



PAID SEARCH PRESENTATION





THE BRAND & THE FOUNDER



Confect

- India's first chef-led confectionery brand founded by Chef Gauri Varma (Oxford & LSR alumna; ex-Deloitte)
- Secured ₹1 Crore investment on Shark Tank India Season 4 by Namita Thapar.
- One-stop digital platform with 800+ SKUs for professional & home bakers
- Designed for Indian climate: humidity resistant & 16-month shelf life
- Bridges gap between unreliable local supplies and global quality standards
- 100% women-owned enterprise empowering 500+ underprivileged women





STRATEGIC SCOPE: GLOBAL VS. DOMESTIC

International presence:

- Strong presence in the USA, UK, & Australia, via a marketplace-first approach (Amazon, Walmart)
- Drives international growth using platform-based e-commerce advertising
- Avoids localized D2C sites abroad by leveraging marketplace logistics & trust

Domestic Presence:

- Operates its own digital storefront in India to own premium customer relationships
- Uses Google Ads, Meta Ads & Amazon Ads to capture high-intent professional bakers
- Focuses on converting B2B HM Giants like Taj, Marriot, Radisson, due to its humidity resistant formula





TAM, SAM, SOM

TAM (Total Addressable Market) (₹9,000 Cr - By MorDor Intellegence)

The total bakery ingredients market, covering all raw materials and additives used by industrial producers, retail bakeries, and food service businesses. Growth is fueled by urbanization, rising bakery consumption, and café culture expansion.

SAM (Serviceable Addressable Market) (₹2,100 Cr - by LinkedIn)

Premium décor & specialty ingredients segment including fondant, sugar paste, professional colors, sprinkles, and finishing elements. Driven by premiumization, celebration culture, and demand for consistent, professional-quality results.

SOM (Serviceable Obtainable Market) (₹210 Cr - by LinkedIn)

B2B digital segment targeting Tier 1 & Tier 2 home bakers, boutique studios, and cloud kitchens shifting from local sourcing to reliable online procurement and repeat bulk purchasing.



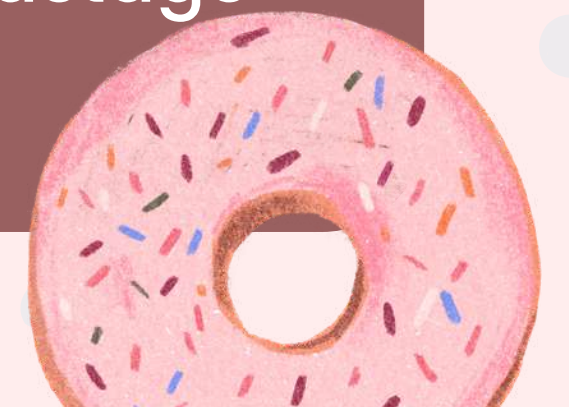
TARGET MARKET & AUDIENCE

Target Market

- Indian bakery ingredients sector valued at ~\$1.08B, growing at ~9% CAGR
- Shift from unorganized sourcing to structured, digital-first brands
- Growth driven by premiumization & demand for climate-resilient, professional-grade supplies in Tier 1 & 2 cities

Target Audience

- Urban home bakers & small cloud kitchens (digital micro-entrepreneurs)
- Search online for reliable, fail-proof alternatives to local vendors
- Value consistency, 16 - month shelf life, humidity resistance & reduced wastage





BUYER PERSONA



**Profile: High-End
Neha (The
Passionate Micro-
Entrepreneur)**

BIO

A self-taught baker running a premium custom-cake business from home. She sells via Instagram and caters to high-net-worth clients who expect "flawless" aesthetics.

GOALS & OBJECTIVES

- To create "Pinterest-perfect" cakes that don't crack or melt.
- To find a reliable brand that matches her premium pricing.

SEARCH BEHAVIOR

- Uses high-intent, quality-specific keywords: "best non-cracking fondant India," "professional-grade gold luster dust," "vibrant red food color for cake."

SEARCH TRIGGERS

- Has a high-stakes order (e.g., a 3-tier wedding cake) and can't risk local, unbranded supplies.
- Experienced a "baking fail" recently with a cheap local ingredient.

BARRIERS

- Doubts about whether the color in the photo matches the actual product.
- High shipping costs for small orders (solved by the "Free Shipping over Rs. 599" offer on the site).

MEDIA CONSUMPTION

Neha consumes Instagram/Pinterest (for trends). This is why she searches for "Metallic Lace" or "Drip Cakes."



BUYER PERSONA



Profile: Cafe Curator Kabir (The Professional Small-Scale Pro)

BIO

Owner of a small dessert boutique or cloud kitchen. He manages 2–3 staff members and needs his kitchen to run like a machine.

SEARCH TRIGGERS

- His local "kirana" or wholesale vendor is out of stock of a core ingredient.
- He is looking to expand his menu and needs a one-stop-shop to buy new SKUs.

GOALS & OBJECTIVES

- To maintain consistent taste and look across all orders.
- To reduce "ingredient wastage" and manage inventory easily.

BARRIERS

- Concerns about delivery timelines (needs it before the weekend rush).
- Uncertainty about "Shelf Life" – he doesn't want to buy a 1kg pack if it expires in 3 months.

SEARCH BEHAVIOR

- Uses efficiency and variety-based keywords: "all-in-one cake decorating kit," "long shelf life cake supplies," "buy fondant 1kg online."

MEDIA CONSUMPTION

Kabir consumes YouTube/Industry Blogs (for kitchen efficiency). This is why he searches for "High-stability ingredients."



PRODUCTS & CHOSEN CATEGORY

Portfolio Overview With 800+ SKUs, Confect is a professional one-stop shop for modern bakers. The range includes Gel Colors, Edible Laces, and Drips – all 100% vegetarian and engineered for the Indian climate with a 16-month shelf life.

Category 1: Sugar Paste (Project Focus)

- Strategy: Targets high technical search volume and "problem-solving" intent.
- USP: Humidity-resistant and non-cracking; the "fail-proof" solution for structural integrity in professional cakes.

Category 2: Cake Sprinkles (Bestseller)

- Strategy: A high-frequency "hook" product driving volume sales and brand loyalty.
- USP: India's largest range of thematic and metallic sprinkles, offering professional aesthetics that unorganized vendors cannot match.





CATEGORY ANALYSIS



Category Analysis: Strategic Focus

Category 1: Sugar Paste (Primary Focus)

- **Overview:** A technical essential for cake covering and sculpting.
- **Demand:** Driven by the customization boom; bakers need humidity-resistant, "fail-proof" formulas for complex designs.
- **Market Size:** Growing at a 15.28% CAGR as professionals trade up from unstable local alternatives.

Category 2: Cake Sprinkles (Bestseller)

- **Overview:** High-frequency decorative "hook" product for instant visual upgrades.
- **Demand:** Fueled by the 14.33% growth in single-serve desserts (cupcakes/brownies) requiring cost-effective aesthetics.
- **Market Size:** A key entry point in the \$2.38 Billion Indian cake market, driving consistent repeat transactions.



COMPETITOR ANALYSIS

SWEETKRAFT

Premium reseller stocks Vizyon fondant and Nandi sugar paste at Rs385-685/kg with 37% discounts; edibles like toppings add sparkle.

Pros: Affordable nationwide delivery, broad range.

Cons: Not own brand.

VIZYON

Rolled fondant excels in firmness, quick-dry, no tears; chocolate drops shine as non-tempering toppers for cakes.

Pros: Pro-grade workability, high fat shine.

Cons: Pricier imports.

MAGICULATA

Sugar paste in 33 shades rolls smooth in 45C heat, 95% humidity; pliable for pros.

Pros: Indian-stable, vegan FSSAI.


Cons: Limited sprinkles info.





CURRENT AD ANALYSIS

Sponsored

 Confect
www.conflect.in/


**Biggest Sale of the Year - Confect:
Upto 60% Off Sitewide**

Up to 45% Off! 1kg Sugar Paste Rs 380. Biggest Sale of the Year at Confect! Celebrate the Freedom Day Sale with Confect. Up to 50% Off on Sugar Paste!

[As Seen on Shark Tank](#) >

[Confect - Freedom Day Sale!](#) >


Sponsored

 confect.in
www.conflect.in/conflect/aaharsale

**Flat 50% Off on Sprinkles -
Aahar:Biggest Sale of the Year**

Shop Chocolate Eggs. Shop Sparkling Sugar. Shop Essentials. Browse Our Categories Confect - Sugarpaste, Fondant, Gumpaste and other caking essentials.

[Sugar Paste @ ₹360 for 1kg](#) [Secret Santa Sale](#)

 20% off on All Orders

Confect Ads - Key Takeaways

- Strong discount messaging (50–60% off) boosts click potential
- Trust cues like “As Seen on Shark Tank” improve credibility
- Product focus (sugar paste, sprinkles) matches buyer intent.
- Messaging lacks differentiation and quality/value highlights
- Adding clear CTAs and audience targeting can improve conversions



PROBLEM STATEMENT

India's fragmented bakery supply chain forces small bakers to depend on unorganized vendors, resulting in inconsistent quality and poor shelf stability. In humid conditions, this often leads to product failure and reduced profitability.



OPPORTUNITY STATEMENT

Confect captures high-intent demand as India's first chef-led digital platform, converting bottom-funnel Google searches into loyal B2B buyers with long shelf life, humidity-resistant products, and GST-ready billing.



RECOMMENDATION: Q-COMMERCE

Listing on Blinkit, Zepto, and Instamart enables emergency fulfillment for urgent B2B needs, building trust and converting last-minute buyers into high-volume, long-term D2C customers.



CAMPAIGN STRUCTURE

Phase 1: Current Strategy

Campaign 1: Brand Centric – Captures brand-direct traffic and defends against competitors to maintain authority and high CTR.

Campaign 2 & 3: Category STAGs – Targets Technical Intent for Sugar Paste and Volume Intent for Sprinkles.

Campaign 4: Generic – Reaches "problem-aware" bakers by solving specific pain points like humidity resistance.

Phase 2: Next Steps

Campaign 5: SKAG Optimization – Moving top search terms into Single Keyword Ad Groups for hyper-relevance and lower CPAs.

Then finally deploying Hagakure for smart bidding and Performance Max to capture demand across YouTube, Display, Shopping and Discovery.





BUDGET ALLOCATION

Total Spends - 3,33,341/-

Generic Campaign - 95,340/-

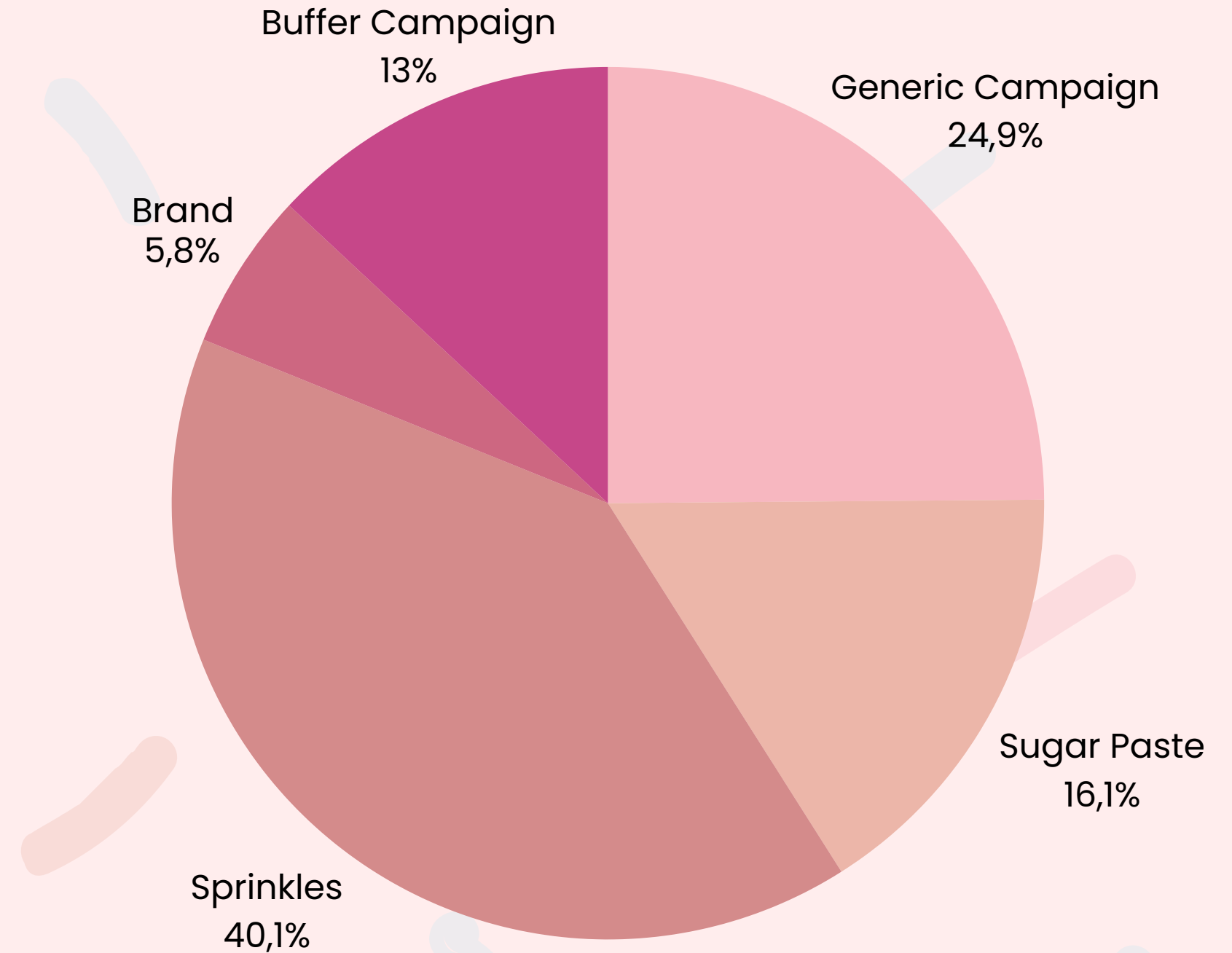
Sugar Paste Campaign - 61,869/-

Sprinkles Campaign - 1,53,751/-

Brand Campaign - 22,381/-

Buffer Campaign - 50,000/-

[Check sheet for more](#)





CAMPAIGN 1: BRAND

Campaign name	Confect_Brand_Conversions_Feb'26
Campaign type	Search
Objective	Sales
Goal	Subscribe

Bidding

Bidding	Maximise conversions
Customer acquisition	Bid equally for new and existing customers

Campaign settings

Networks	Google Search Network, Search partners
EU political ads	Doesn't have EU political ads
Languages	English
Locations	India
Audiences	Food & Dining + 8 more

Ad Groups

Ad group 1	5 keywords 1 ad
------------	--------------------

Budget

Budget	₹720.00/day
--------	-------------

98%

Campaign optimisation score ⓘ

Weekly estimates

Estimates are based on your keywords and daily budget ⓘ

Ad group 1 ^

Weekly conv.	Cost/Conv.
13	₹373.33
Weekly cost	
₹5,040.00	

Ads ^

Your ads are ready! 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](#)
- ✓ Add more sitelinks [View ideas](#)



CAMPAIGN 1: BRAND

KEYWORDS

Keywords	Match Type	Avg. monthly searches
confect	Exact	50000
confect fondant	Exact	500
confect sugar paste	Exact	500
confect sprinkles	Exact	500
confect cake	Phrase	500

3 month change	YoY change	Competition	Avg. Bid
0%	0%	Low	2.845
0%	0%	Medium	2.87
0%	0%	Low	2.79
0%	0%	Medium	2.89
0%	0%	Low	5.37

Negative Keywords	Negative Keywords
"Sprinklers"	"Fondant Cake"
"Sprinkler"	"Fondant Near Me"
"Wholesale Sprinklers"	"Fondant Price 100g"
"Cheap Sprinkles"	[Fondant Cake Price]
"Cheap Fodant"	[Fondant Cake Meaning]
"Fondant Cake"	"Icing"
"Christmas Fondant Cake"	"Buttercream"
[Fondant Meaning]	"Whipped Cream"
"Ganache"	



CAMPAIGN 1: BRAND

HEADLINES
Confect: As Seen On Shark Tank
Buy Confect Sugar Paste
Confect: 16-Month Shelf Life
Order Confect Baking Supplies
Confect: Humidity-Proof Fondant
Shop 800+ Confect Products
Get Confect Sprinkles Online
Confect: Best For Home Bakers
Confect: Trusted By Top Chefs
Shop Confect Sprinkles Now
Confect: Premium Fondants
Confect: 100% Veg Essentials
Confect: Non-Cracking Fondant
Confect: The Baker's Choice
Confect: Best Cake Sprinkles

DESCRIPTIONS
1. Seen on Shark Tank: Confect offers humidity-resistant, chef-led supplies. Order Now!
2. Confect Sugar Paste: Non-cracking formula with 16-month shelf life. Shop the Range.
3. Join 10,000+ bakers using Confect's bestselling sprinkles & fondant. Buy Online Today.
4. Professionalize your kitchen with Confect. GST-compliant & fast shipping. Shop Now.

SITELINKS

Bestsellers Add a description		
Drips Add a description		
Laces Add a description		
New Arrivals Add a description		
Sprinkles Add a description		
Sugar Paste Add a description		

CALLOUTS

Contact Us

Shop Now on Confect



CAMPAIGN 2: STAG - SPRINKLES

Campaign name	Sprinkles_STAG_Conversions_Feb'26
Campaign type	Search
Objective	Sales
Goal	
Bidding	
Bidding	Maximise conversions
Customer acquisition	Bid equally for new and existing customers

Campaign settings	
Networks	Google Search Network, Search partners
EU political ads	Doesn't have EU political ads
Languages	English
Locations	India
Audiences	Food & Dining + 8 more

Ad Groups	
Ad group 1	10 keywords 1 ad
Budget	
Budget	₹5,125.00/day

98.2%

Campaign optimisation score ⓘ

Weekly estimates

Estimates are based on your keywords and daily budget ⓘ

Ad group 1 ^	
Weekly conv.	Cost/Conv.
16	₹2,135.42
Weekly cost	
₹35,875.00	

Ads ^	
Your ads are ready! They'll have a higher chance of performing well.	Ad strength Excellent ⓘ
<input checked="" type="checkbox"/> Add headlines View ideas	<input checked="" type="checkbox"/> Include popular keywords View ideas
<input checked="" type="checkbox"/> Make headlines unique View ideas	<input checked="" type="checkbox"/> Make descriptions unique View ideas
<input checked="" type="checkbox"/> Add more sitelinks View ideas	



CAMPAIGN 2: STAG - SPRINKLES

KEYWORDS

Keywords	Match type	Avg. monthly searches
confect sprinkles	Phrase	500
cake sprinkles	Phrase	5500
sprinkle cake	Phrase	5500
cake decorating sprinkles	Exact	550
edible sprinkles	Phrase	550
cupcake sprinkles	Exact	55
rainbow sprinkles	Exact	550
decorative sprinkles	Phrase	550
sprinkles	Phrase	55000
sugar sprinkles	Exact	550

3 month change	YoY Change	Competition	Avg. Bid
0	0	Medium	2.89
0	0	High	7
900%	0	High	285
0	0	High	2
0	0	High	3.5
900	0	High	33.39
900	900	High	19.2
0	0	High	6.88
0	0	Medium	16.95
0	0	High	7.08

Negative Keywords
"Sprinklers"
"Sprinkler"
"Wholesale Sprinklers"
"Cheap Sprinkles"
[Fondant Meaning]
[Fondant Cake]
"Fondant Near Me"
[Fondant Price 100g]
[Fondant Cake Price]
"Fondant Cake Meaning"
"icing"
"Cake decoration items"
"Buttercream"
"Whipped Cream"
"Ganache"
"cake decorating supplies"

Negating Fondant campaign keywords
"Fondant"
"Sugar paste"
"Modeling paste"
"fondant online"
[Black Fondant]
[white fondant]
[red fondant]
"coloured fondant"
"Buy Fondant"
"Buy Fondant Online"
"fondant 1kg price"



CAMPAIGN 2: STAG - SPRINKLES

HEADLINES
Buy Confect Cake Sprinkles
Confect: 300+ Cake Sprinkles
Shop Confect Cake Sprinkles
Confect Shark Tank Sprinkles
Best Cake Sprinkles
Colorful Cake Sprinkles
Cake Sprinkles Multipack
Confect 100% Veg Sprinkles
Order Confect Cake Sprinkles
Premium Confect Sprinkles
Confect Edible Cake Sprinkles
Confect: Bake-Stable Sprinkles
Shop Confect Edible Pearls
Buy Cake Sprinkles in a Bottle
Sprinkles: Non-Bleeding Colors

DESCRIPTIONS			
1. Seen on Shark Tank: Confect offers 300+ professional cake sprinkles. Shop the Range Now!			
2. Buy Confect cake sprinkles: 100% veg, non-bleeding, and bake-stable. Order Online Today.			
3. Elevate your baking with Confect's premium cake sprinkles. Chef-led quality. Buy Now.			
4. Professional cake sprinkles for bakers. Confect offers GST billing. Shop Online.			

SITELINKS

Bestsellers Add a description		
Cake Sprinkles Add a description		
Gold Sprinkles Add a description		
Sprinkles Bottle Add a description		
Sprinkles Multipack Add a description		
White Sprinkles Add a description		

CALLOUTS
Trusted By 10,000+ Bakers
Pan-India Fast Shipping
Shop Sprinkles on Confect
Contact for more Info



CAMPAIGN 3: STAG - SUGAR PASTE

Campaign name: Sugar Paste_STAG_Conversions_Feb'26

Campaign type: Search

Objective: Sales

Goal

Bidding

Bidding: Maximise conversions

Customer acquisition: Bid equally for new and existing customers

Ad Groups

Ad group 1	11 keywords 1 ad
------------	---------------------

Budget

Budget	₹2,062.00/day
--------	---------------

94.7%

Campaign optimisation score

Weekly estimates

Estimates are based on your keywords and daily budget

Ad group 1	
Weekly conv.	Cost/Conv.
12	₹1,127.66
Weekly cost	
₹14,434.00	

Campaign settings

Networks	Google Search Network, Search partners
EU political ads	Doesn't have EU political ads
Languages	English
Locations	India
Audiences	Food & Dining + 8 more

Ad strength: Good

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



CAMPAIGN 3: STAG - SUGAR PASTE

KEYWORDS

Keywords	Match Type	Avg. monthly searches
Fondant	Phrase	55000
Sugar paste	Phrase	55000
Modeling paste	Phrase	550
Fondant Online	Phrase	550
Black Fondant	Exact	55
White Fondant	Exact	550
Red Fondant	Exact	550
Coloured Fondant	Phrase	55
Buy Fondant	Phrase	55
Buy Fondant Online	Phrase	55
Fondant 1kg price	Phrase	55

3 month change	YoY change	Competition	Avg. Bid
900	0	Low	5.71
0	0	High	12.87
0	0	High	0.86
900%	900%	High	6.325
900%	900%	High	0.57
0	0	High	4.225
0	900%	High	4.365
0	900%	Medium	0.63
0	0	High	2.665
0	0	High	6.235
0	0	High	0.465

Negative Keywords
[Fondant Design]
[Fondant Design Ideas]
[Fondant Design Easy]
[Fondant Dessert]
[Fondant Meaning]
[Fondant Cake]
[Fondant Near Me]
[Fondant Price 100g]
[Fondant Cake Price]
[Fondant Cake Meaning]
"Icing"
"Buttercream"
"Whipped Cream"
Ganache"

Negating Cake Sprinkle Keywords
"Confect Sprinkles"
"cake sprinkles"
"sprinkle cake"
"cake decorating sprinkles"
"edible sprinkles"
"cupcake sprinkles"
"rainbow sprinkles"
"Decorative Sprinkles"
"sprinkle"
"sugar sprinkles"



CAMPAIGN 3: STAG - SUGAR PASTE

HEADLINES
Confect Shark Tank Fondant
Buy Confect Sugar Paste
Confect: Non-Cracking Fondant
Confect Humidity-Proof Fondant
Shop Confect Sugar Paste
Confect Premium Fondant
Confect: Best Sugar Paste
Confect Fail-Proof Fondant
Fondant: 16-Month Shelf Life
Confect 100% Veg Fondant
Shop Premium Cake Fondant
Confect White Sugar Paste
Confect Black Sugar Paste
Shop Confect Fondant Online
Confect Smooth Finish Fondant

DESCRIPTIONS
1. Seen on Shark Tank: Confect offers humidity-resistant, non-cracking fondant. Shop Now!
2. Confect Sugar Paste: Professional 16-month shelf life & 100% veg formula. Order Today.
3. Stop cake failures with Confect's fail-proof, pliable sugar paste. Buy Direct & Save.
4. Join 10,000+ bakers using Confect's chef-led sugar paste for clean finishes. Buy Online.

SITELINKS

Bestsellers Add a description		
Black Fondant Add a description		
Buy Fondant Add a description		
Gum Paste Add a description		
Modelling Paste Add a description		
Sugar Paste Add a description		
White Fondant Add a description		

CALLOUTS
Non-Cracking & Pliable
16-Month Shelf Life
Humidity Resistant Formula
Shop Fondant on Confect
Contact for more Info



CAMPAIGN 4: GENERIC

Campaign name	Confect_Generic_Conversions_Feb'26
Campaign type	Search
Objective	Sales
Goal	
Bidding	
Bidding	Maximise conversions
Customer acquisition	Bid equally for new and existing customers

Campaign settings	
Networks	Google Search Network, Search partners
EU political ads	Doesn't have EU political ads
Languages	English
Locations	India
Audiences	Food & Dining + 8 more

Ad Groups	
Ad group 1	8 keywords 1 ad
Budget	
Budget	₹3,178.00/day

94.7%

Campaign optimisation score ⓘ

Weekly estimates

Estimates are based on your keywords and daily budget ⓘ

Ad group 1 ^	
Weekly conv.	Cost/Conv.
14	₹1,513.33
Weekly cost	
₹22,246.00	

Ads	
< >	Try including more keywords in your headlines
Ad strength	Good ⓘ
<input checked="" type="checkbox"/>	Add headlines View ideas
<input type="checkbox"/>	Include popular keywords View ideas
<input checked="" type="checkbox"/>	Make headlines unique View ideas
<input checked="" type="checkbox"/>	Make descriptions unique View ideas
<input checked="" type="checkbox"/>	Add more sitelinks View ideas



CAMPAIGN 4: GENERIC KEYWORDS

Keywords	Match Type	Avg. monthly searches
Fondant	Phrase	50500
Fondant cake	Exact	50500
Sugar paste	Phrase	500
cake sprinkles	Exact	5500
fondant online	Phrase	55
sprinkles cakes	Exact	5500
cake decorations	Phrase	5000
sprinkles for cake	Exact	5500

3 month change	YoY change	Competition	Avg. Bid
900	0	Low	5.71
0	0	Medium	20.5
0	0	High	12.87
		High	6.965
900%	900%	High	6.325
900	0	High	17.17
900%	0%	Medium	17.515
		High	6.965



CAMPAIGN 4: GENERIC NEGATIVE KEYWORDS

Negative Keywords
"Fondant Design"
"Fondant Design Ideas"
"Fondant Design Easy"
"Fondant Dessert"
[Fondant Meaning]
[Fondant Cake]
[Fondant Near Me]
[Fondant Price 100g]
[Fondant Cake Price]
"Fondant Cake Meaning"
"Sprinklers"
"Sprinkler"

[Wholesale Sprinkles]
"Cheap Sprinkles"
[icing]
"Buttercream"
"Whipped Cream"
"Ganache"
"cake decorating supplies"
"Cake decorating shop near me"
"Cake Decorating Tools"
"Cake decorating shop"
"cake decorating material"
"cake decorating material wholesale"

Negating Fondant campaign keywords
"Fondant"
"Sugar paste"
"Modeling paste"
"fondant online"
[Black Fondant]
[white fondant]
[red fondant]
"coloured fondant"
"Buy Fondant"
"Buy Fondant Online"
"fondant 1kg price"

Negating Cake Sprinkle Campaign Keywords
[Confect Sprinkles]
[cake sprinkles]
"sprinkle cake"
[cake decorating sprinkles]
"edible sprinkles"
[cupcake sprinkles]
[rainbow sprinkles]
"Decorative Sprinkles"
[sprinkle]
"sugar sprinkles"



CAMPAIGN 4: GENERIC

HEADLINES

- Buy Confect Fondant Online
- Shop Confect Cake Sprinkles
- Confect - Premium Fondants
- Order Confect Baking Supplies
- Confect: Humidity-Proof Fondant
- Shop 800+ Confect Products
- Get Confect Sprinkles Online
- Confect: Best For Home Bakers
- Confect: Trusted By Top Chefs
- Shop Confect Sprinkles Now
- Confect: 100% Veg Fondant
- Confect: Premium Sugar Paste
- Confect: Non-Cracking Fondant
- Confect: The Baker's Choice
- Confect: Best Cake Sprinkles

DESCRIPTIONS

1. Searching for fondant? Confect offers humidity-resistant, non-cracking formulas. Shop Now.
2. Shop Confect's professional cake sprinkles. 800+ Products, 100% veg, and bake-stable. Buy Now.
3. Best sprinkles for cake: Shop Confect's non-bleeding, metallic, and thematic sets. Buy Now.
4. Upgrade your cake decorations with Confect. As seen on Shark Tank India. Shop the Range.

SITELINKS

- [Bestsellers](#)
Add a description
- [Cake Sprinkles](#)
Add a description
- [Disco Ball Sprinkles](#)
Add a description
- [Gum Paste](#)
Add a description
- [Products at 20% off](#)
Add a description
- [Sugar Paste](#)
Add a description
- [White Fondant](#)
Add a description

CALLOUTS

- As Seen On Shark Tank
- 16-Month Shelf Life
- Humidity Resistant Formula
- Buy Cake Decor on Confect
- Contact for more Info
- Fast Pan-India Shipping



NEXT STEPS: SKAG IMPLEMENTATION

Suggested Keywords as per high search volume

- sprinkle
- Cake Sprinkles

- Fondant
- Sugar paste





SKAG

Duration - 15 Days

SKAG - Cake Sprinkles [for example]

Keyword Structure:

- [cake sprinkles] (Exact)
- "cake sprinkles" (Phrase)

Removing it from STAG to avoid internal competition.



SKAG

Headline example:

- Shop Confect Cake Sprinkles Online
- Confect Premium Sprinkles for Bakers
- Vibrant Cake Sprinkles | Fast Delivery

Landing page:

Dedicated cake sprinkles category page



HAGAKURE (AI MAX)

After collecting 100+ conversions, SKAG data is consolidated.

New Hagakure Campaign/Ad Group.
Sprinkles Theme with 5 tightly themed keywords

Keyword Theme

- cake sprinkles
- edible sprinkles
- decorative sprinkles
- rainbow sprinkles
- sugar sprinkles

Match types:

Phrase + Exact Match type



HAGAKURE (AI MAX)

Duration – 15 Days

Why Transition to Hagakure (AI Max):

- To improve quality conversion targetting high intent customers.
- To aim for Smart bidding to perform better with an intent to maximize conversions
- Allocating the buffer budget to aim for maximum retention & repeat purchases in the audiences



P-MAX (SCALING STAGE)

Duration - 15 Days

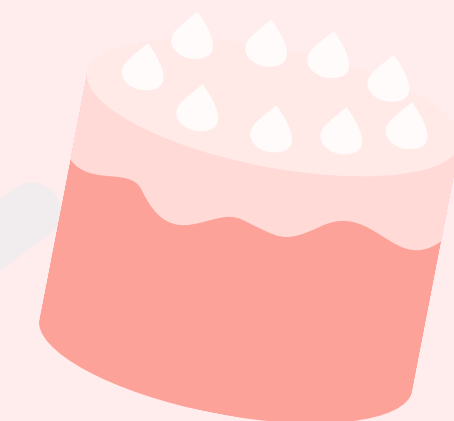
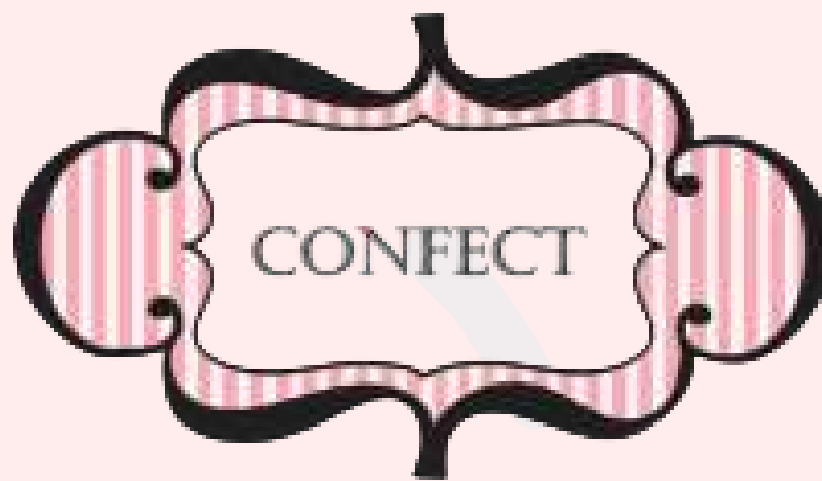
leveraging on

- Conversion signals
- Targeting best performing Keywords
- Understanding consumption and conversion patterns

Audience signals:

- Bakers
- Home bakers
- Cake business owners
- Website visitors





THANK YOU

