



perfora®

-Media Planning & Buying



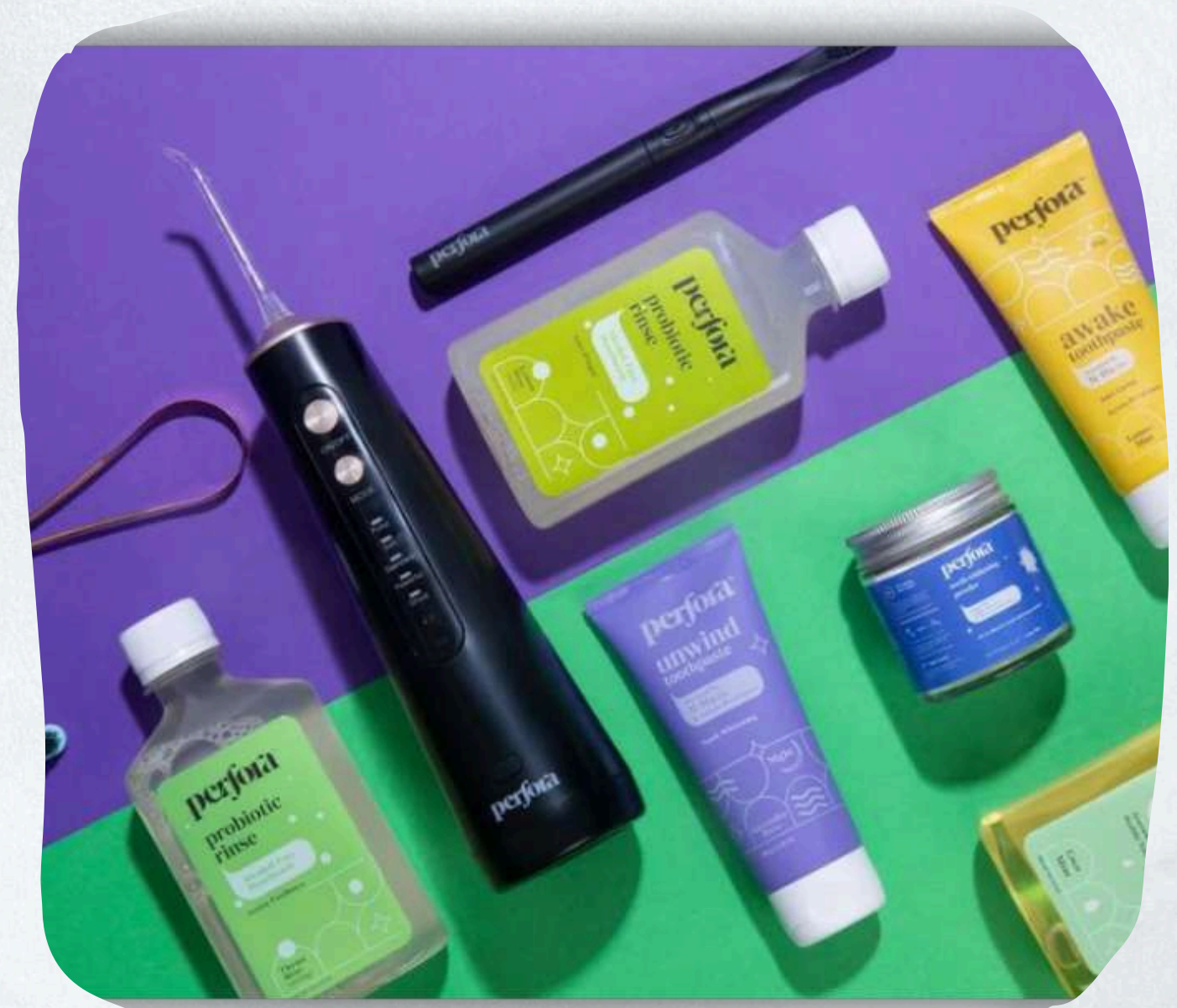
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About the Brand

- **What it is:** Perfora is a modern indian brand that makes oral care products like toothbrushes and toothpaste.
- **Who started it:** It was founded in 2021 by Jatan Bawa and Tushar Khurana.
- **What makes it different:** Their products are designed to look stylish and are backed by science.
- **Claim to fame:** They became well-known after appearing on Shark Tank India Season 2.
- **Where to buy it:** You can find them on their own website, on apps like Amazon Flipkart, Blinkit, and in physical stores.



About the Founder

- **Jatan Bawa (Co-Founder)**
- **Brand Builder:** Before starting Perfora, Jatan worked with fast-growing brands like VAHDAM Teas and AKIVA Superfoods, where he learned how to create products that people love.
- **The Visionary:** He focuses on the creative side of Perfora, making sure the products use safe, clean ingredients and have that beautiful, modern design that stands out from old brands.

- **Tushar Khurana (Co-Founder)**
- **Operations Expert:** Tushar has a strong background in business and operations, having worked at big startup companies like Cure.fit and RIVIGO.
- **The Executioner:** He is the person who makes sure the business runs smoothly every day, managing online sales, fast deliveries, and bringing new ideas to life (like the personalized toothbrush).



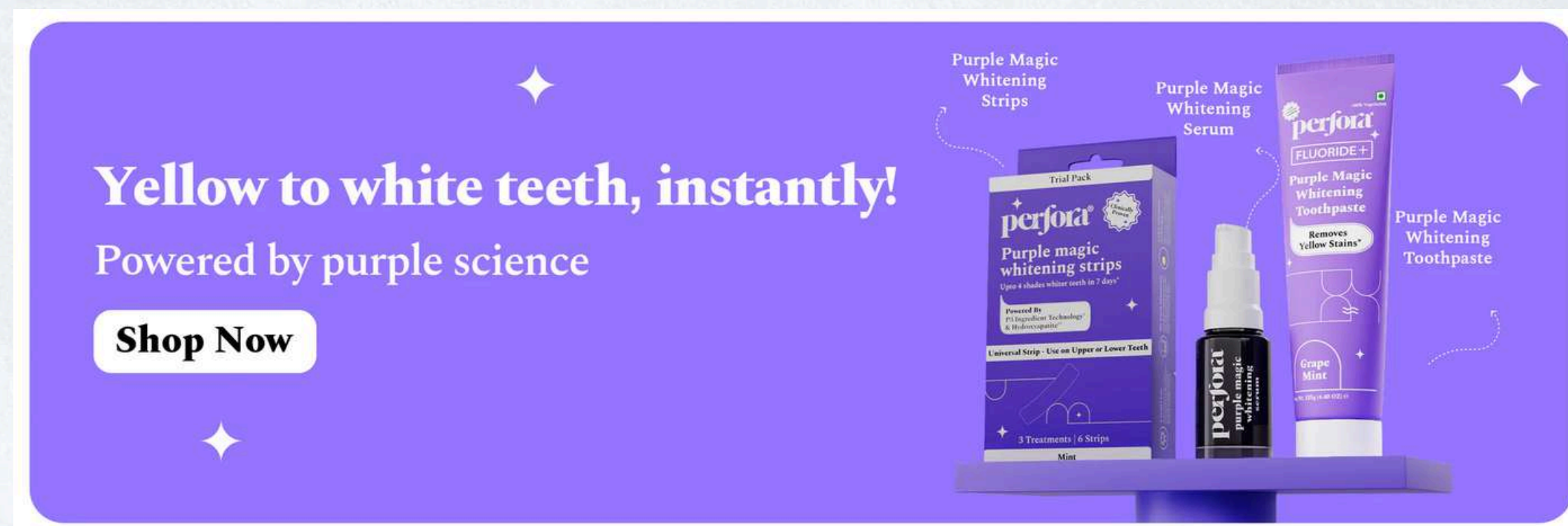
Perfora: Mission & Vision

Vision of Perfora:

To become the most trusted and innovative oral care brand globally by redefining oral hygiene through modern, science-backed, and design-driven products.

Mission of Perfora:

By disrupting the traditional oral care industry by creating innovative, effective, and aesthetically designed oral hygiene products that improve everyday dental care experiences.



Yellow to white teeth, instantly!
Powered by purple science

[Shop Now](#)

Purple Magic Whitening Strips

Purple Magic Whitening Serum

Purple Magic Whitening Toothpaste

Purple Magic Whitening Toothpaste

perfora
FLUORIDE+
Purple Magic Whitening Toothpaste
Removes Yellow Stains

perfora
purple magic whitening serum
Grape Mint

perfora
Purple magic whitening strips
Up to 4 shades whiter teeth in 7 days*
Powered By P3 Enzymatic Technology & Hydroxyapatite
Universal Strip - Use on Upper or Lower Teeth
3 Treatments / 6 Strips
Mint

The advertisement features a purple background with white text and product images. On the left, a call to action 'Shop Now' is highlighted in a white rounded rectangle. On the right, three Perfora products are displayed on a purple stand: a box of Purple Magic Whitening Strips, a bottle of Purple Magic Whitening Serum, and a tube of Purple Magic Whitening Toothpaste. Dotted lines connect the product names to their respective images. The toothpaste tube also features a diagram of a tooth with a stain being removed.

Product Category & Range

- **Toothpaste (₹150–₹350)**
 - Whitening, sensitivity, gum-care
- **Manual Toothbrush (₹80–₹300)**
 - Ultra-soft, charcoal, aesthetic
- **Electric Toothbrush (₹800–₹3,000)**
 - Sonic, rechargeable, multi-mode
- **Brush Heads / Refills (₹400–₹500)**
 - Replacement packs
- **Combos / Kits (₹1,200–₹2,500)**
 - Bundles, starter kits
- **Premium Products (₹1,500–₹3,500+)**
 - Smart brushes, gift sets

Perfora Product Category & Range

Mid-Premium to Premium Segment: ₹150 – ₹3,500+

Starts at ₹150

Starts at ₹800

Up to ₹3,500+

Category	Price Range
Toothpaste Manual & Kids Toothbrush Tongue Cleaner & Mouthwash	₹165 - ₹300
Electric Toothbrush Combos & Kits	₹800 - ₹1,500
Advanced Electric Toothbrush Water Flosser & Oral Care Kits	₹1,500 - ₹3,500+

Brand Positioning

For modern, health-conscious millennials and Gen Z consumers who believe oral care should go beyond basic hygiene, Perfora is a next-generation oral care brand that transforms everyday dental routines into a **premium self-care** experience through **innovative, science-backed, and aesthetically designed** products because we believe oral care deserves the same innovation and lifestyle relevance as skincare and wellness.



Brand Voice

- **Modern & Relatable**

Perfora uses simple and conversational language that resonates with digitally native millennials and Gen Z. Instead of complex dental terminology.

- **Confident & Solution-Oriented**

The brand communicates with confidence about its products and highlights clear benefits such as whitening, better cleaning, and improved oral hygiene.

- **Educational but Accessible**

Perfora frequently educates consumers about oral health through product explanations, tips, and demonstrations. However, the tone remains approachable rather than overly medical, making oral care information easy to understand.

- **Aspirational & Lifestyle-Focused**

The brand links oral care with confidence, grooming, and self-care, making it feel like an important part of a modern lifestyle.



Features, Benefits & Differentiator

Features	Benefits	Differentiator
<ul style="list-style-type: none"> • 100% Safe Ingredients Completely free from harmful chemicals and toxins. 	<ul style="list-style-type: none"> • Zero Sensitivity Whitens your teeth gently without causing any pain or sensitivity. 	<ul style="list-style-type: none"> • Safe for Enamel Unlike big traditional brands that use harsh rubbing chemicals, we use ingredients that protect your teeth.
<ul style="list-style-type: none"> • Smart Whitening Uses safe, natural ingredients to whiten teeth instead of harsh bleach. 	<ul style="list-style-type: none"> • A Better Routine Makes daily brushing feel like a fun, premium self-care habit instead of a boring chore. 	<ul style="list-style-type: none"> • Cool, Not Boring It looks like a trendy lifestyle and beauty product, not a boring medical tube.
<ul style="list-style-type: none"> • Beautiful Packaging Looks stylish and modern, just like high-end skincare 	<ul style="list-style-type: none"> • Instant Confidence Gives you a bright, stain-free smile so you feel great about yourself. 	<ul style="list-style-type: none"> • 10-Minute Delivery Available on Zepto and Blinkit for instant delivery when you need it right away.

Target Audience

Primary Audience

- **Who They Are:** Men and women aged 20–35 years old. They are usually young professionals, creators, or college students living in Tier 1 and Tier 2 cities.
- **The Mindset:** They treat oral care like skincare and beauty. They want products that look cool on their bathroom shelf and give them a confident, photo-ready smile.
- **Shopping Habits:** They are digital-first buyers. They discover brands on Instagram/YouTube and buy on impulse through the **Perfora** website, **Nykaa**, or quick-commerce apps like **Zepto** and **Blinkit**.
- **Why They Buy:** Beautiful packaging, trendy flavors, and 100% toxin-free ingredients.

Secondary Audience

- **Who They Are:** Men and women aged 30–45 years old. They are usually working professionals or parents with a slightly higher disposable income.
- **The Mindset:** They are health-conscious and focused on long-term wellness. They read ingredient labels carefully and want to protect their family from harsh chemicals.
- **Shopping Habits:** They do thorough research before buying. They read reviews and prefer to shop during their monthly restocks on **Amazon** or trust local premium **pharmacies**.
- **Why They Buy:** Science-backed results (like safe teeth whitening without sensitivity) and the promise of zero harmful chemicals like SLS.

Buyer Persona

The "Always-On" Connector



• Description

Ishita is a busy PR professional who balances a fast-paced city life with a constant digital presence. She values a "Glow Up" that removes dullness caused by coffee and late nights, helping her look her best both in person and on camera. She isn't looking for a total change—just smart, simple choices to stay confident and camera-ready.

- Name: Ishita Malhotra
- Age: 26
- Gender: Female
- Occupation: PR Senior Executive & Aspiring Lifestyle Vlogger
- Income: ₹9,00,000 per annum
- Marital Status: Single
- Place of Residence: A cozy, aesthetic apartment in Bandra, Mumbai

• Triggers

1. Smile looks slightly yellow on video calls
2. Upcoming wedding/date/networking event
3. Wanting to be able to post a candid photo or a "Story" without having to run it through a whitening filter first.

• Barriers

1. Avoids clinical, painful, or expensive treatments
2. Won't follow routines longer than 2 minutes
3. She's started reading labels. If a product feels too "chemical-heavy" or smells like a bleach factory, she's out.

• Pain Points

1. She loves her caffeine but hates what it does to her appearance. It's a daily trade-off she wishes she didn't have to make.
2. Subconsciously covering her mouth when she laughs or smiling "tight-lipped" in group photos because she isn't 100% confident in her teeth.

• Motivation

1. She wants a "quick win" something that makes her look better the moment she walks out the door.
2. She wants to look like she "woke up like this" without spending an hour in front of the mirror.

• Media Consumption



NYKAA

FEMINA
MISS INDIA

Buyer Persona

The "High-Stakes" Professional



• Description

Rohan is a results-driven professional whose career relies on strong first impressions and client trust. With a routine of early gym sessions and long workdays fueled by black coffee, he values efficiency, precision, and premium quality choosing products that enhance his polished, "crisp" appearance without wasting time.

Name: Rohan Mehra

Age: 31

Gender: Male

Occupation: Investment Banker / Relationship Manager

Income: ₹1,20,000 – ₹1,50,000 per month

Marital Status: Married

Place of Residence: A modern high-rise in Gurgaon (Sector 42)

• Triggers

1. Noticing his teeth look slightly stained in a mirror right before a high-profile client meeting or a presentation.
2. An upcoming anniversary dinner or a destination wedding where he'll be wearing a sharp suit and knows he'll be in many "candid" photos.

• Media Consumption



• Barriers

1. He avoids anything that feels like "makeup." If a product looks too much like a cosmetic, he'll feel uncomfortable using it.
2. He has sensitive gums and is wary of products that might cause a "zinging" sensation while he's trying to enjoy a steak or a cold drink.

• Pain Points

1. His heavy black coffee consumption is non-negotiable for his job, but he hates the visible "lifestyle tax" it leaves on his teeth.
2. He's starting to notice that his smile looks "older" than it did in his 20s and wants to regain that youthful, energetic look.

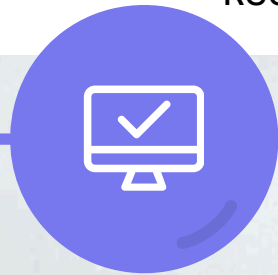
• Motivation

1. He wants to feel like he has a "winning smile" that makes him more approachable and persuasive in deals.
2. He is motivated by solutions that work while he's doing his normal routine no extra time required.

Customer Journey

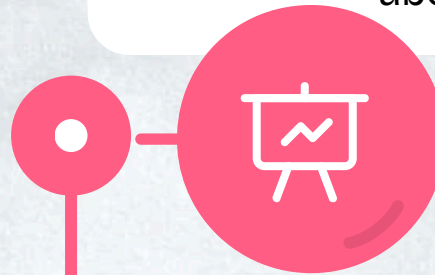
• Recognition

Rohan notices a strange purple toothpaste reel while scrolling Instagram. It briefly catches his attention, but he keeps scrolling.



• Interest

Rohan watches a YouTube ad about teeth not getting white despite brushing. He starts relating it to his own problem and thinks about solutions.



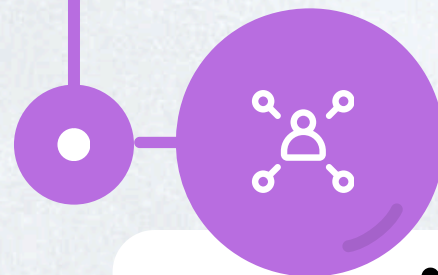
• Action

Rohan searches for teeth whitening toothpaste on Amazon. He sees Perfora with strong reviews and ratings. He feels confident and completes the purchase.



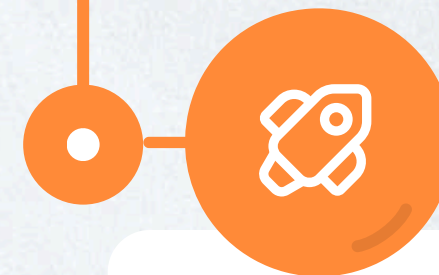
• Awareness

Rohan comes across another message: "Your skincare is modern. Your oral care isn't." He begins noticing his oral care habits, but takes no action.



• Desire

Rohan notices his teeth while getting ready for a wedding. He searches online, explores options, and sees a creator review the product. Repeated ads and content build familiarity and trust.



Market Overview

1. The India Teeth Whitening market was valued at **approximately \$134 Million (₹1,112 Cr) in 2025.**
2. But now the market is projected to reach **USD 220.6 million by the end of 2030.**
3. The segment is growing at a healthy rate of **8.7% to 9.2%, significantly** outpacing the standard oral care category.
4. Whitening toothpaste currently holds a **55% share of the overall teeth whitening products** market in India.
5. 65% of the demand is driven by **Urban Millennials and Gen Z** who view teeth whitening as a daily grooming ritual rather than just hygiene.
6. While 17% of Indians report concerns with tooth discoloration, only **5% currently use specialized whitening products**, representing a massive untapped opportunity for premium brands.



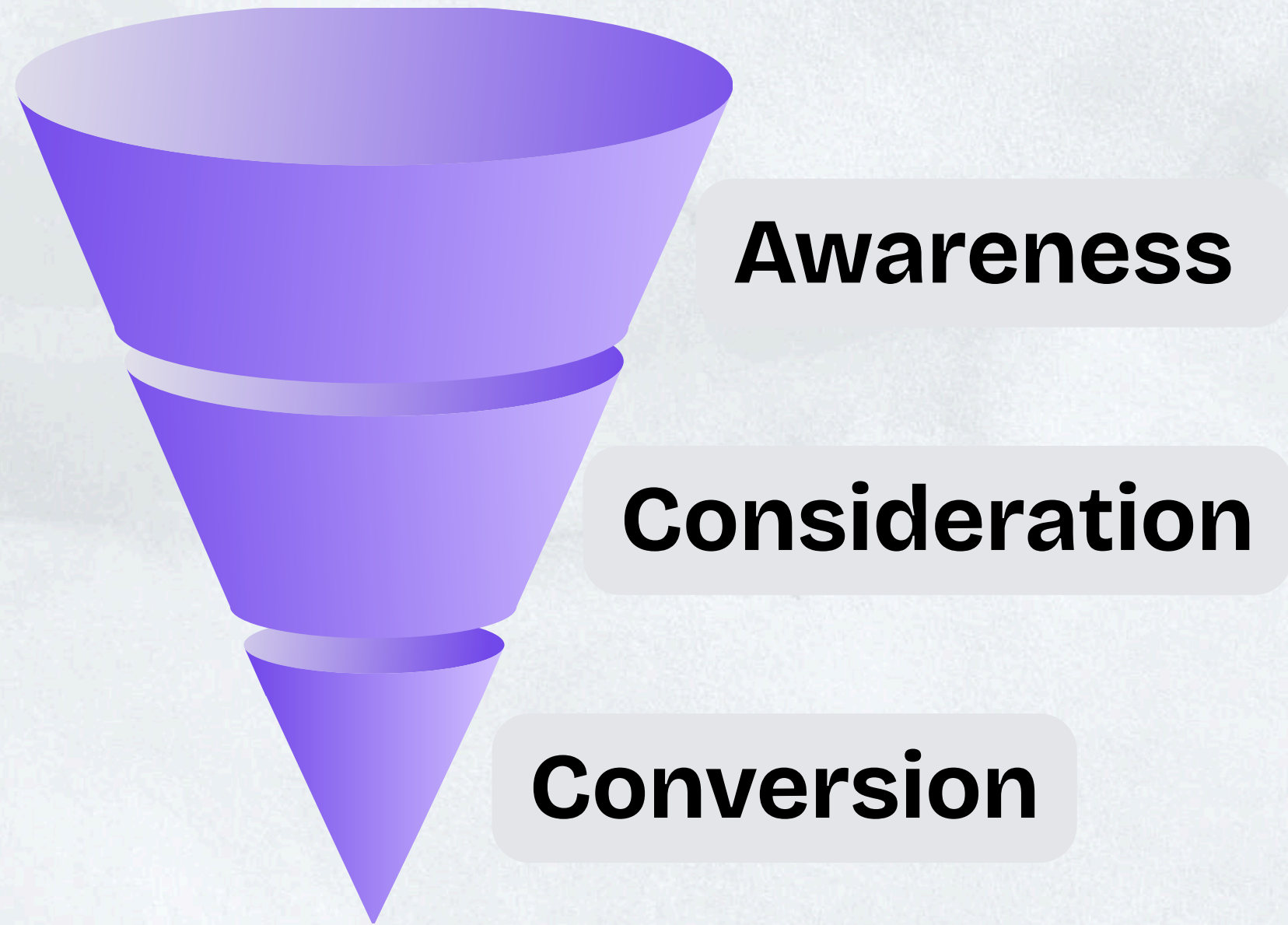
SWOT- Competitor Analysis

Brand	Strength(S)	Weakness(W)	Opportunities(O)	Threads (T)
Perfora	<ul style="list-style-type: none"> • Shark Tank trust & recall • Highly aesthetic packaging • 100% toxin-free • 10-min delivery (Zepto/Blinkit) 	<ul style="list-style-type: none"> • Premium price limits mass appeal • High digital ad costs (CAC) 	<ul style="list-style-type: none"> • Expanding into offline retail (Nykaa, pharmacies) • Dominating the "beauty" oral care space 	<ul style="list-style-type: none"> • FMCG giants launching premium sub-brands • Rising Meta/Google ad costs
Salt (Direct)	<ul style="list-style-type: none"> • Ultra-premium, luxury design • Clean ingredients 	<ul style="list-style-type: none"> • Very niche audience • Higher price point than Perfora 	<ul style="list-style-type: none"> • B2B luxury hotel partnerships • Premium gifting segment 	<ul style="list-style-type: none"> • Perfora capturing the aesthetic market first

SWOT- Competitor Analysis

Brand	Strength(S)	Weakness(W)	Opportunities(O)	Threads (T)
Hi Smile (Indirect)	<ul style="list-style-type: none"> • Global viral brand • Owns the "purple whitening" trend 	<ul style="list-style-type: none"> • Very expensive in India (imports) • Seen as cosmetic, not daily health 	<ul style="list-style-type: none"> • Officially launching in India with local pricing 	<ul style="list-style-type: none"> • Affordable Indian dupes (like Perfora)
Colgate (FMGC)	<ul style="list-style-type: none"> • Distribution: 6 Million+ Stores. • Authority: Dentist Recommended. 	<ul style="list-style-type: none"> • Perception: "Boring" Utility. • Ingredients: Chemical-Heavy (SLS). 	<ul style="list-style-type: none"> • Upmarket: Premium Whitening • Technology: Smart Brushes. 	<ul style="list-style-type: none"> • Agility: D2C Brands (Perfora). • Ayurveda: Herbal Competition.

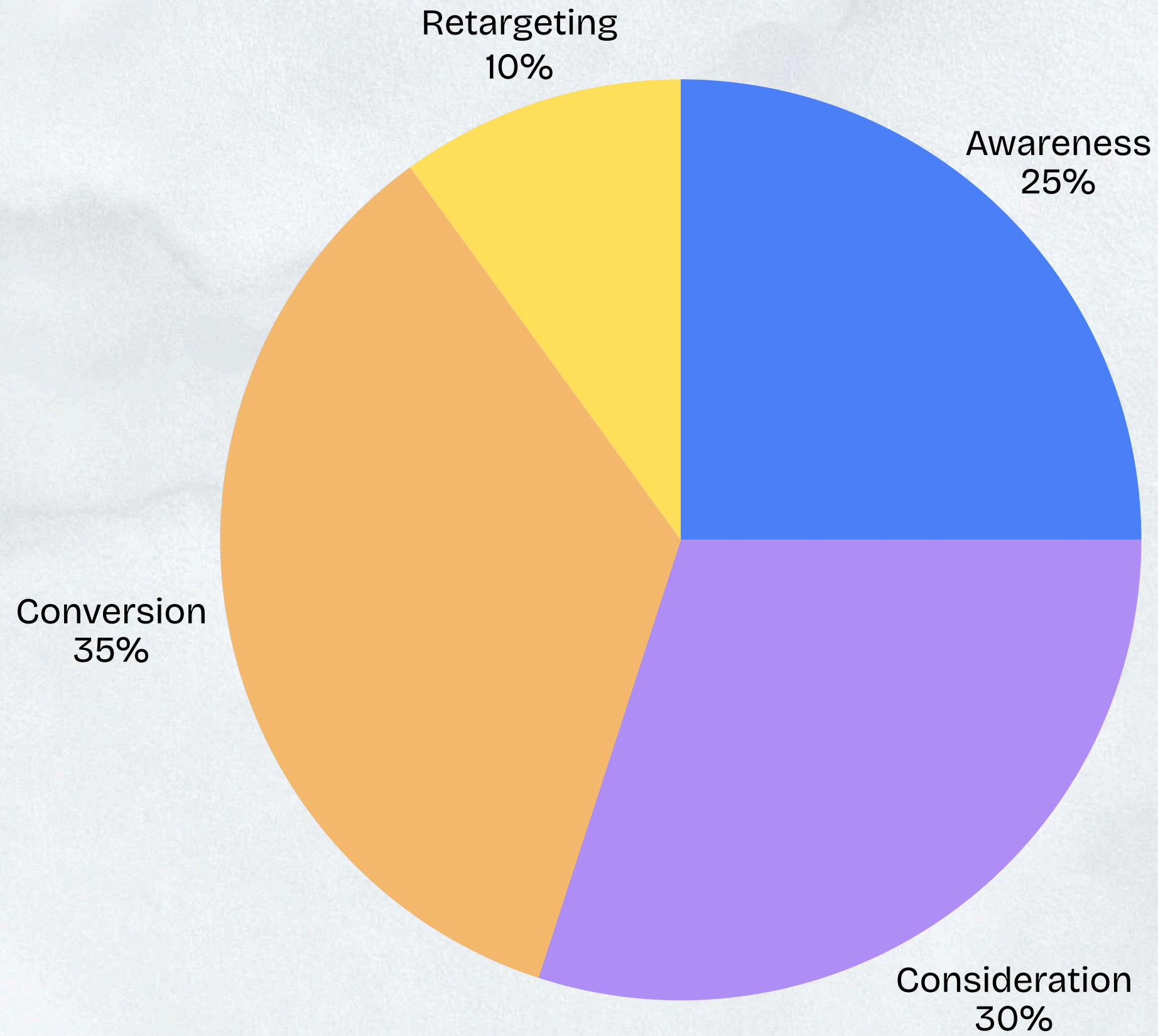
Funnel & Platforms



Google Ads

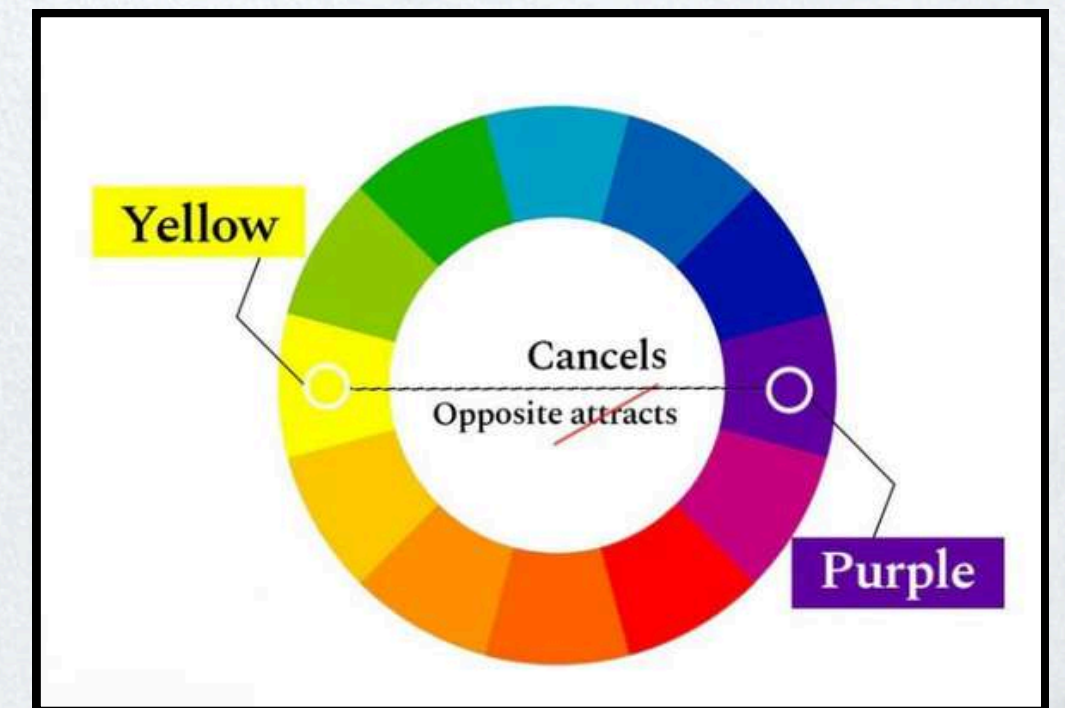


Budget Allocations



Budget Allocations

- **Skip the Big Launch:** Perfora already has great brand recall from Shark Tank India, so we don't need a "top-heavy" awareness campaign. We have kept Awareness at 25% to focus more on getting people to actually buy.
- **Focus on Sales:** We put the most money (35%) into conversion to drive fast sales on apps like Zepto and Blinkit. Since our product is a "10-minute delivery" item, this bottom-heavy spend turns interest into immediate profit.
- **Targeting High Intent:** By spending 45% on the bottom of the funnel (conversion + retargeting), we focus on users who already want "modern" oral care. This ensures we aren't just finding new people, but making sure they finish their purchase.



Awareness Phase

Youtube Targeting

Campaign estimates ?

TrueView views

2.6M – 25M

Impressions	TrueView avg. CPV
10M – 47M	₹0.04 – ₹0.47

Additional estimates ^

On-target reach	Budget spend
9M – 31M	95% – 100%

Available impressions ?

120M impressions

Interests & detailed demographics ^

Add any interests, detailed demographics, or life events related to your customers

Frequently Visits Salons	Affinity	> 10B ⊗
Bath & Body Products	In-market	> 10B ⊗
Shopping Enthusiasts	Affinity	> 10B ⊗
Luxury Shoppers	Affinity	> 10B ⊗

^ Relevant audience segments based on what we know about you and advertisers like you

+ Renters
+ Home Decor Enthusiasts
+ Home & Garden
+ Outdoor Items
+ Home Furnishings

Demographics

People with the following demographics ⊗

Gender

Female Male Unknown ⊗

Age

18 to 34 Unknown ⊗

Additional demographics

Parental status

Parent Not a parent Unknown ⊗

Household income

Top 10% to Lower 50% Unknown ⊗

⚠ Note: Household income targeting is only available in select countries. [Learn more](#)

Meta Targeting

Reservation estimates

Budget ▼ ₹15,00,000.00 INR

Estimated audience size i

95.70M-112.60M

Reach i	CPM i
7,956,331	₹50.23
Average frequency i	Reach at target frequency i
3.75	36%

✔ **Schedule**

Start date

📅 1 April 2026	🕒 00:00 (Kolkata Time)
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End date

📅 21 April 2026	🕒 23:59 (Kolkata Time)
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Ad scheduling i

Ads run all day (local time)

Awareness Phase

The goal is to disrupt the mundane "brushing is a chore" habit. We use high-impact, visual-first platforms like Reels and YouTube In-Stream to showcase the immediate "Purple Magic" effect.

Awareness 25%																
Meta																
Duration	Objective	Targeting(location)	Budget	Goal	Format	Reach	Frequency	Universe Size	Impressions	CPM	CPV	Views	VTR	CPC	Clicks	CTR
1st April - 21st April (3 weeks)	Awareness	AGE : 20 - 35 Pan-India. With Intrests in Oral care, dental, beauty, skincare, toothpaste, electric toothbrush	1,500,000	Brand Awareness & Reach	Reel	7,956,331	3.75	95.70M-112.60M	29,836,241	50.27	0.34	4,475,436	15%	4.19	358,035	1.20%
YouTube																
Duration	Objective	Targeting(location)	Budget	Goal	Format	Reach	Frequency	Universe Size	Impressions	CPM		Views	VTR	CPV		
1st April - 21st April (3 weeks)	Awareness	AGE : 18 - 25 Pan-India: with Intrests in Beauty & Personal care, Luxury shoppers, bath & body products	1,000,000	Brand Awareness & Reach	Skippable in-stream ads	16,000,000	5	22.5M	80,000,000	80	-----	24,000,000	30%	0.04	-----	-----

[Link of Media Planning](#)

Awareness Phase

Video Storyboard

26-year old woman in a busy, sunlit Mumbai café
 PANEL 3 – QUICK CUT 1: OFFICE (MS)

Still, introspective
 PANEL 4 – QUICK CUT 2: RESTAURANT (MCU)

Indian Indian office
 PANEL 5 – THE DISCOVERY: MORNING BATHROOM (ECU - MACRO)

Restaurant
 PANEL 6 – BATHROOM REACTION (MCU)

Feminine brown hands, included
 PANEL 7 – LIFE CONTINUES: OFFICE DESK (MS)

Morning sunlight
 PANEL 8 – WITH FRIENDS (DAPPLED LIGHT) (MS)

Warm ambient – naturally
 PANEL 9 – THE PAYOFF: MIRROR CAFÉ (GROUP MS)

Laugh golden hour
 PANEL 11 – BRAND CARD: MINIMALIST PRODUCT (CU)

Smile like you mean it.
 Perfora Purple.

Single Post

perfora®

MEET PURPLE TOOTHPASTE

Stop whitening your teeth the old way

BUY NOW

NO PEROXIDE ENAMEL SAFE SLS-FREE FORMULA

perfora®
 FLUORIDE+
 Purple Magic Whitening Toothpaste
 Removes Yellow Stains*
 Grape Mint

Consideration Phrase

Youtube Targeting

Interests & detailed demographics

Add any interests, detailed demographics, or life events related to your customers

Shopping Enthusiasts	Affinity	> 10B	⊗
Luxury Shoppers	Affinity	> 10B	⊗
Bath & Body Products	In-market	> 10B	⊗
Frequently Visits Salons	Affinity	> 10B	⊗
Online Shopping	In-market: other	> 10B	⊗
Beauty & Personal Care	In-market	> 10B	⊗

Q Add in-market segments, life events, and more

Topics

Select topics to show ads on content about specific subjects.

6 selected Clear all

- Home & Garden > Bed & Bath Bathroom ⊗
- Home & Garden Household Supplies ⊗
- Beauty & Fitness > Face & Body Care > Hygiene & Toiletries Toothpaste ⊗
- Beauty & Fitness > Face & Body Care > Skin & Nail Care Bath & Body Products ⊗
- Beauty & Fitness Face & Body Care ⊗
- Health Oral & Dental Care ⊗

4 selected

YouTube videos and channels: 4

- YouTube channel Sourav Joshi Vlogs ⊗
- YouTube channel TRS Clips | The Ranveer Show Clips ⊗
- YouTube channel Prakhar Gupta ⊗
- YouTube channel Curly Tales ⊗

Perfora Consideration Audience

Audience details

Location:
India

Age:
20-35

People who match:
Interests: Toothpaste (oral health), electric toothbrush (oral health), Beauty (social concept), Self care (psychology), Skin care (cosmetics), Beauty salons (cosmetics), Mouthwash (oral health), Tooth brushing (oral health), toothbrush (oral health), Health and wellness (personal care), healthy habits (lifestyle content), Quality of life (psychology), Well-being (psychology), Cosmetics (personal care), Colgate (toothpaste), Oral-B or Online shopping (retail)

And must also match:
Behaviours: Engaged shoppers, People in India who prefer high-value goods, People in India who prefer mid- and high-value goods, Frequent travellers or Returned from travelling one week ago, Life Event: Away from family or Away from home town

Meta Targeting



Consideration Phase

Once habits are disrupted, we educate the consumer on the science of color correction

Google Demand Gen and YouTube

Consideration (30%)																					
Meta																					
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Universe Size	Impressions	CPM	CPC	Landing Page Views	LPVR	CPV	Clicks	CTR	Conversions	CVR	AOV	REVENUE	ROAS
4 Weeks	Engagement	AGE : 20 - 35 Pan-India. With interests in Oral care, dental, beauty, skincare, toothpaste, electric toothbrush	1,200,000	Max LPV	Reels + Feed Video + Dynamic Product Ads	2,500,000	4	22,53,00,000	10,000,000	120	6.00	80,000	40%	15.00	200,000	2.00%	3,000	1.50%	800	2,400,000	2
YouTube																					
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Universe Size	Impressions	CPM	CPC	Views	VTR	CPV	Clicks	CTR	Conversions	CVR	AOV	REVENUE	ROAS
4 Weeks	Traffic	AGE : 18 - 25 Pan-India. with interests in Beauty & Personal care, Luxury shoppers, bath & body products.	900,000	Target CPV	Skippable In-Stream (Demo)	1,250,000	4	62,500,000	5,000,000	180	21.18	1,500,000	30%	0.60	42,500	0.85%	213	0.50%	800	170,000	0.19
Google Ads																					
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Universe Size	Impressions	CPM	CPC	Views	VTR	CPV	Clicks	CTR	Conversions	CVR	AOV	REVENUE	ROAS
4 Weeks	Demand Gen	AGE : 18 - 25 Pan-India. with interests in Beauty & Personal care, Luxury shoppers, bath & body products	700,000	Target CPC	Video + Image (YouTube Feed, Gmail, Discover)	700,000	4	--	2,800,000	250	12.50	840,000	30%	0.83	56,000	2.00%	1,120	2.00%	800	896,000	1.28

[Link of Media Planning](#)

Creatives

perfora



perfora
FLUORIDE+
Purple Magic Whitening Toothpaste
Removes Yellow Stains*
Grape Mint
Net Wt. 1.59g (0.056 Oz.)

NO STRIPS. NO HARSH CHEMICALS.

JUST VISIBLE WHITENING FROM YOUR DAILY BRUSH.

[BUY NOW](#)

perfora

PURPLE MAGIC WHITE

Your Oral Care needs an Upgrade !

-  PURPLE COLOR CORRECTION
-  NEUTRALIZES YELLOW TONES
-  V34 TECHNOLOGY
-  VISIBLE FROM 1ST BRUSH



perfora
FLUORIDE+
Purple Magic White
Removes Yellow Stains*
Grape Mint
Net Wt. 1.59g (0.056 Oz.)

[BUY NOW](#)

perfora

SWITCH TO SMARTER WHITENING

NO FILTERS. NO TRICKS.

JUST THE POWER OF PURPLE CORRECTING YELLOW TONES INSTANTLY.

-  COFFEE STAIN FIX
-  DAILY WHITENING HACK
-  WINE STAIN NEUTRALIZER
-  NO STRIPS NEEDED



perfora
FLUORIDE+
Purple Magic Whitening Toothpaste
Removes Yellow Stains*
Grape Mint
Net Wt. 1.59g (0.056 Oz.)

[BUY NOW](#)

Conversion Phase

We capture active demand by appearing exactly when the consumer is ready to buy. B
 Google Search (High-intent keywords) and Quick Commerce (Blinkit/Amazon)

Conversion (35%)																			
Meta																			
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Universe Size	Impressions	CPM	CPC	Clicks	CTR	Conversions	CVR	CPA	AOV	REVENUE	ROAS
4 Weeks	Sales	AGE : 18 - 25 Pan-India: with intrests in Beauty & Personal care, Luxury shoppers, bath & body products	800,000			1,000,000	4	12,500,000	4,000,000	200	10.00	80,000	2%	2,400	3%	333.3333333	800	1,920,000	2.40
Google Ads																			
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Universe Size	Impressions	CPM	Avg. CPC	Clicks	CTR	Conversions	CVR	AOV	REVENUE	ROAS	
4 Weeks	Search	AGE : 18 - 25 Pan-India: with intrests in Beauty & Personal care, Luxury shoppers, bath & body products	800,000	Sales	Responsive Search Ads (RSA)	1,000,000	4		4,000,000	200	30.00	160,000	4.00%	6,400	4%	800	5,120,000	6.40	
4 Weeks	Pmax	AGE : 18 - 25 Pan-India: with intrests in Beauty & Personal care, Luxury shoppers, bath & body products	400,000	Sales	P-Max	666,667	3		2,000,000	200	25.00	44,000	2.20%	1,648	4.20%	800	1,478,400	3.70	
amazon																			
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Universe Size	Impressions	CPM	CPC	Clicks	CTR	Conversions	CVR	AOV	REVENUE	ROAS	
4 Weeks	E-Commerce	AGE : 18 - 25 Pan-India: with intrests in Beauty & Personal care, Luxury shoppers, bath & body products	500,000	Sales	Sponsored Products & Sponsored Brand	1,250,000	4	55M	5,000,000	100	20	25,000	0.50%	750	3%	800	600,000	1.2	
blinkit																			
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Universe Size	Impressions	CPM	CPC	Clicks	CTR	Conversions	CVR	AOV	REVENUE	ROAS	
4 Weeks	Quick Commerce	AGE : 18 - 25 Pan-India: with intrests in Beauty & Personal care, Luxury shoppers, bath & body products	1,000,000	Sales	Keyword	1,333,333	5	22M	6,666,667	150	12	83,333	1.25%	10,000	12%	800	8,000,000	8	

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Remarketing Phase

We capture active demand by appearing exactly when the consumer is ready to buy. B
 Google Search (High-intent keywords) and Quick Commerce (Blinkit/Amazon)

Remarketing (10%)																			
Meta																			
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Impressions	CPM	-----	CPC	Clicks	CTR	Conversions	CVR	CPA	AOV	REVENUE	ROAS
8th April - 30th April (Week 2-Week 4)	Sales	AGE : 18 - 25 Pan-India. with Intrests in Beauty & Personal care, Luxury shoppers, bath & body products	700,000	target CPA ~ ₹100	Reels + Feed Video (Primary) Carousel (Secondary for product push)	976,000	4	2,800,000	250	-----	8.33	84,000	3.00%	3,360	4.00%	208.3333333	800	2,888,000	3.84
Google Ads																			
Duration	Objective	Targeting(location)	Budget	Goal / Bid Strategy	Format	Reach	Frequency	Impressions	CPM	Avg. CPC	CPC	Clicks	CTR	Conversions	CVR	CPA	AOV	REVENUE	ROAS
8th April - 30th April (Week 2-Week 4)	Search	AGE : 18 - 25 Pan-India. with Intrests in Beauty & Personal care, Luxury shoppers, bath & body products	300,000		Responsive Display Ads (Image + Video) YouTube Skippable In-Stream (for	993,600	4	1,875,000	160		13.33	22,500.00	1.20%	900	4.00%	333.33	800	720,000	2.40

[Link of Media Planning](#)

Perfora: Product Launch Media Plan

Full excel of Media Plan

**THANK
YOU**