



A leading personal care brand partners with Paxcom to drive sales growth on Flipkart

Description

Initial Challenge

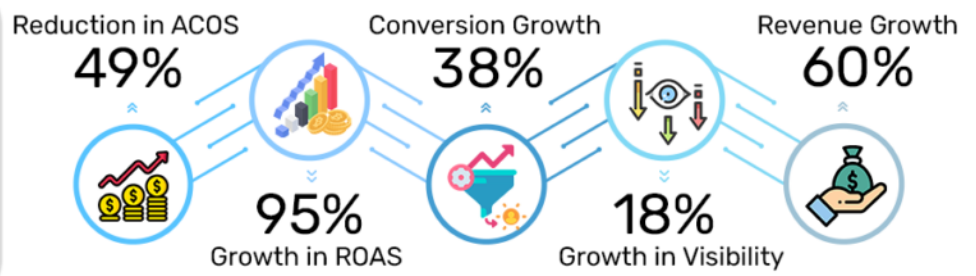
The Challenges faced by the brand initially on Flipkart-

- High ACOS
- Lesser Campaign Relevance or Losing Campaign Relevancy M.O.M
- Spend leaks & Lesser Visibility
- All campaigns running in the same account

Paxcom's strategy behind the brand's sales growth and improved eComm performance

- **Placement wise bidding** and **negative targeting** to improve ACOS
- Tested & launched **campaigns with no end date** to improve the campaign relevancy.
- Designed and launched **PCA campaigns** for various product categories.
- **Separate single and multipack campaigns** were launched.
- Started separate campaigns in (**Flipkart National and Flipkart Grocery**) for better

RESULTS



Note: All the data for National and Grocery was compiled together from the day campaigns started in respective accounts and avg for 56 days was taken to compare it to 56 days data after Paxcom onboarded.

Want to see such exponential growth for your brand?

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Product Interest* _____

Where did you find us from?* _____