



How Paxcom helps Personal Care Brand to Grow Sales on Flipkart

## Description

### Initial Challenge

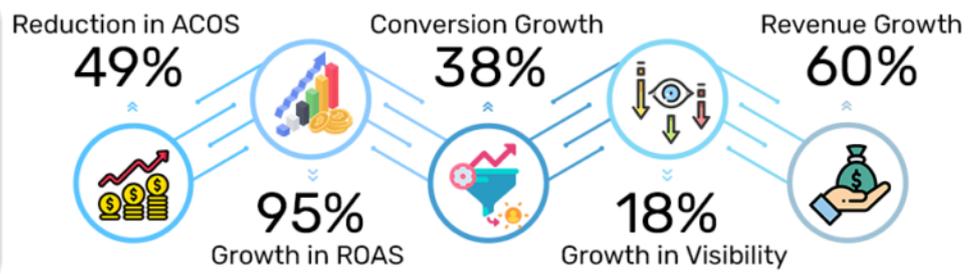
The Challenges faced by the brand initially on Flipkart-

- 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?\* \_\_\_\_\_