

Kaleesuvari E-Commerce: 2024

Success Story

A comprehensive analysis of Kaleesuvari's e-commerce advertising performance across Google Ads and Meta from November 2023 to December 2024. This case study examines the strategic impact of full-funnel campaigns driving online sales for cooking oils and FMCG products across Tamil Nadu, Karnataka, and key metros.



Campaign Objective

The primary objective of Kaleesuwari's e-commerce campaigns was to drive online sales for cooking oils and FMCG products across Tamil Nadu, Karnataka, and key metros through full-funnel advertising.

The strategy leveraged multiple high-performing channels including Search, Shopping, Performance Max, and Meta catalogue campaigns to capture customers at every stage of the buying journey.

Google Ads Performance Summary

Across 6 months, Google Ads consistently emerged as the highest-performing channel in terms of conversions and ROAS, delivering exceptional results across multiple campaign types.

33.3K

Total Clicks

March–May campaign period

1.33M

Impressions

Massive reach across target markets

600

Conversions

Strong conversion performance

₹7.9L

Revenue Generated

Total revenue from campaigns

Cost Efficiency

CPC averaged **₹6.15**, indicating strong cost efficiency across all campaign types

Channel Mix

Search campaigns led performance, followed by PMax and Shopping ads

Shopping Success

Nov–Dec 2023: **30,463 clicks** and **72 conversions** with notably high ROAS

Audience Insights

Demographic Performance Revealed Key High-Value Segments

Age Demographics

Analysis of Nov–Dec 2023 Search Ads revealed the strongest CTR and conversion efficiency from mature audiences.



Ages 45–54

Highest conversion efficiency with better cost-per-conversion metrics



Ages 55–64

Strong performance with excellent CTR and conversion rates

Gender Performance

Gender-based data shows clear performance differences across the campaign period.



Female Audiences

Consistently converted at a **better rate** and **lower cost** compared to male audiences

Region-Wise Performance

Regional analysis revealed strong performance across Tamil Nadu metros, with Chennai leading all markets in user engagement and revenue generation.

Chennai: Market Leader

45,361 users | 599 transactions | ₹7.7 lakh revenue

Chennai demonstrated both strong brand loyalty and robust search demand, establishing itself as the primary revenue driver for the campaign.

Coimbatore & Madurai: Growth Markets

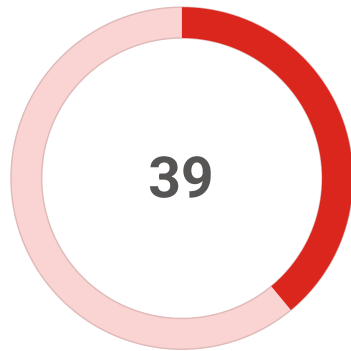
Healthy user volumes with lower conversion rates

These markets showed strong potential but indicated room for optimization in landing pages and product targeting strategies.

Meta Catalogue Campaign Impact

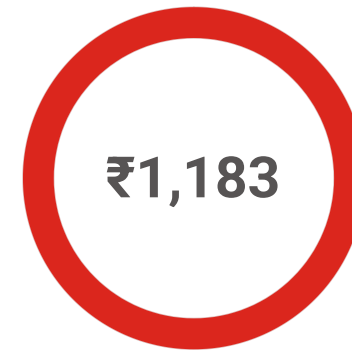
December 2024 Performance

Meta catalogue campaigns, including GO and GNO structures, delivered efficient purchase volumes at competitive costs, complementing Google Ads performance with strong lower-funnel results.



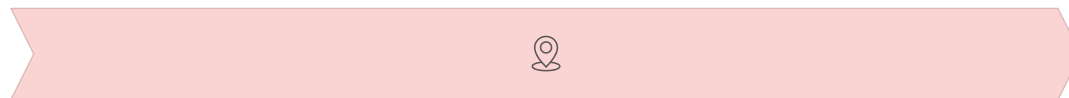
Total Purchases

GNO campaigns delivered consistent purchase volume



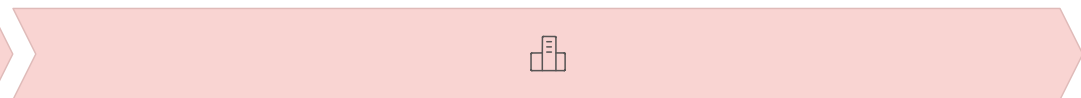
Avg Cost Per Purchase

Competitive acquisition cost across GNO structure



Chennai Targeting

78 purchases at **₹625** cost per purchase, significantly outperforming broad targeting strategies



Bangalore Campaigns

Higher CPM but maintained stable purchase volumes, indicating strong market presence

Google Shopping Ads Performance

December 2024 Results

Shopping campaigns in December 2024 confirmed their position as a high-intent driver for e-commerce, delivering exceptional conversion efficiency.



The remarkably low cost per conversion of **₹272** demonstrates Shopping Ads' effectiveness in capturing high-intent purchase traffic.

Strategic Wins & Future Recommendations

Key Strategic Wins



Channel Dominance

Clear dominance of Search & Shopping campaigns in total revenue contribution



Regional Foothold

Strong presence established in Tier-1 cities across target markets



Cost Efficiency

Meta catalogue's low cost per purchase improved blended CAC significantly



Audience Discovery

Age groups 45–64 emerged as high-value segments for future scaling

Recommendations for Scaling

01

Budget Reallocation

Allocate 40–50% budget toward Shopping + PMax for revenue efficiency

02

Meta Expansion

Expand Meta catalogue campaigns with city-cluster segmentation

03

Landing Page Optimization

Improve experience for high-traffic but low-conversion cities

04

Demographic Targeting

Create age-tailored messaging for the 45+ demographic

05

Retention Strategy

Introduce subscription or repeat-purchase funnels for cooking oils

Conclusion

Across six months of performance, Kaleesuwari achieved strong scale, consistent growth, and improved cost efficiencies across Google and Meta. The campaigns successfully built a high-performing e-commerce engine with clear directions for future optimization.



Proven Growth

Demonstrated consistent month-over-month improvement in key performance metrics across all channels



Strategic Foundation

Established a robust multi-channel framework ready for aggressive scaling in 2025



Clear Roadmap

Data-driven insights provide actionable recommendations for continued optimization and expansion