

**AJMAL PERFUME**

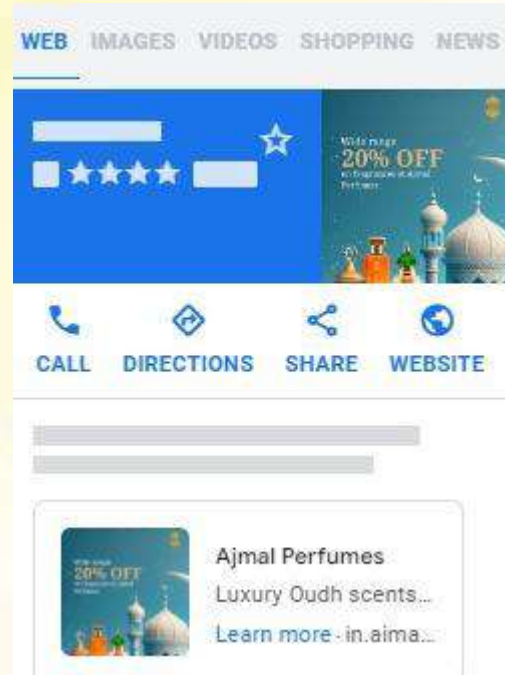
**CASE STUDY**

# Total Campaign Insight 2024

- Total Click - 49,348
- Total Impression - 18,036,813
- Total Spent - ₹439,074.37
- Total Interaction - 4,528,169
- Conversion - 164,639.00
- Cost Per Conv - ₹2.67
- Conv Rate - 3.63%

## Types of Campaigns:

- Store Visit campaign on Google adword
- GDN ads



**Store Visit Campaign**



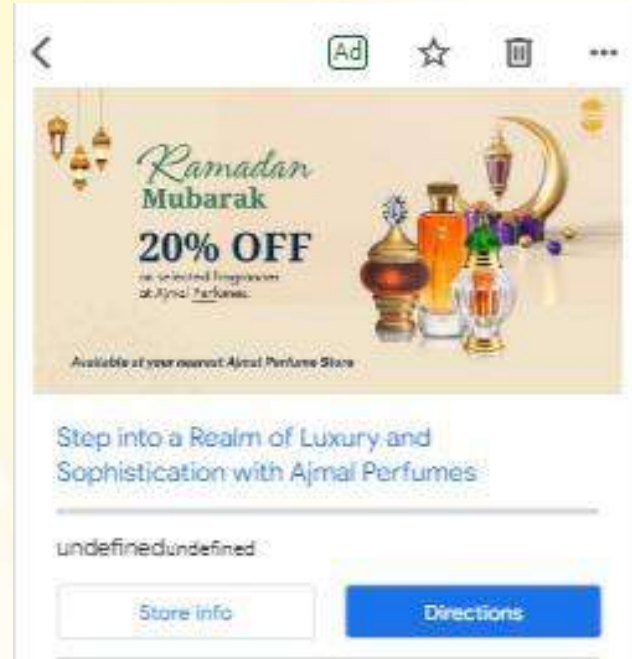
**GDN Campaign**

# Chennai locations Campaign 2024

- Total Click - 49,348
- Total Impression - 2,347,995
- Total Spent - ₹71,472.72
- Total Interaction - 694,977
- Conversion - 26,510
- Cost Per Conv - ₹2.70
- Conv Rate - 3.81%

Types of Campaigns:

- Store Visit campaign on Google adword



## Store Visit Campaign

# Type of Store Visit Ads

A screenshot of a Google search result. At the top is the Google logo and a search bar. Below the search bar are tabs for WEB, IMAGES, VIDEOS, SHOPPING, and NEWS. The main result is a blue-bordered card for 'Aajmal Perfumes'. It features a star rating of 4.5, a 'Ramadan Mubarak 20% OFF' banner with images of perfume bottles, and a '20% OFF' badge. Below the card are buttons for CALL, DIRECTIONS, SHARE, and WEBSITE. At the bottom, there is a snippet of text: 'Avail Ramadan De... Discover Attars at 2... Contact us - in.ajmal...'.

A screenshot of a Google Maps interface. A red location pin is placed on a street map. Below the map is a search result card for 'Aajmal Perfumes'. The card shows a star rating of 4.5, a 'Ramadan Mubarak 20% OFF' banner, and the text: 'Avail Ramadan Deal... Discover Attars at 20... Contact us - in.ajmal.co...'.

A screenshot of a YouTube video player. The video content is a perfume advertisement for 'Aajmal Perfumes'. The ad features a banner with 'Ramadan Mubarak 20% OFF' and images of perfume bottles. Below the banner, it says 'Available at your nearest Aajmal Perfume Store'. There is a 'Contact us' button with an envelope icon. Below that, the text reads: 'Easy Gifting & avail 20% Off Elevate Ramadan with Dakhoon Royal and get 20% off at Aajmal store near you Ad · Aajmal Perfume'.

A screenshot of a mobile app interface. At the top, there is a navigation bar with a back arrow, an 'Ad' label, a star icon, a trash icon, and a menu icon. The main content is a perfume advertisement for 'Aajmal Perfumes'. It features a banner with 'Ramadan Mubarak 20% OFF' and images of perfume bottles. Below the banner, it says 'Available at your nearest Aajmal Perfume Store'. There is a text block: 'Step into a Realm of Luxury and Sophistication with Aajmal Perfumes'. At the bottom, there are two buttons: 'Store info' and 'Directions'.

# Campaign Insight

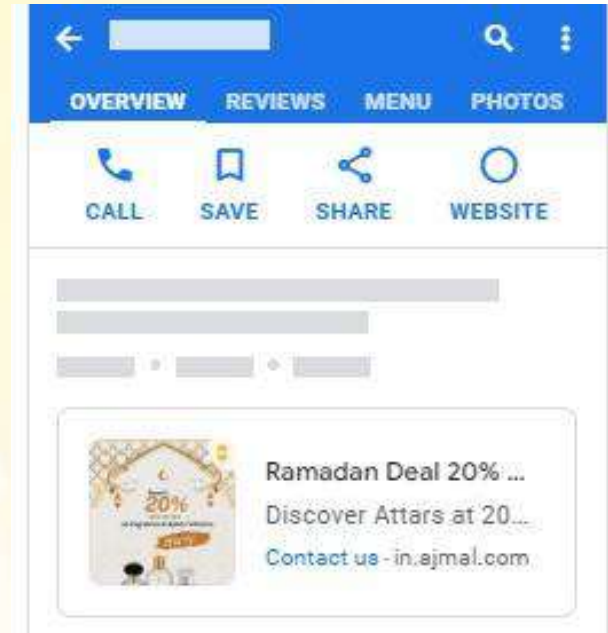
Store locations	↓ Local reach (impressions)	Call clicks	Driving directions
Ajmal Perfumes New No 65, Ground Floor, Hotel Sea Shell Residency, 65, Greams Rd, Thousand Lights East, Thousand Lights, Chennai, Tamil Nadu 600006	2,331,686	7,089	26,510

# Hyderabad locations Campaign 2024

- Total Click - 56,126
- Total Impression - 2,832,706
- Total Spent - ₹70,764.60
- Total Interaction - 814,328
- Conversion - 29,078
- Cost Per Conv - ₹2.43
- Conv Rate - 3.57%

Types of Campaigns:

- Store Visit campaign on Google adword



## Store Visit Campaign



# Type of Store Visit Ads

This screenshot shows a Google search result for a perfume store advertisement. At the top, the Google logo and search bar are visible. Below the search bar, there are tabs for WEB, IMAGES, VIDEOS, SHOPPING, and NEWS. The main content area features a blue header with a search bar and a star rating. Below this, there is a call to action bar with icons for CALL, DIRECTIONS, SHARE, and WEBSITE. The advertisement itself is a promotional banner for a 20% discount on fragrances at Ajmal Perfumes, with a 'Hurry!' banner and an image of perfume bottles. Below the banner, there is a 'Contact us' link and a 'Ramadan Sale 20% Off' heading. The description reads: 'Step into a Realm of Luxury and Sophistication with Ajmal Perfumes'. The ad is labeled as 'Ad · Ajmal Perfume'.

This screenshot shows a YouTube video player displaying a perfume advertisement. The video content is a promotional banner for a 20% discount on fragrances at Ajmal Perfumes, with a 'Hurry!' banner and an image of perfume bottles. Below the video, there is a 'Contact us' link and a 'Ramadan Sale 20% Off' heading. The description reads: 'Step into a Realm of Luxury and Sophistication with Ajmal Perfumes'. The ad is labeled as 'Ad · Ajmal Perfume'.

This screenshot shows a mobile app interface displaying a perfume advertisement. The advertisement is a promotional banner for a 20% discount on fragrances at Ajmal Perfumes, with a 'Hurry!' banner and an image of perfume bottles. Below the banner, there is a 'Get member Wood 20% off at Hyderabad stores near you.' text. There are two buttons: 'Store info' and 'Directions'.

This screenshot shows a mobile app interface displaying a perfume advertisement. The advertisement is a promotional banner for a 20% discount on fragrances at Ajmal Perfumes, with a 'Hurry!' banner and an image of perfume bottles. Below the banner, there is a 'Ramadan Deal 20% Off' heading. The description reads: 'Discover Attars at 20%'. The ad is labeled as 'Ad · Ajmal Perfume'.

# Campaign Insight

Store locations	↓ Local reach (impressions)	Call clicks	Driving directions
Ajmal Perfumes Ground Floor, Podium Mall, Toli Chowki, Hyderabad, Telangana 500008	2,778,897	8,940	28,897
Ajmal Perfumes Shop No. 5-9-189/190, Ground Floor, Chirag Ali Lane, Methodist Complex, Opposite Chermas, Besides DCB Bank, Hyderabad, Telangana 500001	23,926	14	130
AJMAL PERFUMES Jabbar Building, SD Road, Sandhu Apartment, Kalasiguda, Secunderabad, Telangana 500003	19,210	0	51

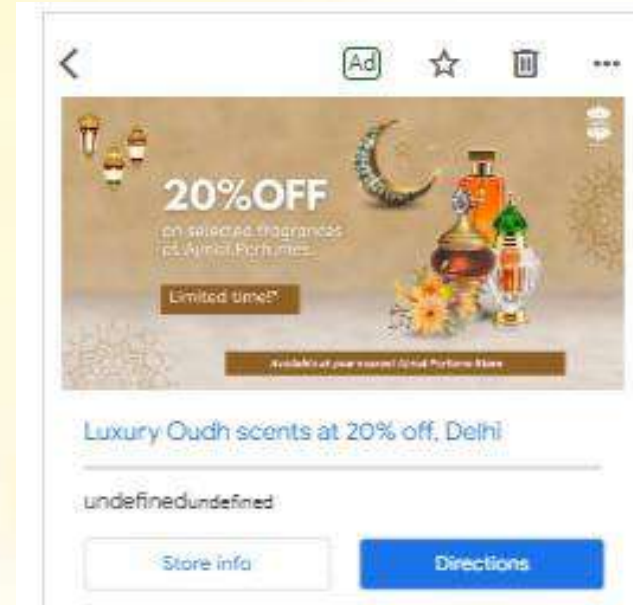


# Delhi locations Campaign 2024

- Total Click - 53,110
- Total Impression - 2,945,336
- Total Spent - ₹73,915.02
- Total Interaction - 842,572
- Conversion - 26,894.00
- Cost Per Conv - ₹2.75
- Conv Rate - 3.19%

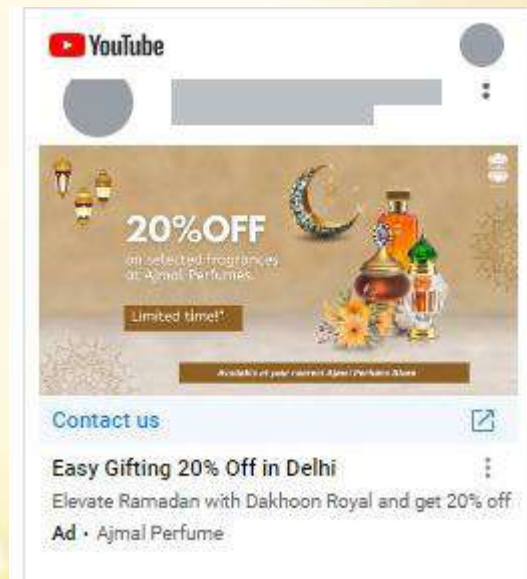
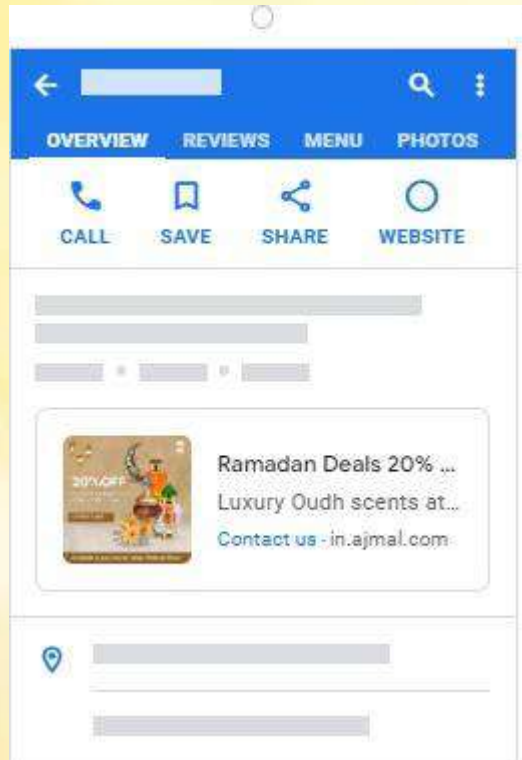
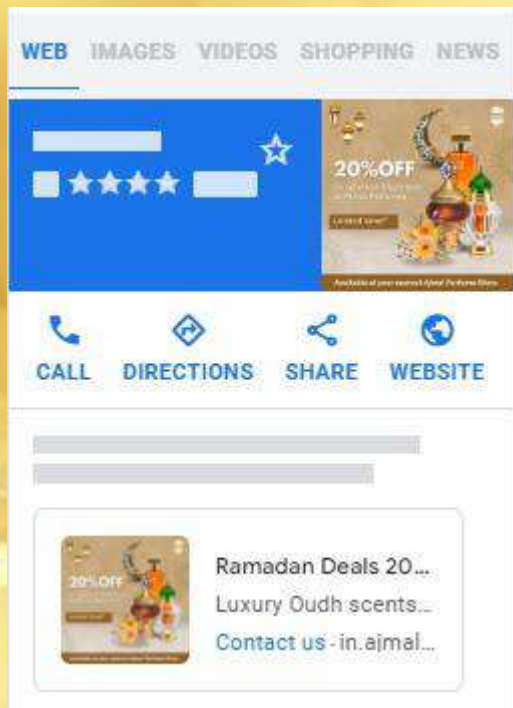
## Types of Campaigns:

- Store Visit campaign on Google adword



## Store Visit Campaign

# Type of Store Visit Ads



# Campaign Insight

Store locations	↓ Local reach (impressions)	Call clicks	Driving directions
AJMAL PERFUMES 42, Ground Floor, N.W.A Club Road NWA, Punjabi Bagh, Mob-9810537650, Delhi 110026	2,579,838	6,826	24,116
AJMAL PERFUME Shop No. F, 28, Connaught Place, New Delhi, Delhi 110001	284,690	722	2,585
Ajmal Perfume Ground, Shop No7, Market, Nizamuddin West, New Delhi, Delhi 110013	43,118	48	193

# Bangalore locations Campaign 2024

- Total Click - 49,970
- Total Impression - 2,326,956
- Total Spent - ₹71,433.23
- Total Interaction - 665,489
- Conversion - 27,780.00
- Cost Per Conv - ₹2.57
- Conv Rate - 4.17%

Types of Campaigns:

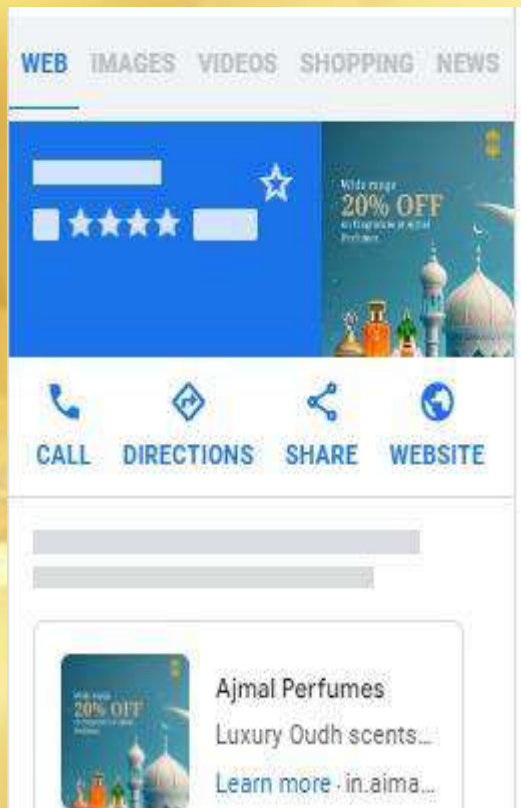
- Store Visit campaign on Google adword



## Store Visit Campaign

# Type of Store Visit Ads

WEB IMAGES VIDEOS SHOPPING NEWS



Wide range  
**20% OFF**  
on fragrances at Ajmal  
Perfumes.

CALL DIRECTIONS SHARE WEBSITE


Ajmal Perfumes  
Luxury Oudh scents at...  
Learn more · in.ajma...

← [Search Bar] 🔍 ☰

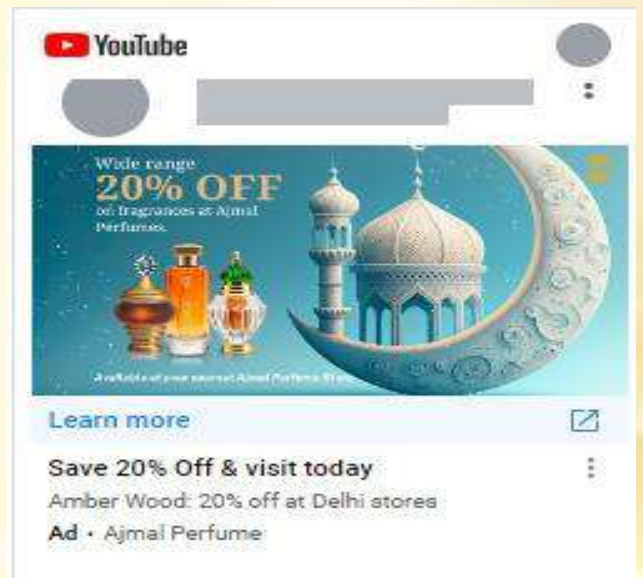
OVERVIEW REVIEWS MENU PHOTOS

CALL SAVE SHARE WEBSITE

[Blurred Store Name]  
[Blurred Address]  
[Blurred Phone Number]

 Ajmal Perfumes  
Luxury Oudh scents at...  
Learn more · in.ajmal.com

YouTube [Profile Picture] [Menu Icon]



Wide range  
**20% OFF**  
on fragrances at Ajmal  
Perfumes.

Available at your nearest Ajmal Perfume Store.

Learn more

Save 20% Off & visit today  
Amber Wood: 20% off at Delhi stores  
Ad · Ajmal Perfume

← [Ad Icon] ☆ [Close Icon] ☰



Wide range  
**20% OFF**  
on fragrances at Ajmal  
Perfumes.

Available at your nearest Ajmal Perfume Store.

Luxury Oudh scents at 20% off, Delhi

undefinedundefined

Store info Directions



# Campaign Insight

Store locations	Local reach (impressions)	Call clicks	Driving directions
Ajmal Perfumes Shop no: 5.6 & 7 , Ground Floor, Nehar Heritage Hotel, St Mark's Rd, next to traffels, Bengaluru, Karnataka 560001	2,282,414	7,774	27,626
Ajmal Perfumes 11/2, Ground Floor, Pentagon Towers, Mosque Rd, opp. Albert Bakery, Pulikeshi Nagar, Bengaluru, Karnataka 560005	28,510	7	110
Ajmal Perfumes 5 DICKENSON ROAD, COMMERCIAL STREET JUNCTION CORPORATION WARD NO.81, Kamataka 560042	7,519	2	44




# Kerala locations Campaign 2024

- Total Click - 73,244
- Total Impression - 3,109,102
- Total Spent - ₹72,163.14
- Total Interaction - 867,400
- Conversion - 39,944.00
- Cost Per Conv - ₹1.81
- Conv Rate - 4.60%

## Types of Campaigns:

- Store Visit campaign on Google adword



The image shows a Facebook advertisement for Aijmal Perfume. At the top, there is a YouTube logo and a greyed-out profile picture. The main ad content features a banner with the text "Ramadan Mubarak" in a cursive font, followed by "20% OFF" in large, bold letters. Below this, it says "on selected fragrances at Aijmal Perfumes". To the right of the text are several perfume bottles and a crescent moon. At the bottom of the banner, it says "Available at your nearest Aijmal Perfume Store". Below the banner is a blue "Contact us" button with an external link icon. Underneath that, the text reads "Ramadan Offer 20% Off Now" followed by "Get Amber Wood 20% off at Hyderabad stores near you". At the very bottom, it says "Ad • Aijmal Perfume".

## Store Visit Campaign

# Type of Store Visit Ads

WEB IMAGES VIDEOS SHOPPING NEWS

★★★★★

Ramadan Mubarak  
20% OFF  
on selected fragrances at Ajmal Perfumes

CALL DIRECTIONS SHARE WEBSITE

Avail Ramadan Deal ...  
Discover Attars at 2...  
Contact us - in.ajmal...

← [Search Bar] 🔍 ⋮

OVERVIEW REVIEWS MENU PHOTOS

CALL SAVE SHARE WEBSITE

[Redacted]

[Redacted]

[Redacted]

Avail Ramadan Deal ...  
Discover Attars at 20...  
Contact us - in.ajmal.com

YouTube [Profile]

Ramadan Mubarak  
20% OFF  
on selected fragrances at Ajmal Perfumes

Available at your nearest Ajmal Perfume Store

Contact us

Ramadan Offer 20% Off Now  
Get Amber Wood 20% off at Hyderabad stores near you  
Ad • Ajmal Perfume

< Ad ☆ 🗑️ ⋮

Ramadan Mubarak  
20% OFF  
on selected fragrances at Ajmal Perfumes

Available at your nearest Ajmal Perfume Store

Get Amber Wood 20% off at Hyderabad stores near you

undefinedundefined

Store info Directions

# Campaign Insight

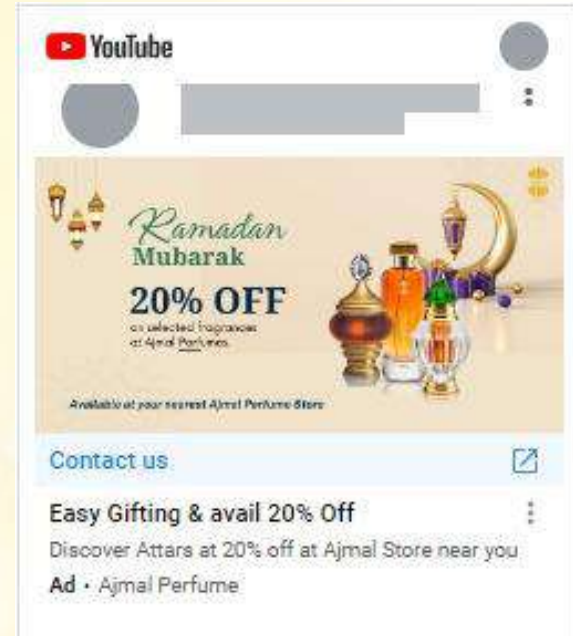
Store locations	Local reach (impressions)	Call clicks	Driving directions
Ajmal Perfumes - <b>اجمال للعطور</b> Ground Floor, SKC Tower, NH 66, opposite Stanley Showroom, Kundannoor, Maradu, Ernakulam, Kerala 682304	2,131,327	7,041	27,803
Ajmal Perfumes Shop No C23, Ground Floor, Opp Lulu Hypermarket Entrance,Lulu Mall, Anayara, Thiruvananthapuram, Kerala 695029	414,810	1,314	5,655
Ajmal Perfumes T-12 Ground, R.P.Mall, 5/3410, opp. Mofussil Bus Stand Building, Kozhikode, Kerala 673004	268,451	817	3,429
AJMAL PERFUME 4, 1737A, Mallapuram Road, Dist, Kottakkal, Kerala 676503	262,578	669	3,057

# Uttar Pradesh locations Campaign 2024

- Total Click - 54,365
- Total Impression - 4,294,761
- Total Spent - ₹74,450.62
- Total Interaction - 642,027
- Conversion - 14,433.00
- Cost Per Conv - ₹5.16
- Conv Rate - 2.25%

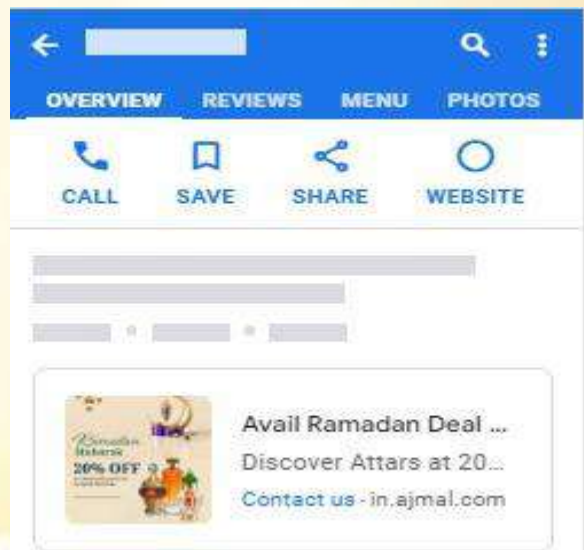
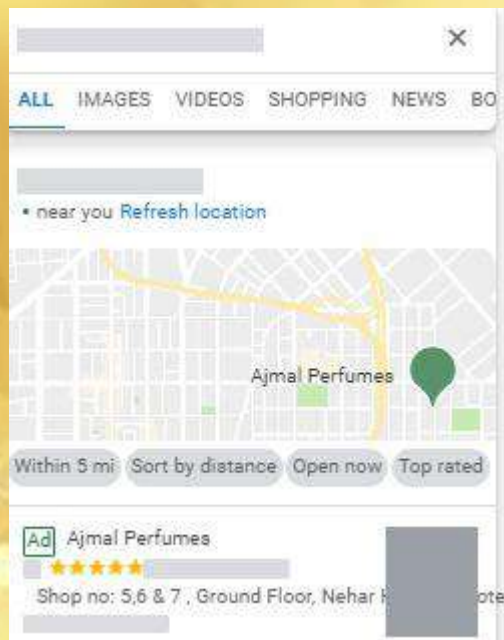
Types of Campaigns:

- Store Visit campaign on Google adword



## Store Visit Campaign

# Type of Store Visit Ads





# Campaign Insight

Store locations	↓ Local reach (impressions)	Call clicks	Driving directions
Ajmal Perfumes - Lulu Mall Unit No. F-003 At Ground Floor Lulu Mall Opposite Hyper Market At Plot No-T5 And T4A, Sector B Ansal API, Lucknow, Uttar Pradesh 226030	2,843,318	0	7,312
Ajmal Perfumes Shop No 340, Rangsaaz Mohalla, Near, Hanuman Chowk, Patel Puri, Bombay Bazar, Sadar, Meerut Cantt, Meerut, Uttar Pradesh 250001	780,619	1,186	4,943
Ajmal Perfumes 58, Ground Floor, Near Sahu Cinema, Hazratganj, Lucknow, Uttar Pradesh 226001	596,491	32	2,178






**GO** DIGITAL  
LOCAL  
GLOBAL

**Our team of specialists are committed to helping your brand rank higher on Google search results. We use cutting-edge technologies and advanced methods to achieve this goal.**




# Contact Us

## For All Your Digital Marketing Needs

 +91 8792381091

 [admin@aimglobal.mobi](mailto:admin@aimglobal.mobi)

 [www.aimglobal.mobi](http://www.aimglobal.mobi)

