



INDIAN NBFC CLIENT **PERFORMANCE OVERVIEW**

PERSONAL LOAN CAMPAIGNS | 2024

CAMPAIGN OVERVIEW

Sep'24

TOTAL LEADS

7585

After Learnings from the Last Month & Daily Optimization This month, we have been able to cross **500 Leads** Threshold Daily on an average.

Source : Client Reports

TOTAL QUALIFIED LEADS

413

Conversion % from Clicks to Leads is 10% on Avg. Conversion % from Leads to Qualified Leads is 3.5% on Avg. Our benchmark is set on **4.5% Q%** on Avg

Source : Client Reports

AVG CPL

₹90.99

We Primarily focused on controlling our CPL's through **TCPA Bidding Strategy** which resulted in the success of our Campaigns by controlling CPL's

Source : Google Ads

TOTAL AD SPENDS

6.90 Lacs

Initially we started with 20K Avg Daily Spends scaling it to **100K per day** by the end of the month overcoming challenges & stabilizing CAC & CPL's

Source : Google Ads

CAC% : **5.48%** | Total Disbursement : **2.86 Cr**

KEYWORD PERFORMANCE

Keyword	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Search impr. share
	13,146	34.80%	26.5	3,992.38	87.27	54.29%
	10,148	42.86%	19.3	2,902.08	67.5	85.93%
	13,009	26.93%	13.06	2,734.38	62.13	39.26%
	6,466	7.09%	13.43	2,341.25	37.08	14.19%
	5,688	7.81%	12.86	1,885.56	38.8	15.59%
	5,441	10.54%	13.76	1,181.43	63.39	19.32%
	975	7.02%	18.48	340.74	52.89	26.91%
	1,331	10.13%	14.45	331.75	57.96	26.00%
	859	6.06%	11.97	251.38	40.9	10.01%

***Note :** Following are our top performing (disbursement providing) keywords for the month of September 2024

AUCTION INSIGHTS

Add filter Search Segment Columns Download Collapse						
Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	50.16%	—	—	91.56%	68.68%	—
abflldirect.com	19.39%	35.68%	35.62%	94.68%	35.38%	43.79%
indusind.com	< 10%	11.31%	22.60%	74.99%	11.66%	48.88%
bajajfinserv.in	< 10%	12.15%	16.61%	65.06%	9.81%	49.15%
paisabazaar.com	< 10%	15.95%	20.96%	81.08%	16.27%	48.48%



CHALLENGES FACED

CONVERSION TAG ISSUE

Default Conversion Tag offered by Google failed to measure Unique conversion on the website causing miss in data across Dashboards

HIGH INVALID CLICKS

Invalid Clicks & CTR raised up to 40% causing us to loose on impressions shares, auctions & impactful traffic for our Product Page.

CONSTANT G2 DISAPPROVAL

Site Links, Headlines, Keywords etc getting rejected due to Consumer Finance, FSV & Personal Loan Policy losing on Optimization & Targeting

IRRELEVANT TRAFFIC

Brand Keywords being run on Broad Match brought in a lot of Irrelevant Traffic. Tried P&C with Phrase & Exact Match but kept affecting the Traffic

HIGHER CPLS IN MONTH START

CPLs in the start of the month were between ₹200 to ₹600. Broad Match Brand Keywords caused a lot of inflation on the CPL's

SUDDEN CHANGES

Clients pushed changes directly on Live Environment causing the Conversion Tags Data to fall, causing campaigns to stop spending.

PRODUCT CHALLENGES

High Drop Outs

We are experiencing approx 20% drop offs in the journey causing a loss in Qualified Leads & Disbursement Overall.

High Interest Rates

Udyog PL Product has upto 25% Interest Rates with 2.5% Processing Fee being an ideal reason to drop off for customers.

Slow Loading Website

We have received recordings & concerns while testing & from consumers shared link from our end the website landing page took more than 10 secs to load which could be a major drop off reason.

Cap on Disbursement

Product has 5 Lakh Cap on Disbursement & no connector to other products with higher disbursement Cap leading to higher drop outs.

STEPS TAKEN

DAILY FOLLOW-UPS

Daily Touch Down with Google SPOC (Jackson) taking & giving updates to keep the campaigns maintained & avoiding any sudden downfalls.

Impact: Helped keep Traffic Volumes Stable while increasing spends slowly.

GDN & GSN EXCLUSION

Our Daily Comms with SPOC & Campaign Observation pointed GSN & GDN as Primary source of our Irrelevant Traffic.

Impact: Excluding GDN & GSN helped stabilize CPLs & overall qualified leads.

NEGATING SEARCH TERMS

100+ Keywords Negated Daily, 3 New Negative Keywords List Created & Updated in Oct Month. Daily Search Terms Monitoring & Optimizations.

Impact: Helped keeping irrelevant traffic out. Irrelevant Search Terms dropped by 90%

BIDDING AS PER CONV'S

Since the Conversion Tracking wasn't accurate & sudden changes kept occurring, we switched bids as per journey & trends occurring.

Impact: Helped Stabilizing the CPLs over time & letting google max out results for spends

OUR ACHIEVEMENTS

CTR's up to 40%

Our Brand Search Campaigns reached CTR's up to 40% & our Account's CTR's reached up to 20% at peak moments.

Reasons : High CTR's were achieved by focusing on,

- Captivating Text Assets
- Unique Site links (e.g Int %)
- Right Audience Signals
- Winning Auction Insights
- Higher Visibility

CPC up to ₹10

We managed to reduce our Account's CPC from ₹25 to the range of ₹12 - ₹10 during peak seasonality.

Reasons : CPC's were lowered by focusing on,

- Negating Irrelevant Search Terms
- Keeping the Bidding Strategy Updated
- Gradually Increasing CTR's with Spends

CAC up to 2.25%

We managed to reduce our CAC from 30% Last Month to 5.5% with the Product Challenges & Limitations

Reasons : CAC was lowered by focusing on,

- Bidding Strategy - TCPA
- CTR's Increased
- CPC's Lowered
- Budgets Increased
- Right Audience Targeting
- Daily Optimizations

CAMPAIGN OVERVIEW

Sep'24

TOTAL LEADS

7,585

Source : Client Reports

TOTAL QUALIFIED LEADS

413

Source : Client Reports

AVG CPL

₹90.99

Source : Google Ads

TOTAL AD SPENDS

6.90 Lacs

Source : Google Ads

CAC% : **3.72%** | Total Disbursement : **1.86 Cr**

CAMPAIGN OVERVIEW

Oct'24

TOTAL LEADS

18,317

Source : Client Reports

TOTAL QUALIFIED LEADS

798

Source : Client Reports

AVG CPL

₹85.99

Source : Google Ads

TOTAL AD SPENDS

15.67 Lacs

Source : Google Ads

CAC% : **5.48%** | Total Disbursement : **2.86 Cr**

CAMPAIGN OVERVIEW

Nov'24

TOTAL LEADS

25,645

Source : Client Reports

TOTAL QUALIFIED LEADS

1007

Source : Client Reports

AVG CPL

₹83.46

Source : Google Ads

TOTAL AD SPENDS

21.40 Lacs

Source : Google Ads

CAC% : **4.84%** | Total Disbursement : **4.42 Cr**

CAMPAIGN OVERVIEW

Dec'24

TOTAL LEADS

60,531

Source : Client Reports

TOTAL QUALIFIED LEADS

2239

Source : Client Reports

AVG CPL

₹82.37

Source : Google Ads

TOTAL AD SPENDS

49.86 Lacs

Source : Google Ads

CAC% : **4.73%** | Total Disbursement : **10.54 Cr**

CAMPAIGN OVERVIEW

Jan'24

TOTAL LEADS

1.13 L+

Source : Client Reports

TOTAL QUALIFIED LEADS

4183

Source : Client Reports

AVG CPL

₹86.47

Source : Google Ads

TOTAL AD SPENDS

98.3 Lacs

Source : Google Ads

CAC% : **4.42%** | Total Disbursement : **22.23 Cr**