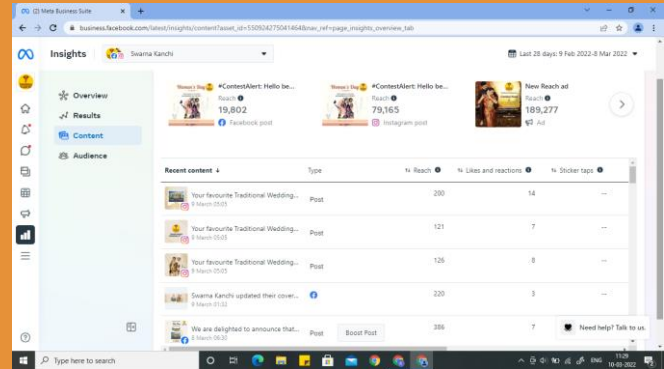
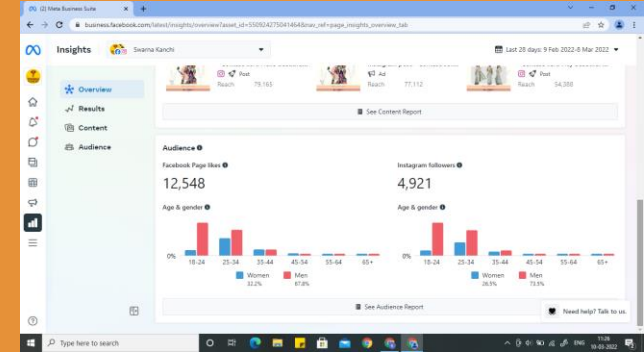


Facebook Insights

Reach



Followers & Likes



Content & Ads

Audience



Facebook Ads

The screenshot shows the Facebook Ads Manager interface with the 'Campaigns' view selected. The table lists various campaigns with their status, delivery, bid strategy, budget, attribution setting, and results.

Off/On	Campaign name	Delivery	Bid strategy	Budget	Attribution setting	Results
<input checked="" type="checkbox"/>	Instagram post: #ContestAlert: Hello beautif...	Active	Lowest cost	₹500.00 Daily	7-day click or ...	53 Link Click
<input checked="" type="checkbox"/>	Nalgonda pre launch - Copy	Completed	Using ad set bid...	Using ad set bu...	7-day click or ...	157.56 Reach
<input checked="" type="checkbox"/>	Pre Register Campaign Nalgonda	Completed	Using ad set bid...	Using ad set bu...	7-day click or ...	189.27 Reach
<input checked="" type="checkbox"/>	Post: "#ContestAlert: Hey beautiful ladies!"	Completed	Lowest cost	₹2,000.00 Lifetime	7-day click or ...	1.16 Post engagement
<input checked="" type="checkbox"/>	Post: "#ContestAlert: Hello beautiful"	Completed	Lowest cost	₹2,000.00 Lifetime	7-day click or ...	1.60 Post engagement
<input checked="" type="checkbox"/>	Instagram post: #ContestAlert: Hey beautif...	Completed	Lowest cost	₹500.00 Daily	7-day click or ...	35 Link Click

Results from 70 campaigns
Excludes deleted items

Campaigns

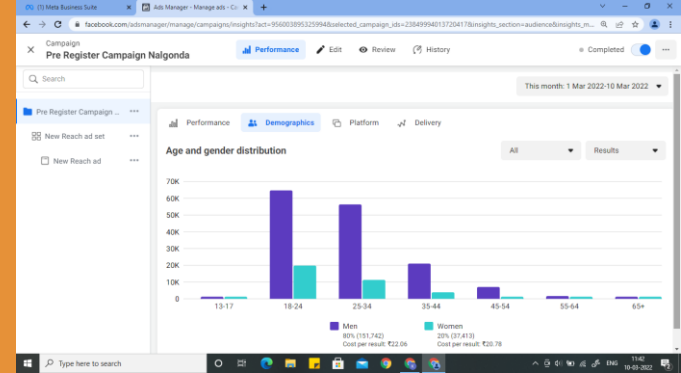
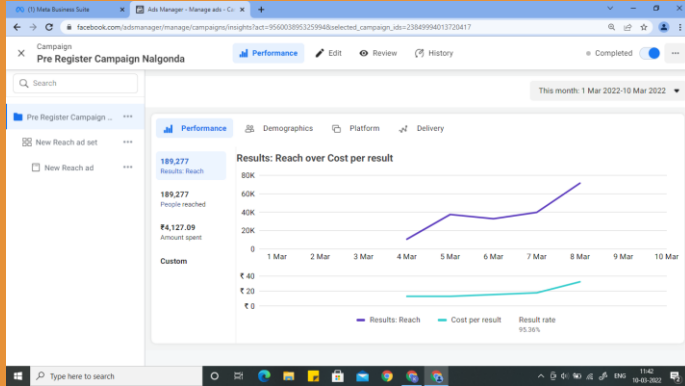
The screenshot shows the Facebook Ads Manager interface with the 'Ads' view selected. The table lists individual ads with their status, delivery, bid strategy, budget, and results.

Off/On	Ad name	Delivery	Bid strategy	Budget	Results
<input checked="" type="checkbox"/>	Instagram post: #ContestAlert: Hello beauti...	Active	Lowest cost	Using campaig...	Instagram profile v...
<input checked="" type="checkbox"/>	Swarna Kanchi Launch - Copy	Completed	Lowest cost	₹5,000.00 Daily	Daily unique reach
<input checked="" type="checkbox"/>	Post: "#ContestAlert: Hello beautiful"	Completed	Lowest cost	Using campaig...	Post Engagement
<input checked="" type="checkbox"/>	New Reach ad	Completed	Lowest cost	₹5,000.00 Daily	Daily unique reach
<input checked="" type="checkbox"/>	Post: "#ContestAlert: Hey beautiful ladies!"	Completed	Lowest cost	Using campaig...	Post Engagement
<input checked="" type="checkbox"/>	Instagram post: #ContestAlert: Hey beautif...	Completed	Lowest cost	Using campaig...	Post Engagement

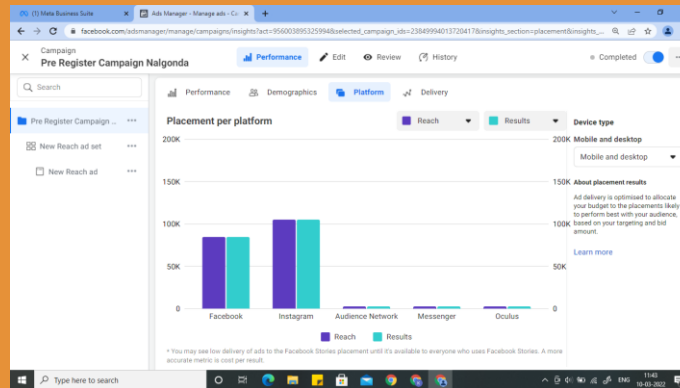
Results from 70 ads
Excludes deleted items

Ads

Facebook Ads (Pre-Register)



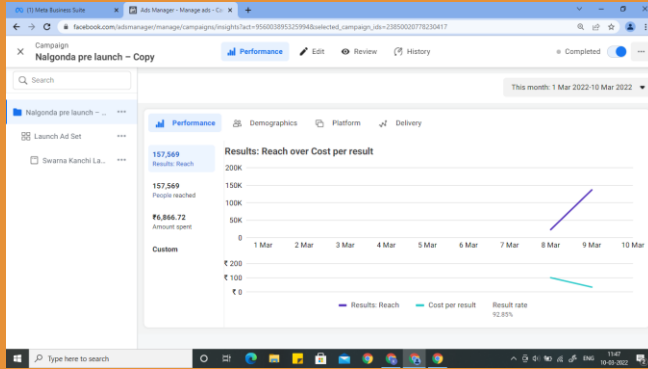
Performance



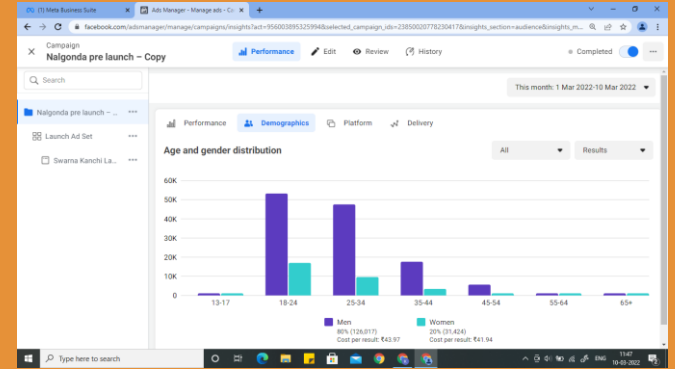
Demographic

Platform

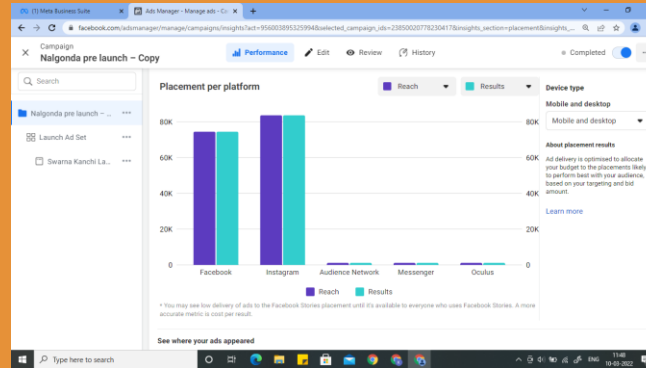
Facebook Ads (Pre-Launch)



Performance



Demographic



Platform



Thank You!