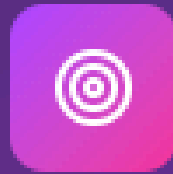


90-Day Premium Performance Plan

# Kerrato (India)

Predictable Sales Scale + Profitable CAC



**₹2,00,000**

Monthly Budget



**3.0x - 4.0x**

Target ROAS (Month 3)



**₹6.0L - ₹8.0L**

Month 3 Revenue Target

Channel Mix

**Meta Ads + Google Ads**

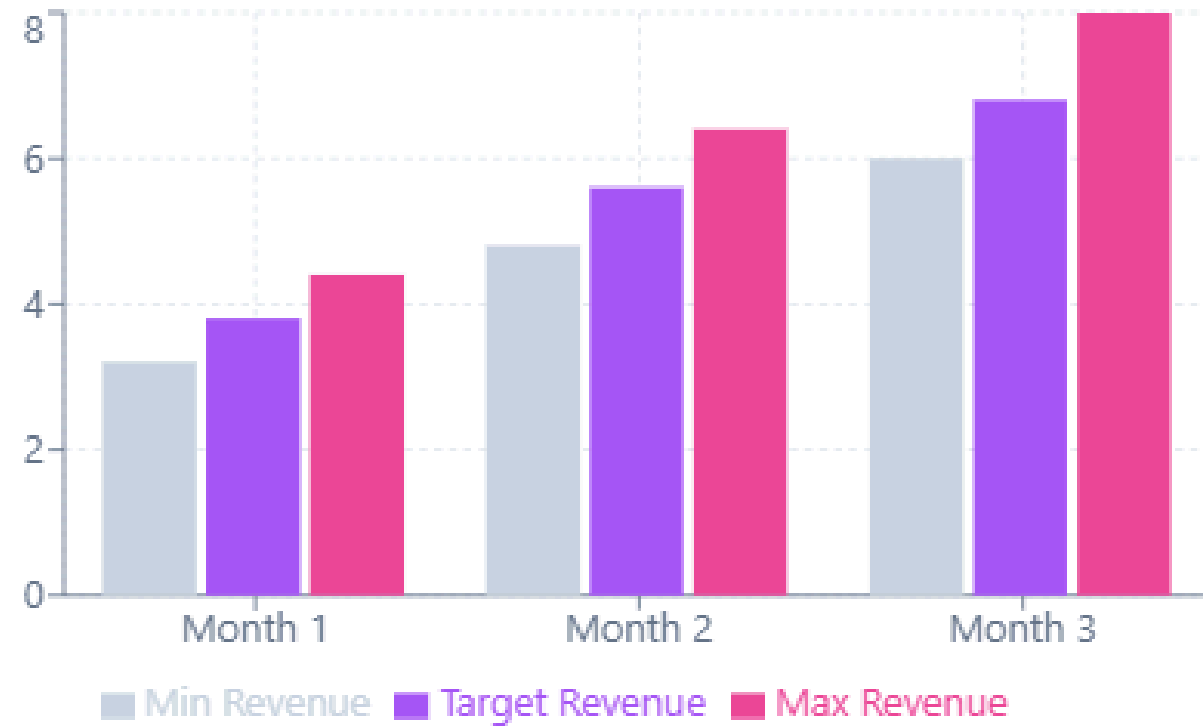
# Revenue Trajectory

Expected ranges based on optimized funnel performance



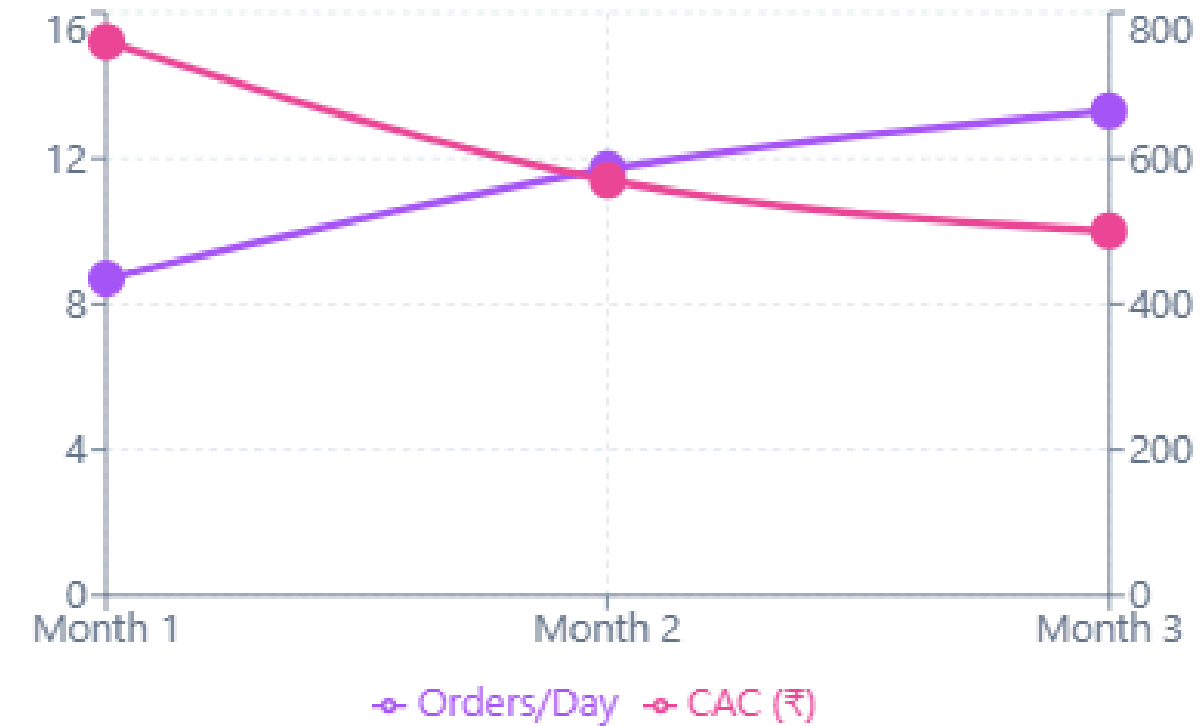
## Revenue Growth (₹ Lakhs)

Min-Max range with target



## Orders/Day & CAC (₹)

Daily orders & cost per acquisition



## ROAS Progression

Month 1

**2x**

Target ROAS

Month 2

**2.8x**

Target ROAS

Month 3





**3.4x**

Target ROAS



# Product & Offer Ladder

Optimized pricing strategy to maximize AOV

## Hair Fibres Sizes

 ENTRY <b>4g</b> ₹449	 STANDARD <b>11.5g</b> ₹888	 VALUE <b>28g</b> ₹1,899	 PREMIUM <b>50g</b> ₹3,349
---	---	--	--

## AOV-Boosting Bundles

 <b>Hair Fibres + Fibrehold Spray</b> <b>from ₹1,099</b> <small>✓ Reduces transfer fear</small>	 <b>Complete Kit</b> <b>from ₹1,869</b> <small>✓ Maximum AOV lift</small>
---	---

# Market Proof & Competitive Reality

Category is proven. Volume is there. Time to capture it.

## ★ Competitive Landscape

★ 3.8★

**Kerrato (Amazon)**

2,191 ratings

Strong Trust Signal

★ 4.5★

**Toppik (Global)**

~14.2K ratings

Category Leader

★ 3.9★

**Caboki (Flipkart)**

392 ratings

Budget Competitor

## Why Kerrato Wins



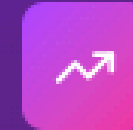
### Strong Price Ladder

Multiple sizes & shades create perfect funnel opportunities



### Amazon Proof

2,191 ratings provide instant credibility for D2C conversion



### Premium Positioning

Transfer-control + safety story beats budget competition

## Our Positioning Edge

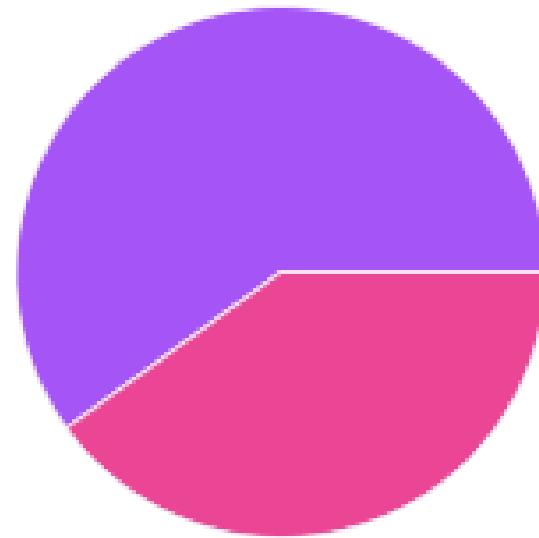
"Safe + Natural + Transfer-Control + Indian-Condition Confidence"

# Channel Strategy

₹2,00,000 monthly budget split for maximum ROAS

## Budget Allocation

Meta Ads: 60%



Google Ads: 40%

■ Meta Ads

₹1,20,000

■ Google Ads

₹80,000



## Why 60/40 Split?

**Meta (60%) - Scale Machine**

Creates demand, volume, and remarketing pools

**Google (40%) - Intent Capture**

Captures ready-to-buy high-intent searches

## f Meta Ads Structure (₹1,20,000)



### Prospecting

₹84,000

Broad + Interest stacking

Allocation  
**70%**



### Retargeting

₹36,000

7/14/30-day pools + Dynamic

Allocation  
**30%**

## Q Google Ads Structure (₹80,000)



### Search

₹36,000

High intent + Brand protection

Allocation  
**45%**



### Shopping / PMax

₹36,000

Kit + Large sizes priority

Allocation  
**45%**



### YouTube Remarketing

₹8,000

15s demo edits

Allocation  
**10%**

Performance Creatives

# Creative System

What we'll show to drive sales

## Top 6 Performance Angles



### 30-second confidence fix

Work, meetings, dates, weddings - instant transformation



### Natural finish close-up

Real lighting, scalp focus, authentic results



### Transfer control + sweat test

Answer the #1 fear with proof + Fibrehold Spray demo



### Start at ₹449

Low entry barrier, fast conversion



### Discreet delivery + WhatsApp help

Privacy assurance + shade confidence builder



### Bigger size = better value

28g/50g economics, cost per use narrative

## 📺 20-Second UGC Script (Ready to Shoot)

0-2s

Hook

"Hair thinning? 10 seconds."

3-12s

Demo

Apply fibres → pat → spray → close-up result

13-16s

Proof

"Looks natural. Shade help on WhatsApp."

17-20s

CTA

"Start at ₹449 today."

## Monthly Creative Volume



4+

UGC Reels



4+

Demo Videos



4+

Statics/Carousels



12-16

Total Creatives

**Non-negotiable rule:** Performance brands die without fresh creatives. 12-16 new assets every month keeps fatigue at bay.

# 90-Day Timeline

What happens when



## Days 1-14: Setup + Launch



GA4 + Meta Pixel + CAPI + conversion events ●

Google Merchant Center + Feed + PMax setup ●

Landing page quick fixes (Amazon proof, shade finder, transfer method) ●

Creative Batch #1: 8 creatives (UGC + demo) ●

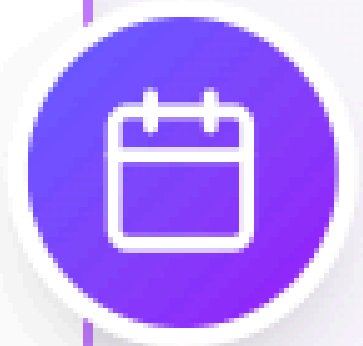


## Days 15-45: Find Winners + Scale

- Meta prospecting + retargeting stabilized
- Google search + shopping scaling
- Creative Batch #2: 12-16 creatives
- Weekly optimization cadence begins



## Days 46-90: ROAS Stabilization + AOV



Bundle/kit weighting increases

Retention: refill reminders + WhatsApp remarketing

Expansion: best-performing cities/tiers

Budget scale recommendations

# Monthly Deliverables

Minimum commitments from Market Minds

## Media Management

- ✓ Meta: 3 campaigns (Testing/Prospecting + Retargeting + Scale)
- ✓ Google: Search + PMax/Shopping + Remarketing

## Creative Production

- ✓ 12-16 new creatives per month (minimum)
- ✓ 4+ UGC reels monthly
- ✓ 4+ demo videos monthly
- ✓ 4+ statics/carousels monthly

## CRO & Landing

- ✓ 2 landing page iterations per month
- ✓ Data-driven fixes (ATC rate, checkout drop-offs)
- ✓ A/B testing implementation

## Reporting & Analysis

- ✓ Weekly: Spend, CAC, ROAS, AOV
- ✓ Weekly: Top creatives, audiences, keywords
- ✓ Monthly: Scale analysis + next month plan

## What We Need From You (To Move Fast)

**1** Shopify access + GA4 + Meta BM + Google Ads + Merchant Center

**2** Top 10 SKUs focus + margins + inventory availability

**3** COD vs Prepaid split + RTO data (if available)

**4** Creative permissions: UGC shoot/edit with 1-2 creators monthly

# How We'll Scale Kerrato



## ₹449 Entry Point

Low barrier to trial, then upsell to bundles & kits



## Premium Safety Story

No cotton, no silica, transfer-control positioning



## Amazon Social Proof

2,191 ratings create instant D2C credibility



## WhatsApp + Discreet

Shade guidance + privacy assurance = conversion trust



Market Minds will scale Kerrato by turning the brand's strengths into a **high-converting funnel** across **Meta + Google** — with a **90-day roadmap** that targets **₹3.2L–₹8.0L monthly revenue range** as the account matures.

Daily Orders (Month 3)

**~13.3**

orders/day

CAC Improvement

**₹760 → ₹500**

34% reduction

ROAS Target

**3.0x - 4.0x**

by Month 3