PAXCOM

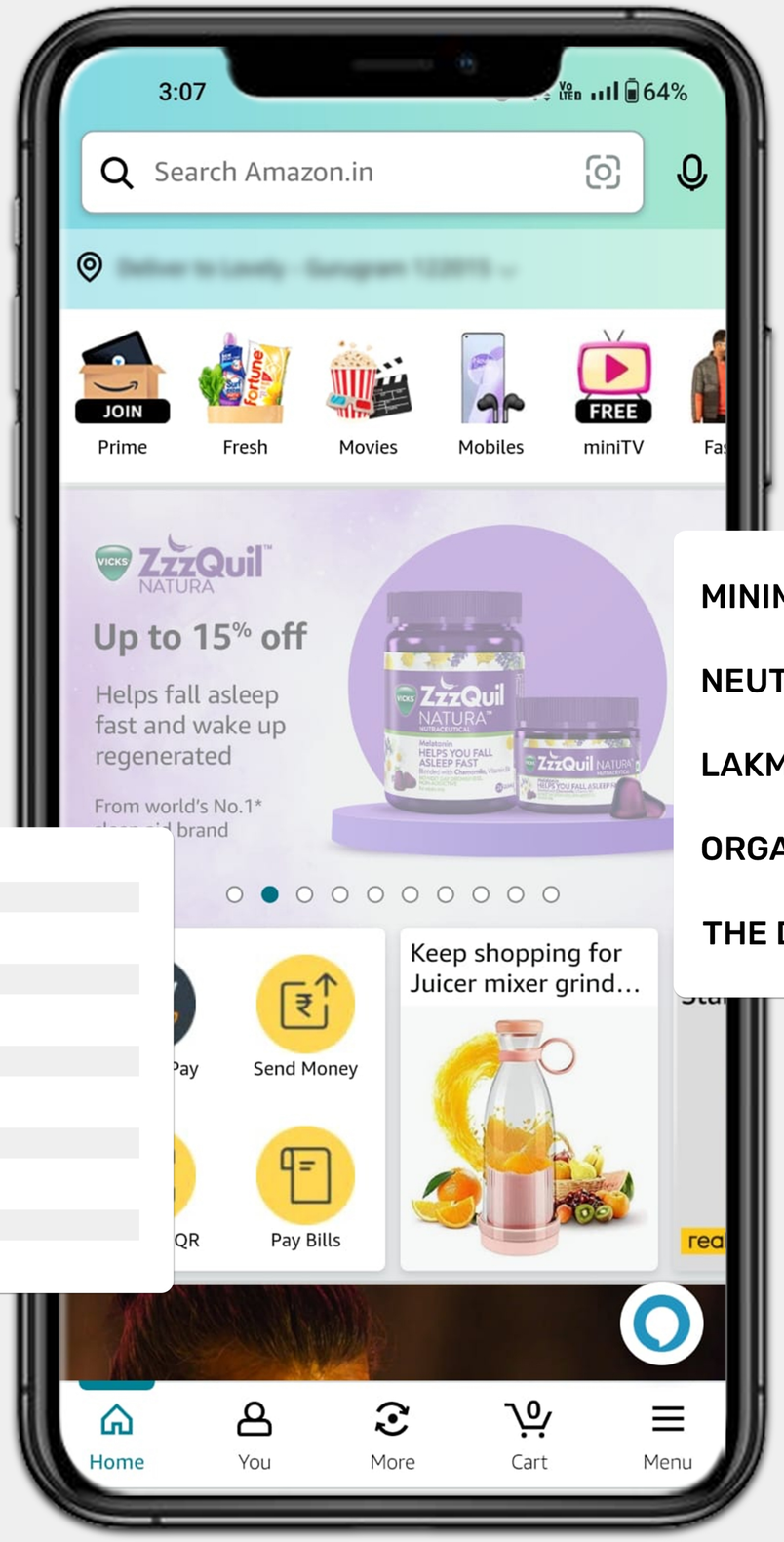
Which brand has been the most searched for **"sunscreen"** as of March?

These brands dominate the first page of search results for "sunscreen"

Disclaimer - These are not presented in any particular order.

PAXCOM

Organic Visibility Share AMAZON



1st–15th

MINIMALIST	
NEUTROGENA	
LAKME	
MAMAEARTH	
THE DERMA CO	

16th–31st

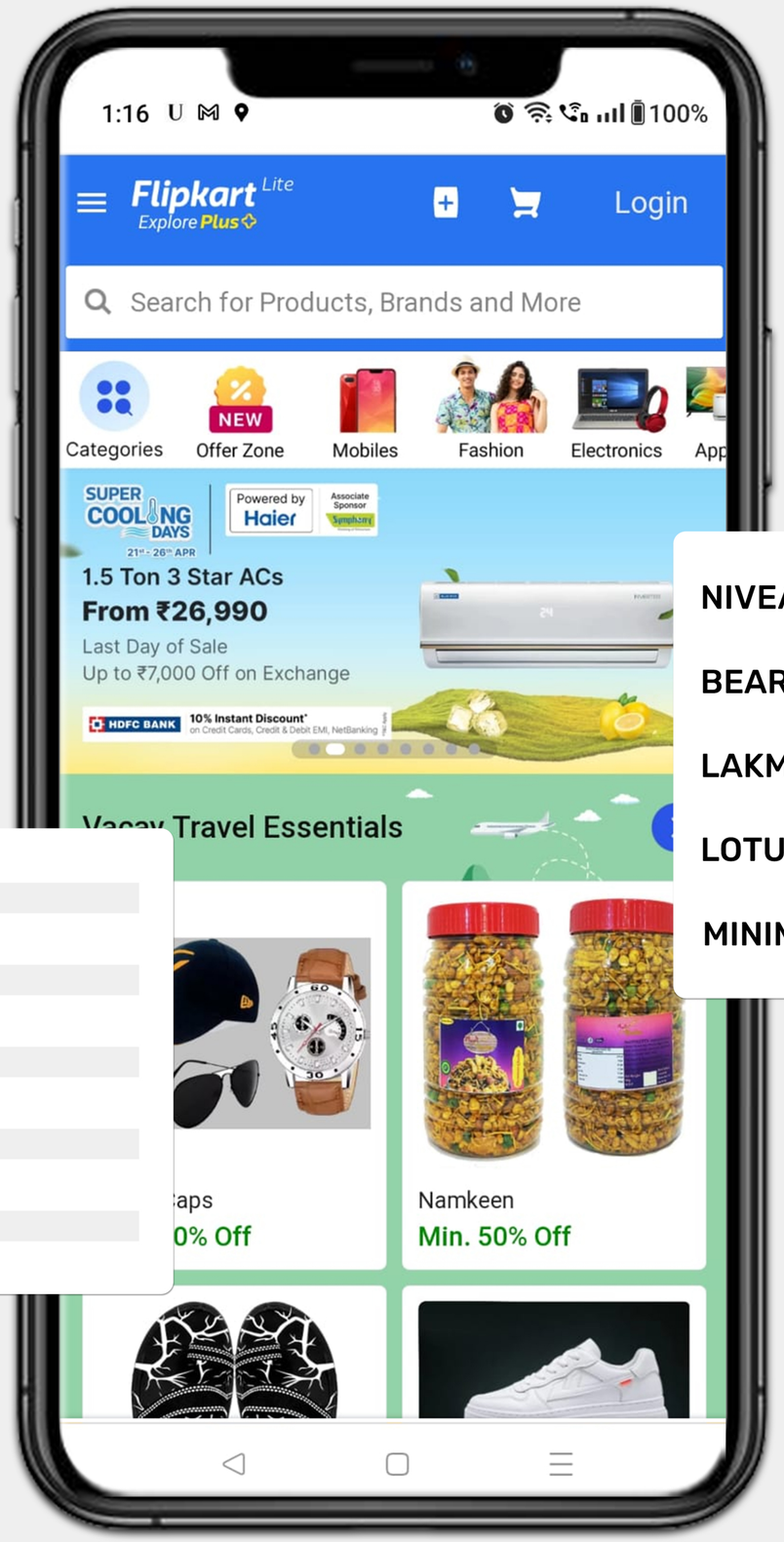
MINIMALIST	
NEUTROGENA	
LAKME	
ORGANIC HARVEST	
THE DERMA CO	

In the duration of 16th- 31st March, one brand's organic share increased by almost 5%.

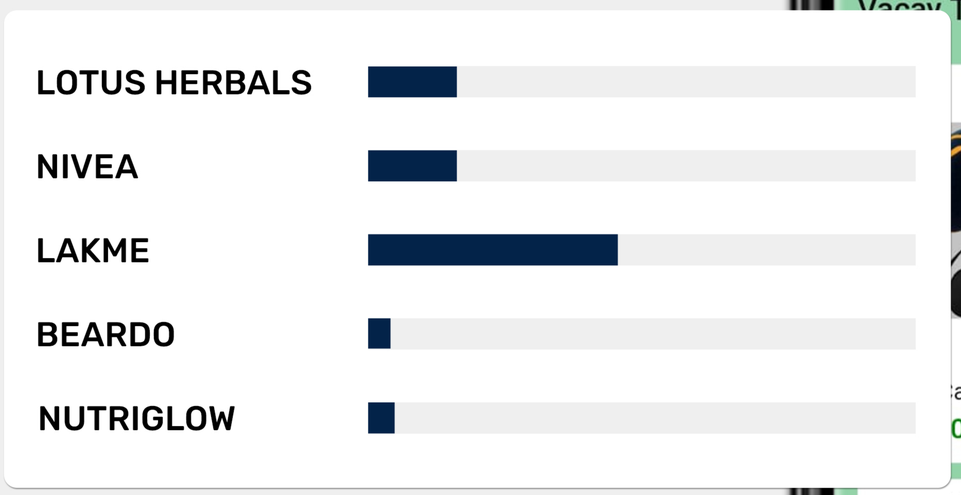
** This shows that brands have been taking the organic activities seriously and thus, it is an important metric to measure success in pulling out new customers.

PAXCOM

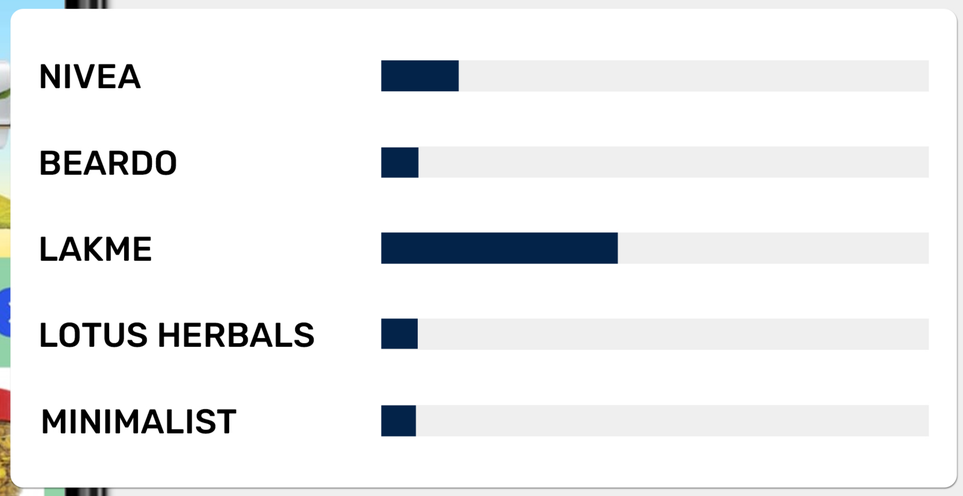
Organic Visibility Share FLIPKART



1st-15th



16th-31st



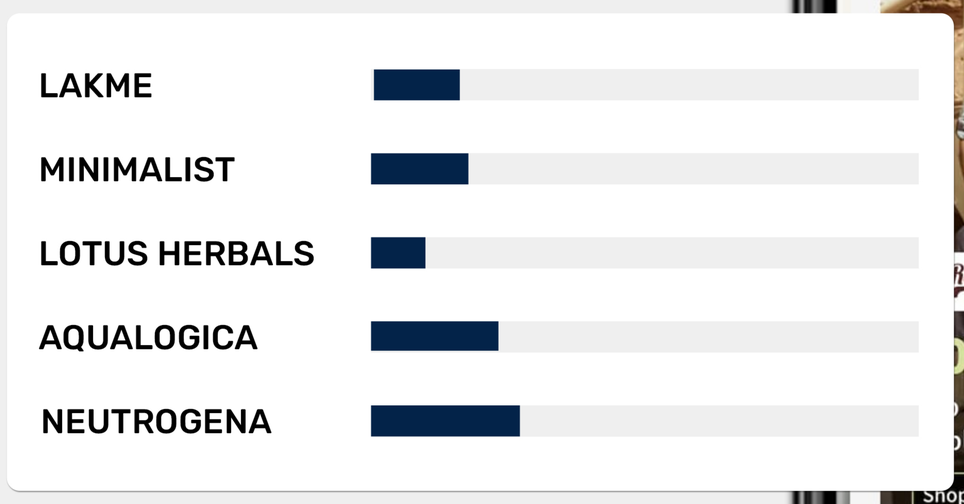
In the duration of 16th- 31st March, one brand's organic share increased by almost 2%.

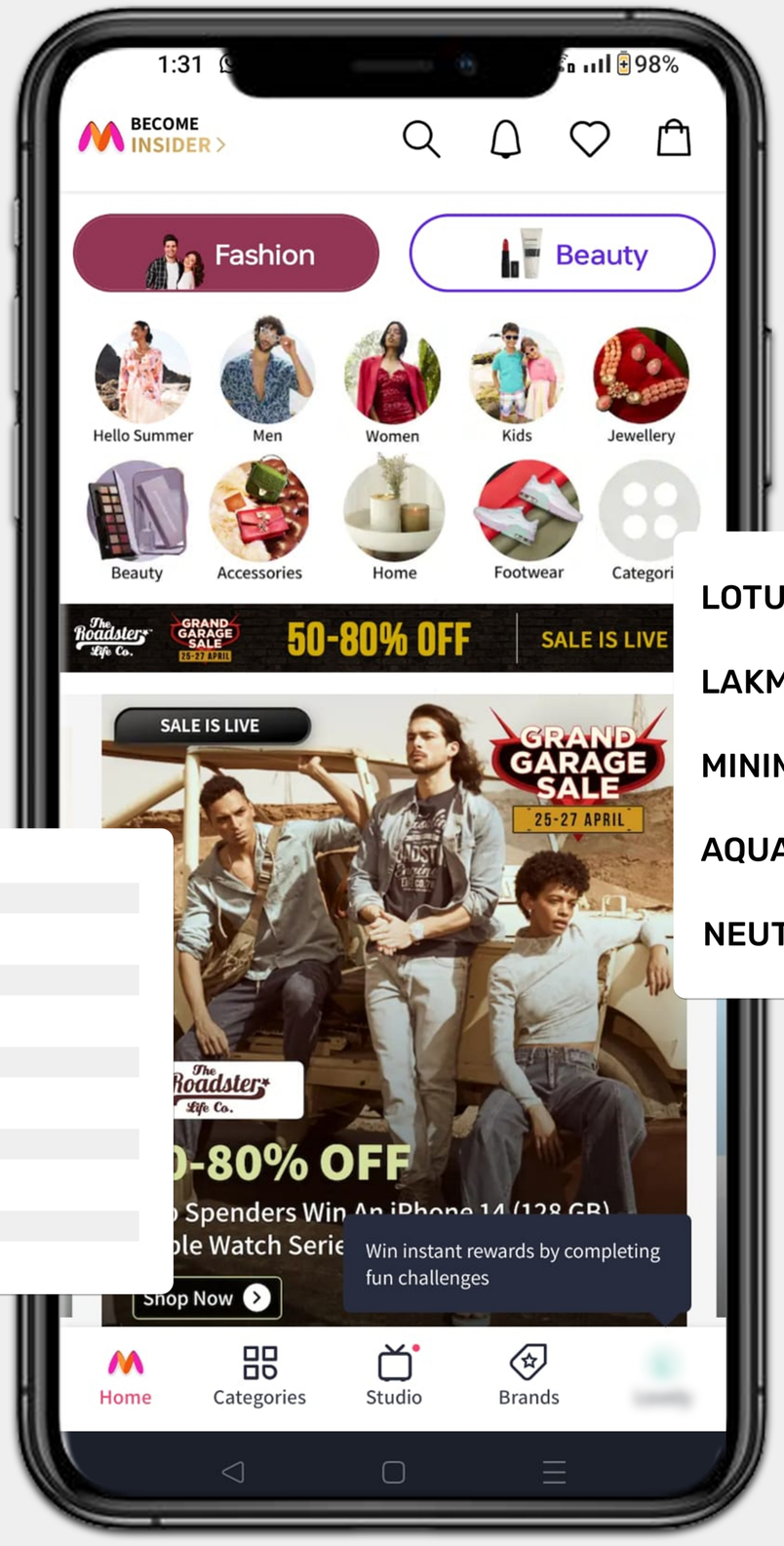
**This shows that organic activities provide a significant opportunity for the brands to get in front of new shoppers without spending heavily and thus have attributed to a larger share and a place in the top 5 brands.

PAXCOM

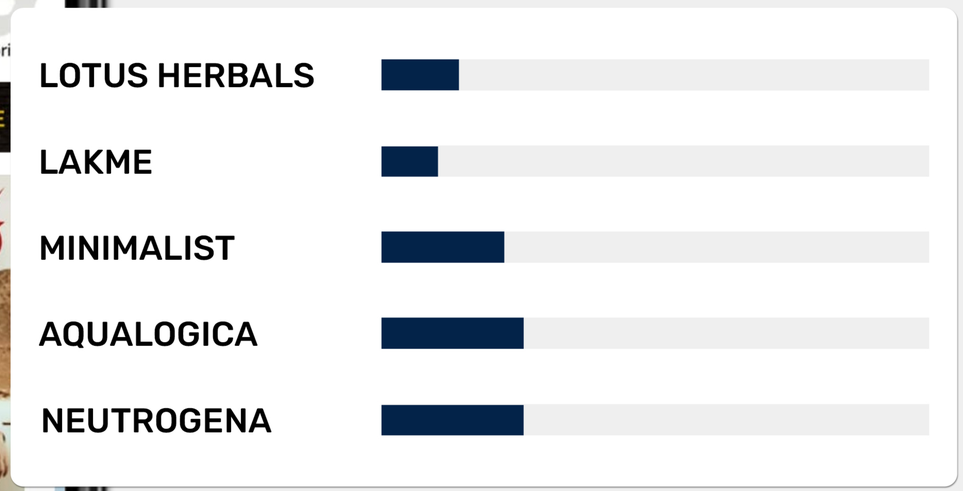
Organic Visibility Share MYNTRA

1st–15th





16th–31st



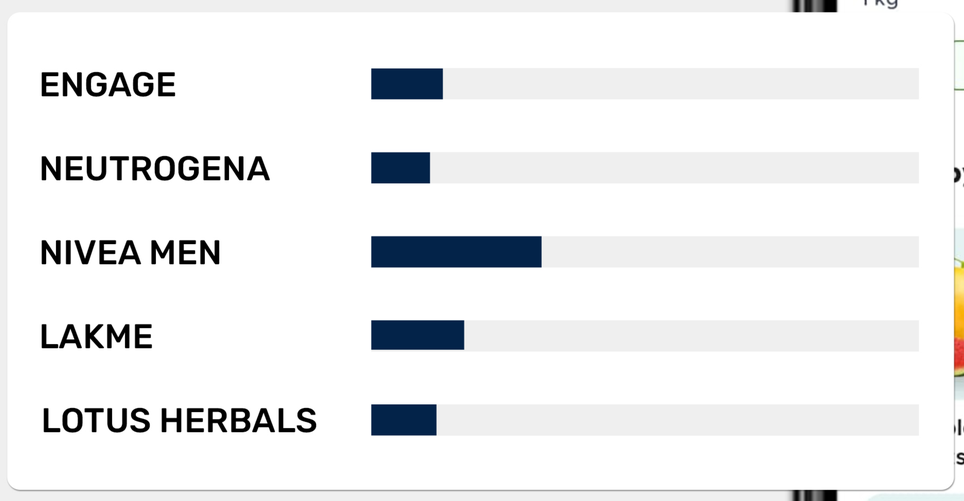
In the duration of 16th- 31st March, two brand's organic share increased in the range of 2 - 5%

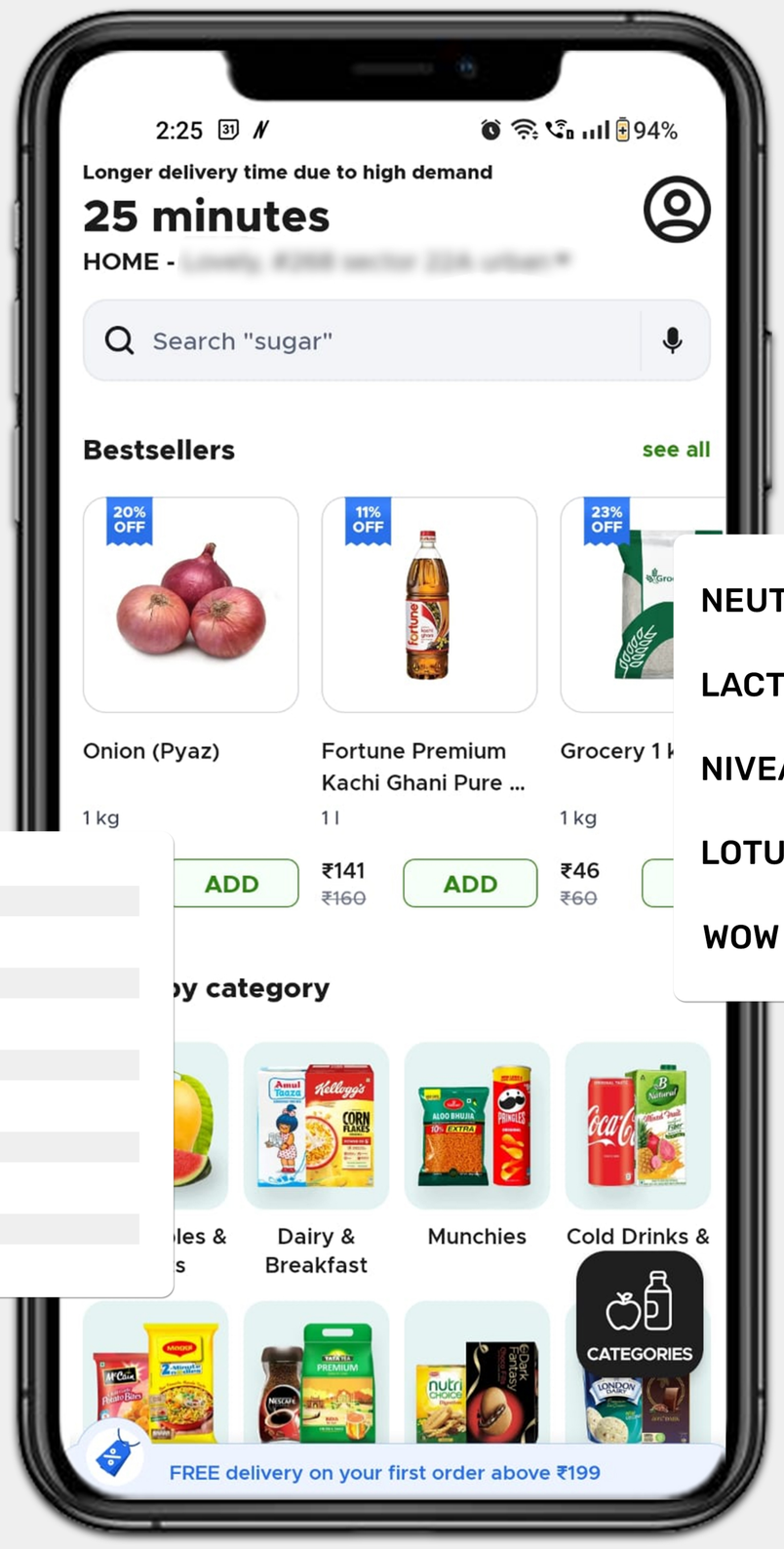
**This shows that organic activities combined to account for a huge sales, improved search engine rankings and increased brand awareness and have grown in importance for the brands to measure success.

PAXCOM

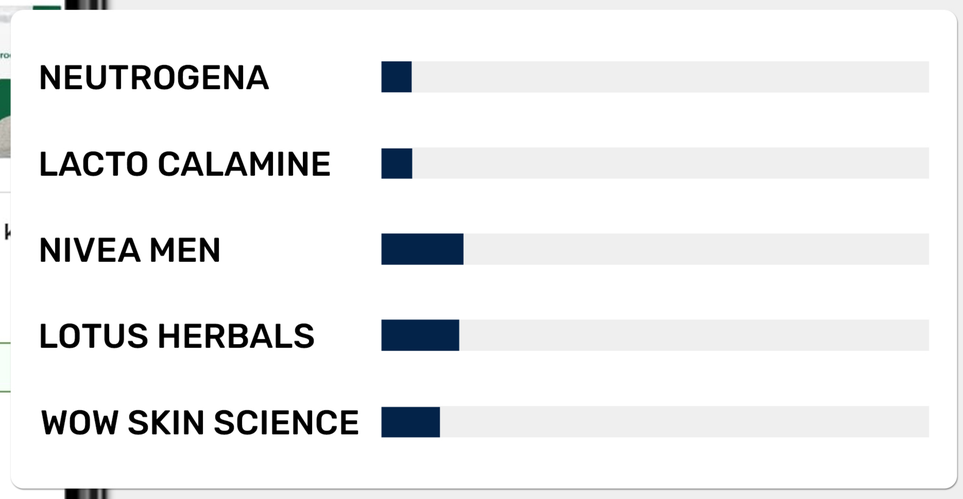
Organic Visibility Share BLINKIT

1st–15th





16th–31st

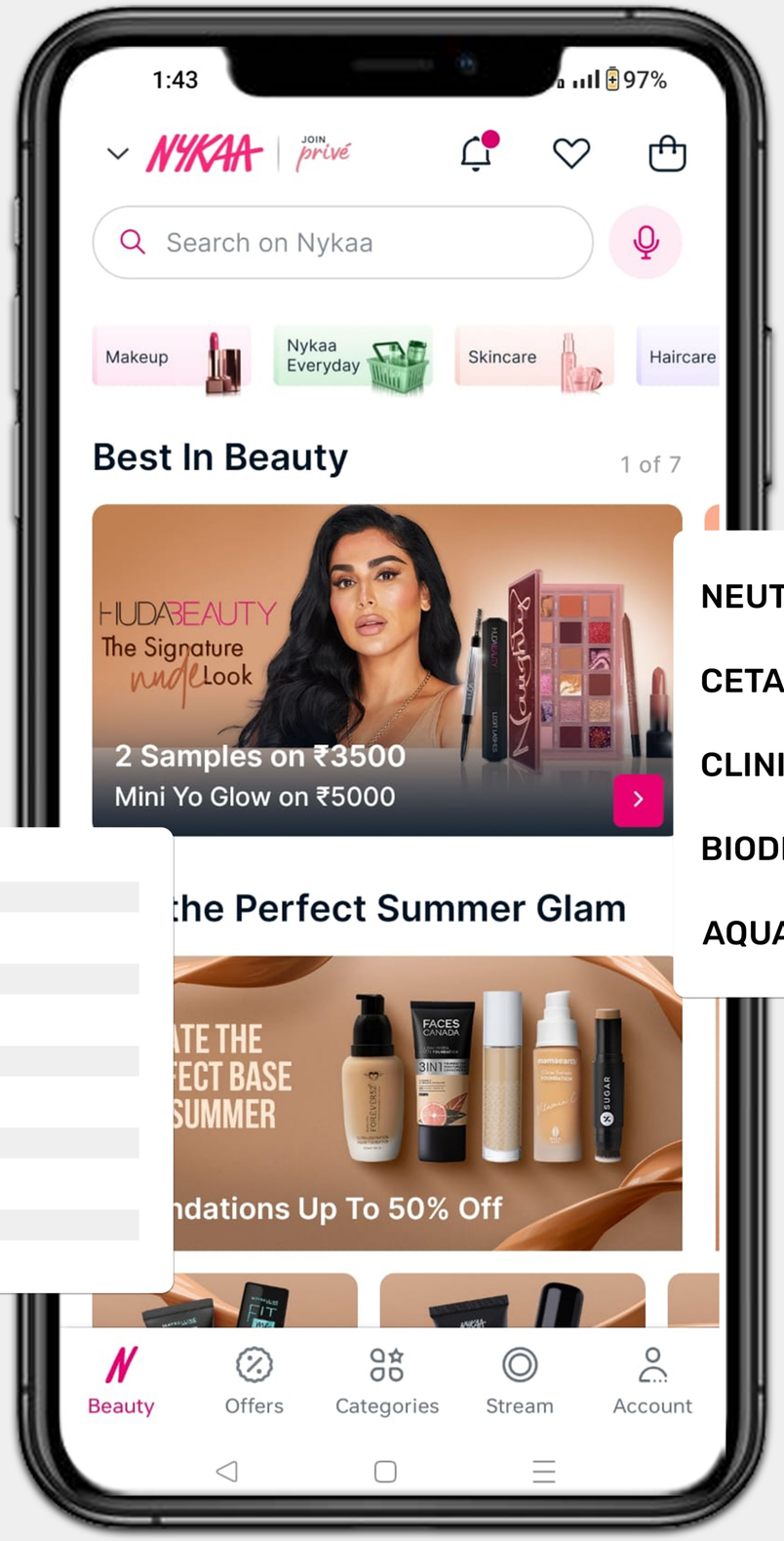


In the duration of 16th- 31st March, one brand's organic share increased by almost 7%.
During this duration, 2 new brands entered the top 3 list with almost 16% share outside the top 10.

**This shows that organic activities helps brands differentiate themselves from competitors, allow brands to target their ideal audience by optimizing their product listings and creating content that promotes internal growth.

PAXCOM

Organic Visibility Share NYKAA



1st–15th

DR. SHETH'S	
BIOTIQUE	
DOT & KEY	
AQUALOGICA	
RE'EQUIL	

16th–31st

NEUTROGENA	
CETAPHIL	
CLINIQUE	
BIODERMA	
AQUALOGICA	

In the duration of 16th- 31st March, one brand's organic share increased by almost 2%. During this duration, almost all new brands entered the top 3 list outside the top 10.

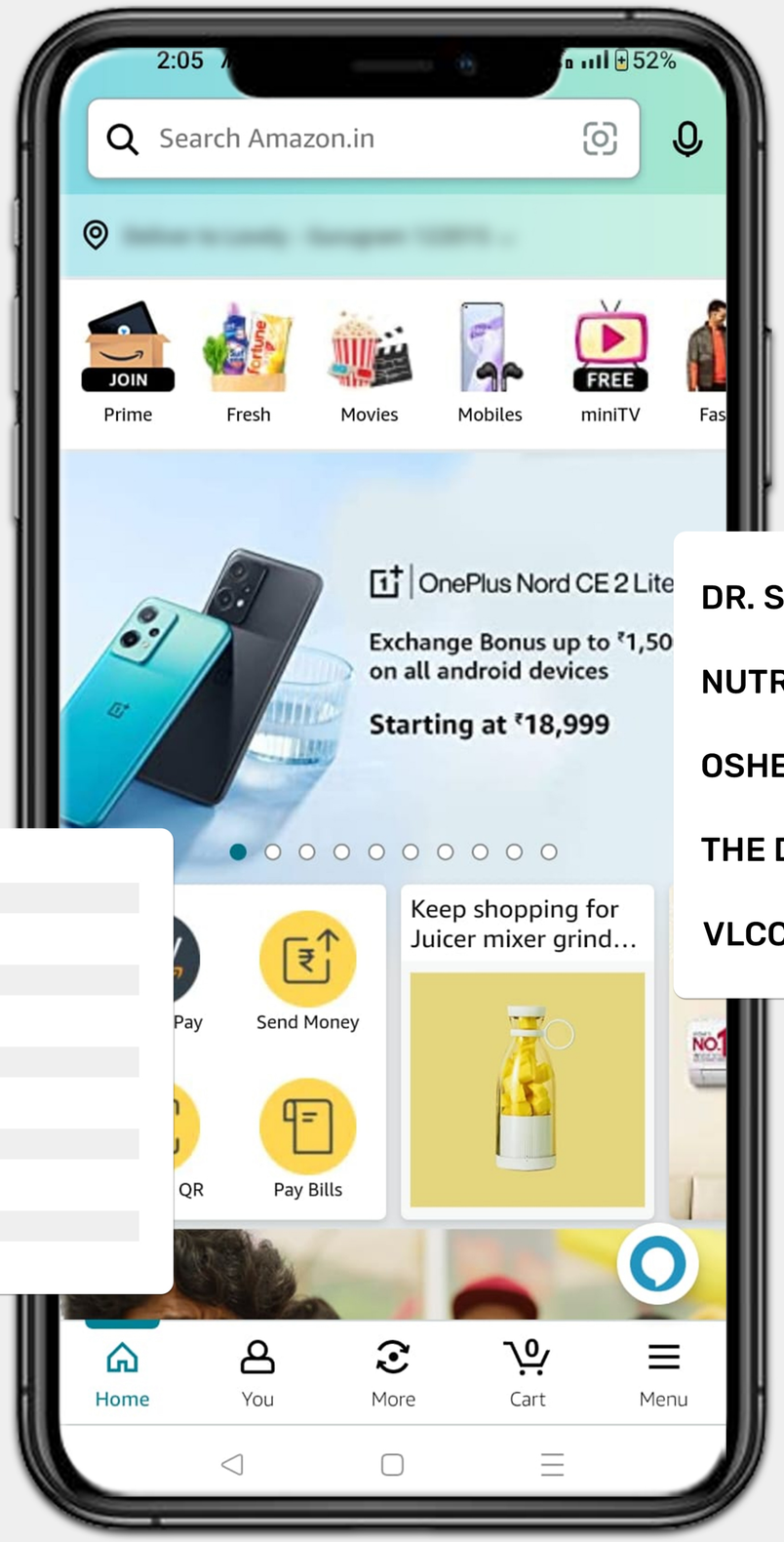
**This shows that organic activities are still a key driver for success, even when competing with new brands.

PAXCOM

Sponsored Share AMAZON

1st–15th

- AQUALOGICA
- MINIMALIST
- MAMAEARTH
- THE DERMA CO
- RE'EQUIL



16th–31st

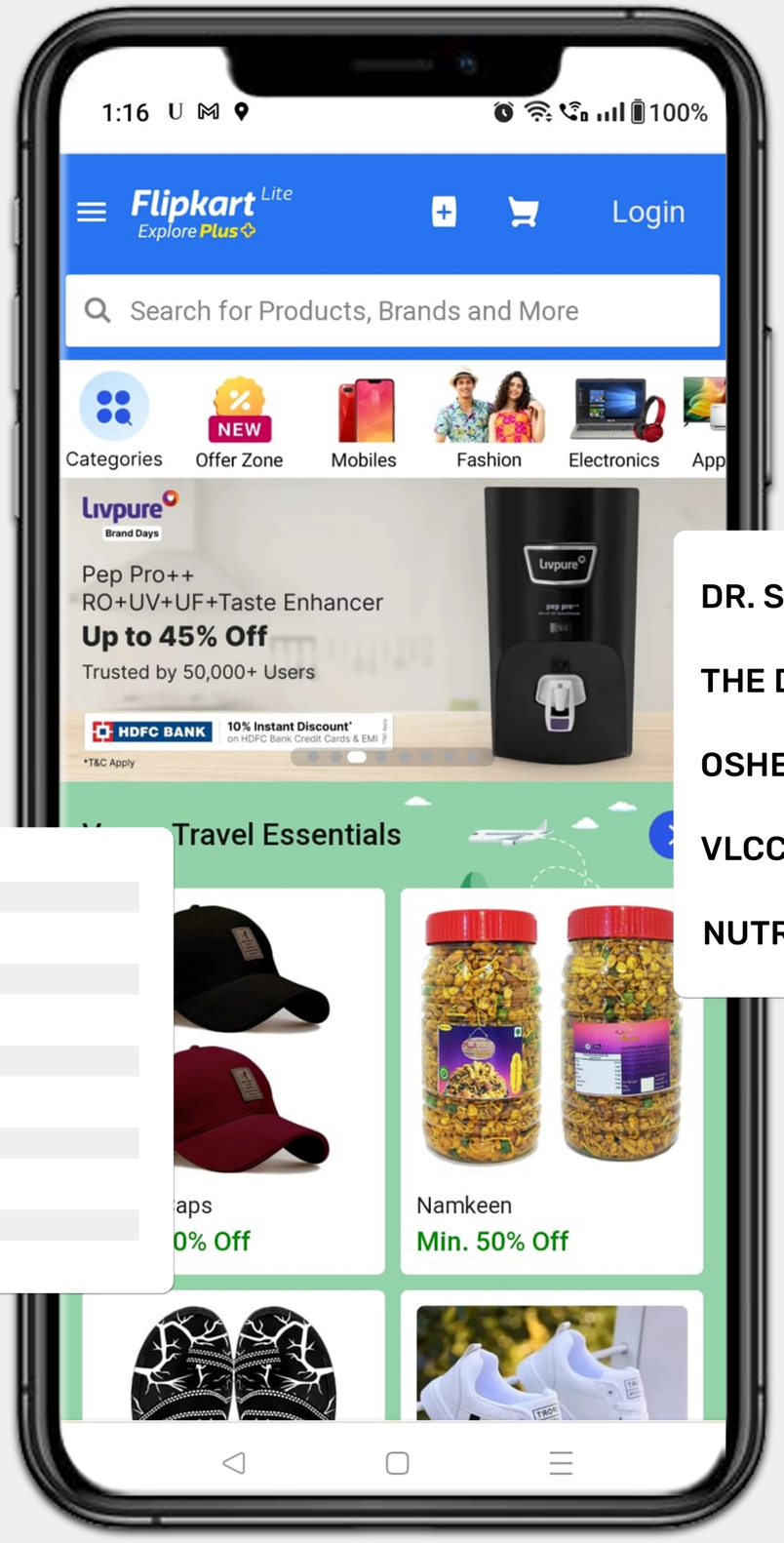
- DR. SHETH'S
- NUTRIGLOW
- OSHEA
- THE DERMA CO
- VLCC

We observed around a 2-3% increase in sponsored searches for one brand.
Two new brands ranked in the top five of SP ads. The search share was between 6 and 7%.

** Strategic advertising budgeting is a critical factor in driving campaign success, underscoring the importance of investing wisely in advertising approaches.

PAXCOM

Sponsored Share FLIPKART



1st–15th

AQUALOGICA	
THE DERMA CO	
MAMAEARTH	
RE'EQUIL	
MINIMALIST	

16th–31st

DR. SHETH'S	
THE DERMA CO	
OSHEA	
VLCC	
NUTRIGLOW	

In the duration of 16th- 31st March, we observed some new brands replacing the ones in the first 15 days (1-15th March) with the highest visibility in SP ads for the top 5 ranks

** Sponsored brand content provides a more organic and authentic way for brands to connect with their target audiences.

PAXCOM

Metrics that impact Organic visibility share

- Enhanced Brand content/ A+ content
- Category Keywords
  - Keywords Boost
  -Keywords placement
- Share of Voice
- Product Videos
- Product Images
- Product Description
- Optimize Product Listings
- Account health

Metrics that impact Sponsored share

- Lower bids
- Category targeting
- Not bidding on high search Keywords

PAXCOM

Discover the power of data-driven decision-making with Kinator
Track your data and achieve your brand goals