

Approval Note for Digital Campaign for the Month of August 2025

**Subject:** Seeking approval for the digital campaign budget for ~~June & July 2025~~ <sup>August</sup> 2025. This is a continuation of the current ongoing campaign, which has been instrumental in maintaining consistent brand presence, and supporting overall marketing objectives. It is essential to ensure there's no disconnect or downtime in our digital visibility, as any pause in the campaign may result in a drop in engagement and campaign performance. The approved budget will be utilized across platforms for lead generation, remarketing, and brand awareness.

**Date:** 01-08-2025

**Document Ref No.:** HO/MKT/FY25-26/056

S.No.	Description of item	Vendor	Cost	Taxes	Total
1	<p><b>Digital Campaign for August 2025</b></p> <p>Budget to be spent on the campaign: ₹30,00,000/Month</p> <p>+ 8% Agency Commission on the Approved Campaign Budget</p>	Two99 Tech Marketing Pvt Ltd	₹32,40,000.00	₹5,83,200.00	₹38,23,200.00
					<b>₹38,23,200</b>

**Remarks:** • 100% advance will be paid against Tax Invoice along with the applicable taxes for the campaign budget and the agency commission & taxes will be paid post completion of the campaign. • Urgent & immediate payments (without ERP process) required for the advance payment.

Total Marketing Budget	Consumed till date	This Approval No	Total Till Now	Balance																														
₹51,63,03,800	₹8,02,78,630	₹38,23,200	₹8,41,01,830	₹43,28,01,970																														
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<b>Krisumi</b>	
Geo	PAN India
Month	Aug
Total Budget	₹3,000,000.00
Tentative start date	
Website	<a href="https://krisumi.com/">https://krisumi.com/</a>

**Total Budget**

S.No	Account	Campaign Type	Total Budget	Budget ₹	Expected CTR	Expected Impressions
1	Google Ads	Search Ads		750,000	9.60%	3,24,675
2		Remarketing Ads		500,000	13.84%	30,899
3		Youtube Ads		475,000	8.50%	15,34,060
4	Meta Ads	Brand Awareness	₹30,00,000.0	750,000	0.80%	48,38,462
5		Remarketing Ads		425,000	3.50%	3,555,556
7	LinkedIn	Sponsored Image Ads		100,000	3.50%	157,692
<b>Total</b>				<b>₹3,000,000.00</b>	<b>-%</b>	<b>3,744,147</b>

**Please note -**

- The **average cost per Clicks (CPC)** may vary depending on the industry and level of competition.
- the **CTR (Click Through rate)** is depend on the messaging we are proving, We should Aim for the engaging text which can increase the engagement
- the **Conv Rate** is depend on the brand positining the the value that we are giving to the customers

\*Budget allocation is flexible depending upon the performing campaigns & the final deliveries may change as per the performance across the medium  
 \*Campaign delivers also depend upon the creative, landing page/website and the geo being targeted hence final delivery might vary  
 \*Taxes & Agency commission extra as applicable



Campaign Type	Funnel	Campaign Goal	Targeting	Creative Strategy
Facebook & Instagram (Image Ads)	Top Funnel	Performance Goal - Maximum number of Landing Page Visits	<p><b>Demographics:</b> 30-50 years old, income group Top 20%, interested in luxury real estate</p> <p><b>Interests:</b> Property investment, real estate, luxury brands, modern living</p>	Image Ads: High-resolution images of various apartment layouts, amenities, lifestyle visuals
Facebook & Instagram (Carousel and video Ads)	Mid Funnel	Traffic / Video Views		Carousel Ads: Showcase for lifestyle-based visuals, showcasing amenities, green spaces, and interiors. Also showcasing luxury aspects and customer testimonials.

Campaign Type	Funnel	Campaign Details	Targeting
<p><b>Sponsored Content (Image Ads &amp; Carousel Ads)</b></p>	<p>Engagement</p>	<p>Top Funnel</p> <p>Brand Awareness / Engagement</p>	<p><b>Location Targeting</b>            Primary: Curugram, Delhi NCR, Mumbai, Bangalore, Hyderabad, Pune</p> <p><b>Job Titles</b> (Targeting HNIs &amp; Decision-Makers)            CXOs (CEO, CFO, COO, CMO)            Managing Directors, Partners, Founders            VPs, Directors (Finance, Investments, Strategy, Real Estate)            Senior Consultants (Real Estate, Wealth Management, Financial Advisors)</p> <p><b>Industry Targeting (High Earning Sectors)</b>            Investment Banking &amp; Financial Services            IT &amp; Software Services            Real Estate &amp; Construction            Luxury Goods &amp; Hospitality            Healthcare &amp; Pharmaceuticals            Manufacturing &amp; Automobiles</p> <p><b>Interest &amp; Behavioral Targeting</b>            Luxury Real Estate Investors            High-Net-Worth Professionals            Expats &amp; NRI Investors            Luxury Lifestyle Enthusiasts            Investment &amp; Wealth Management</p> <p><b>Company Size</b>            Target: 500+ employees (higher purchasing power)</p> <p><b>LinkedIn Groups &amp; Associations</b>            Real Estate Investment Groups            NRI &amp; Global Indian Business Networks            High-Value Property Investors &amp; Developers</p> <p><b>Custom Matched Audiences (For Retargeting &amp; Lookalike Expansion)</b>            Website Visitors (via LinkedIn Insight Tag)            Engaged LinkedIn Users (Video views, ad interactions)            Customer Lists (Existing inquiries &amp; past buyers)            Lookalike Audiences (Based on top-performing leads)</p>
<p><b>LinkedIn Ads (Sponsored Content (Single Image Ads, Video Ads))</b></p>	<p>Lead Generation</p>	<p>Mid Funnel</p> <p>Target Lead Gen Form</p>	

Campaign Type	Objective	Funnel	Campaign Details	Targeting	Creative Strategy
Display Banners Ads	Drive brand awareness among industry professionals and potential buyers. Generate leads for bulk orders and inquiries for electrical cables and wiring solutions.	Mid Funnel (Consideration)	To target user take action on website	<b>Demographics:</b> 30-50 years old, income group Top 20%, interested in luxury real estate. <b>Interests:</b> Property investment, real estate, luxury brands, modern living. <b>Placement:</b> Economic Times, MoneyControl, Financial Express, real estate blogs.	<b>Project Highlights:</b> Visual banners of KriSumi's project with click-throughs to the landing page.
Native Ads					Blog-style promotional content highlighting KriSumi's luxury project in Gurgaon.

## Creatives & Text Requirements

### Design recommendations

Image file type: JPG or PNG

Ratio: 9:16

Resolution: At least 1080 x 1080 pixels

### Single Image Ads

### Text recommendations

Primary text: 125 characters

### Technical requirements

Maximum file size: 30 MB

Minimum width: 500 pixels

Aspect ratio tolerance: 1%

### Design recommendations

File type: MP4, MOV or GIF

Ratio: 9:16

Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128 kbps+

Resolution: At least 1080 x 1080 pixels

Video captions: Optional, but recommended

Video sound: Optional, but recommended

### Video Ads

### Text recommendations

Primary text: 125 characters

### Technical requirements

Video duration: 1 second to 60 minutes

Maximum file size: 250 MB

Minimum width: 500 pixels

Aspect ratio tolerance: 1%