

## Origami Good Karma



**ORGANIZATION NAME :** Origami

**WEBSITE:** <https://www.origamitissues.com/>  
<https://www.dogoodkarma.com/>

**INDUSTRY:** Consumer Goods

**COMPANY SIZE:** 51-200 employees

**HEADQUARTERS:** Bengaluru,  
Karnataka

**COMPETITORS:** Premier, Solimo, Beco

**FOUNDED:** 1995

**SPECIALITIES:** Dispensable paper  
products supplier

### SERVICES

Origami was started in 1995 and has today grown to become the leading producer of paper disposables in India with a presence in the consumer (retail) market, Institutional supplies, exports, promotional, party products and private label segments.

Origami's product range includes *Paper Napkins, Toilet Tissue Rolls, Facial Tissues, Kitchen Towel, Hand Towels, Pocket Tissues, Wet Wipes, Paper Plates, Paper Cups and Table Covers.*

The primary platform for sales for Origami is Amazon, however they do sell on their website too.

# Campaigns Goals & Objectives





## Primary Objective:

Conversions on Amazon Platform. Achieve RoAS above 1.7

## Secondary Objective:

Increase Brand Awareness through Google Display Ads. Achieve over 500,000 impressions

Both Google & Amazon campaigns exceeded our expectations as shown in in our planned & delivered metrics. However, Click through rate for Amazon was lower than expected. Planned Google numbers were derived from Google Display expected numbers, and Amazon numbers were derived from industry averages, forecasting and historical data of the brand's performance on Amazon.

Platform	Campaign Success
	
	

PLANNED	Impressions	Clicks	CTR	CPC/CPM	Conversions	Conversion Rate	Sales(INR)	RoAS
Google Display	500000	750	0.15%	₹5.20	-	-	-	
Amazon	100000	1500	1.50%	₹9.50	90	5.00%	32500	1.75

DELIVERED	Impressions	Clicks	CTR	CPC/CPM	Conversions	Conversion Rate	Sales(INR)	RoAS
Google Display	601,481	1174	0.20%	₹7.53	-	-	-	-
Amazon	127866	1769	1.38%	₹11.10	174	9.84%	61346.46	3.135

# Google Campaign Strategy

**Primary Objective:** Awareness

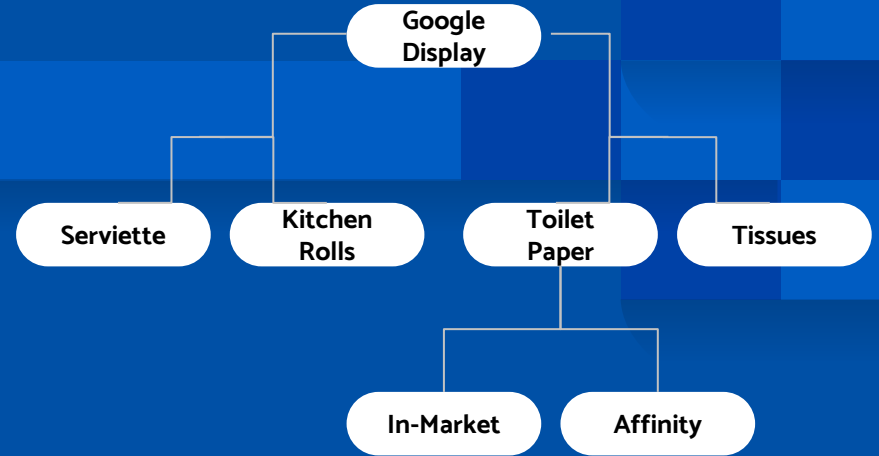
**Primary KPI:** Impressions

**Total Budget Allocated:** INR 5000

**Campaign Rationale:** Each campaign covered one product of the sub-brand. Each campaign consisted of a In-market ad group and affinity ad group.

## Audience Overview:

- In-Market ad-groups targeted in market audiences with ads that had creatives and messages revolving around the qualities of the products
- Affinity ad-groups target affinity audiences with ads that had creatives and messages revolving around the eco-friendly aspect of the product



## Campaign Settings:

- Location: India (No-specific cities)
- Languages: English
- Bidding: Viewable CPM
- Budget: INR 177 per day
- Duration: March 4th 2021 - March 14th 2021

# Targeting: Google Display Network

**Location:** India

**Age:** 30-46 (based on existing client campaign observations)

**Gender:** Male & Female

**Devices:** Mobile, Desktop

**Income:** Top 40%

## Keywords

- Tissues
- Kitchen Roll
- Toilet paper
- Eco friendly tissue
- recycling

## -----Targeting-----

- **Affinity Audiences**
  - Cooking enthusiasts
  - Eco-friendly Shoppers
  - Green living enthusiasts
- **Custom Intent Audiences**
  - Paper towels
  - Kitchen Rolls
  - Toilet Paper
- **In-Market Audiences**
  - Household supplies
  - Household cleaning supplies

## Topics

- Green & Eco-friendly shopping
- Environmental care
- Green living & Environmental Issues
- Recycling

## -----Exclusions-----

- Industrial cleaning
- Paint
- Furniture
- Environmental science
- Cutlery
- Beach cleanup

Rationale- (Outside Brand's Target criteria)

Household supplies- Cutlery, Industrial cleaning products, paint and furniture.

Green, Eco friendly

- Environment Science Hygiene - Sanitizers, soaps

# Amazon Campaign Strategy

**Platform Objective:** Conversion

**Metric:** Sales and ROAS

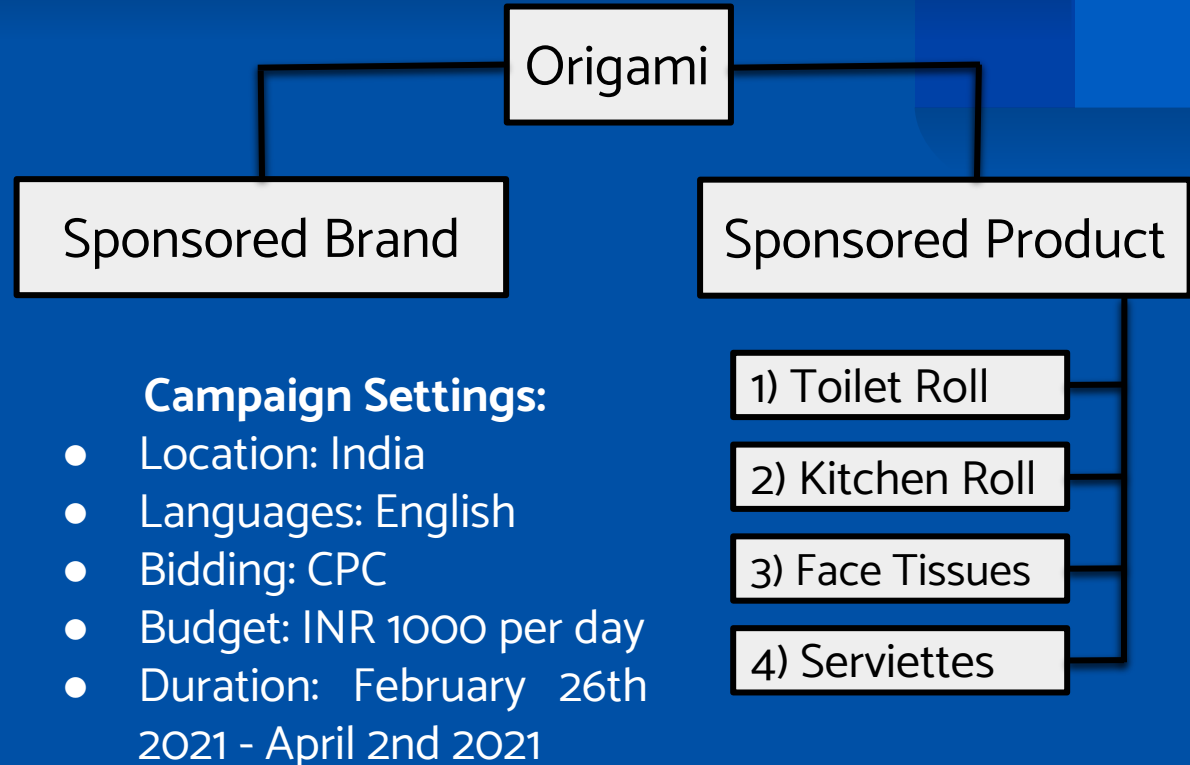
**Budget:** INR 20,000

**Campaign Rationale:** Each campaign covered one product of the Good Karma. It was in the form of ad groups in Sponsored Product.

*Sponsored brand ads* improved discovery of products as the brand is fairly new and they had no prior campaigns running.

*Sponsored products ads* were highly targeted at shoppers looking for a particular product and hence drove sales and higher ROAS.

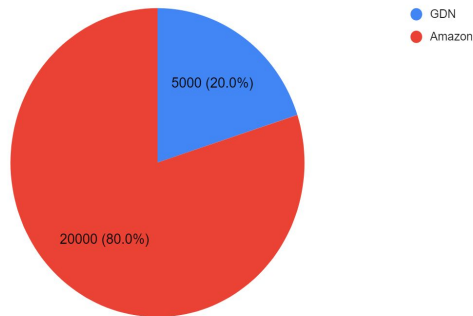
Since there was no past data to begin with, and the brand is new, we focused on improving brand consideration and then conversions.



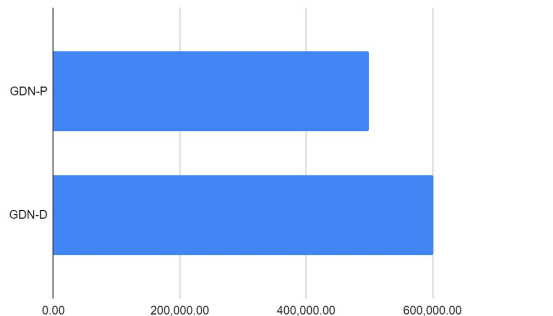
# Summary of Overall Performance

- KPIs Successfully achieved on Google and Amazon.
- CPC (Amazon and CPM (Google) spends on both platforms were higher than expected (Rs 11.1 and Rs 7.53 respectively), however this was compensated for by significantly higher impressions (1 lakh over planned impressions) and higher ROAS (3.13 against planned ROAS of 1.75).
- While we were successful in all fronts, the performance on Serviettes (Amazon), Kitchen Rolls (Amazon), & Face Tissues (Google) were still unsatisfactory due to their lack of customer awareness and active search.

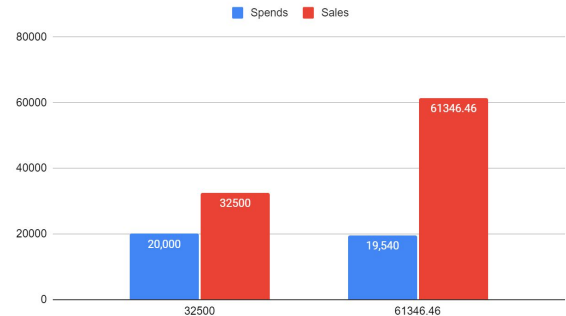
Budget Allocation Across Platforms



GDN Impressions Data: Planned vs Delivered



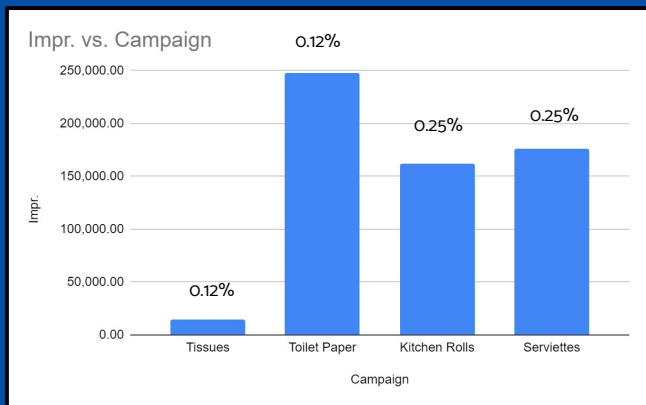
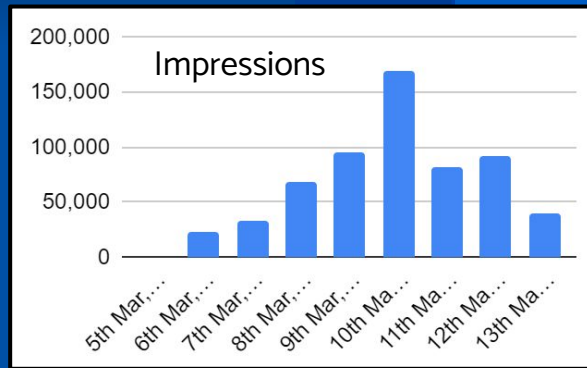
Amazon Spends & Sales Data: Planned vs Delivered



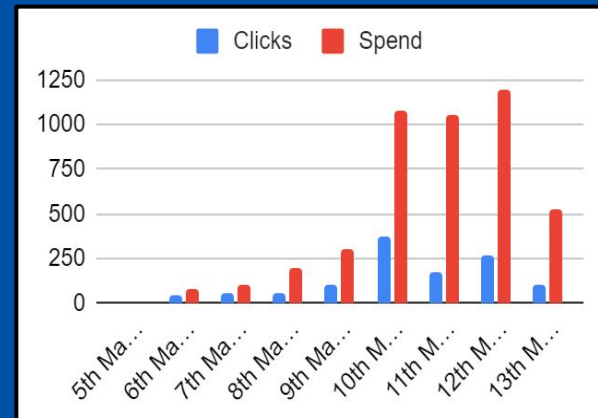
# Overall Google Display Performance

Impressions	Clicks	CTR	Viewable CPM (INR)	Spend (INR)	CPC (INR)
601481	1174	0.2%	7.53	4529.19	3.85

Campaign	Impr.	Interactions	Interaction rate	Cost	Avg. viewable CPM
Tissues	14,294.00	17	0.12%	44.84	4.04
Toilet Paper	247,886.00	308	0.12%	1,682.02	9.88
Kitchen Rolls	162,100.00	411	0.25%	1,500.98	12.72
Serviettes	176,641.00	433	0.25%	1,302.89	10.28



- The Google campaigns' performances shot up in 8th March after increasing our CPM bid from Rs.15 to Rs.30.
- Although the CTR and clicks are low, the impressions were what we targeted and we surpassed the expected impressions of 500,000.
- The best performing campaign was toilet paper campaign, and the campaign with most interactions to impressions ratio is kitchen rolls



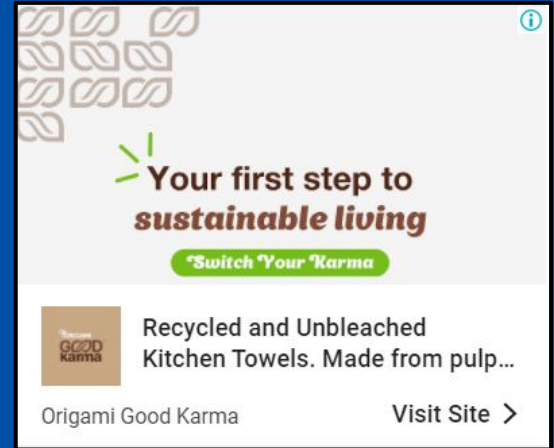
# GDN - Creative Review



Impressions - 229540

Clicks - 284

Performance increased  
after increasing CPM  
from INR 15 to INR 30  
Performance decreased  
since client did not  
provide us with landscape  
ads



Impressions - 8,849

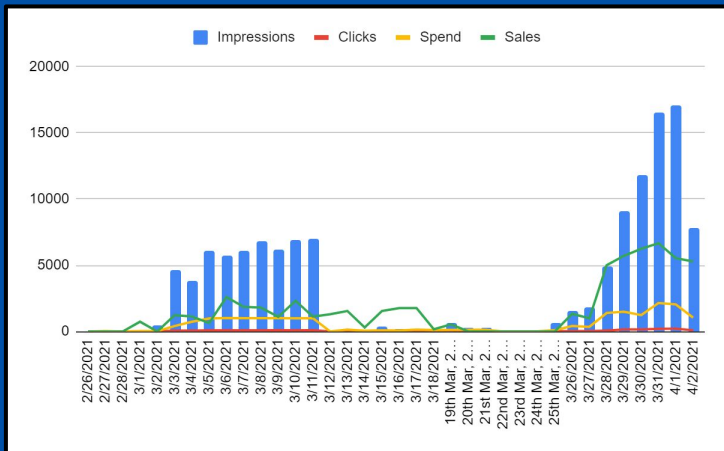
Clicks - 25



# Overall Amazon Marketing Performance

Impressions	Clicks	CTR	CPC (INR)	Conversions	Spend (INR)	Sales (INR)	RoAS
127387	1763	1.38%	11.08	172	19,540.06	60,499.53	3.1

Campaigns	Type	Budget(INR)	Impressions	Clicks	CTR	Spend(INR)	CPC(INR)	Orders	Sales(INR)
Good Karma- Sponsored Products- FLAME	SP	1000	8386	165	0.0197	2368.08	14.35	41	15247.45
Good Karma range - AB- FLAME - Week 1 & 2	SB	1000	53659	777	0.0145	8314.54	10.7	52	18267.61
Good Karma range - AB- FLAME - Week 4	SB	1000	65342	821	0.0126	8857.44	10.79	79	26984.47



Week 2 and Week 5 were the best performing Amazon time periods. Although week 3 had very less impressions, it produced a very high RoAs of 14.37.

Week 4 performed poorly as our client had run a separate campaign that competed with ours. Just before week 5, we resumed sponsored brand campaigns and our client paused the separate campaign, which resulted in impressions and sales skyrocketing.

The overall RoAS of 3.1 was better than our expected RoAS of 1.7. We have advised our clients to continue using our same campaign settings with increased budgets.

# Targeting - Amazon

## Brand

good karma  
good karma tissue  
origami good karma  
good karma toilet roll  
good karma kitchen  
towel  
good karma recycled  
tissue box  
good karma sustainable  
tissue paper  
good karma brown tissue

## Category

biodegradable kitchen  
towel  
biodegradable tissue roll  
eco friendly tissue roll  
recycled paper tissue  
recycled toilet paper roll  
toilet tissue paper roll  
organic  
biodegradable paper  
napkins  
biodegradable toilet  
paper

## Compete

presto tissue paper  
premier tissue paper  
solimo tissue paper  
beco toilet paper roll  
solimo toilet paper roll  
presto toilet paper roll  
beco kitchen roll  
premier toilet paper roll

\*These are some examples of keywords used in different match types (mostly broad) out of over 80 keywords used in each campaign

# Individual Campaign Performance Summary

Channel	Campaign Date	Objective	Campaigns	CPM/CPC	Impressions	Clicks	Conversions	Spend(INR)	Sales(INR)	RoAS
Amazon Sponsored Brand	February 26th - March 11th 2021 March 20th - April 2nd 2021	Consideration & Conversions	1. Brand	₹10.75	119001	1598	131	17171.98	45252.08	2.64
Amazon Sponsored Products	March 12th - April 2nd 2021	Conversions & ROAS	Product <ul style="list-style-type: none"> <li>Ad groups - Kitchen rolls, Serviettes, Toilet papers, Tissue Rolls</li> </ul>	₹14.35	8386	165	41	2368.08	15247.45	6.44
Google Display	March 4th-March 14th 2021	Impressions	1. Kitchen Rolls 2. Serviettes 3. Toilet Paper 4. Tissue Rolls	₹7.53	601481	1174	-	4529.19	-	-

## Overview

# WEEK 01: 26th Feb - 4th March, 2021

### Active Channels:

Amazon

### Active Campaigns:

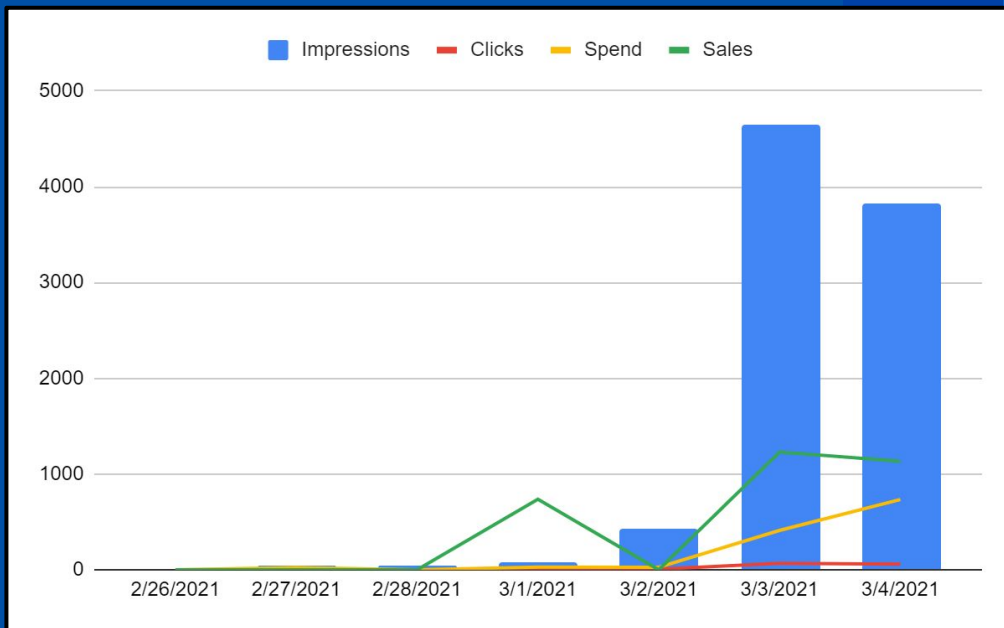
Sponsored Brand

### Campaign Goal:

Conversions

### Top Ad Groups:

No ad groups used.



# WEEK 01: 26th Feb - 4th March, 2021

<b>Impressions</b>	9345
<b>Clicks</b>	145
<b>CTR</b>	1.55%
<b>CPC</b>	9.23
<b>Conversions</b>	9
<b>Conv. rate</b>	6.2%
<b>Spend</b>	1338.31 INR
<b>Sales</b>	3388.13 INR
<b>ROAS</b>	2.53

We started the Sponsored Brand Campaign using Amazon in the first week. The results were adequate, for the first week. The first few days barely showed numbers as the campaign was just set up and was still configuring itself.

The impressions generated by this campaign are relatively less, within the first week. The campaign generated relatively impressive sales when we compare it with low impressions and clicks.

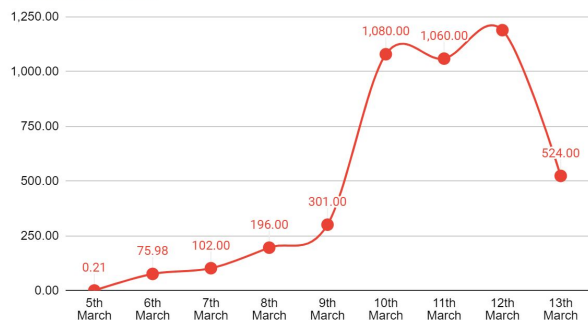
The campaign generated 9 conversions, through which the sales increased.

The campaign received adequate click interactions with its advertisements for the first week, thus generating an adequate CTR, CPC.

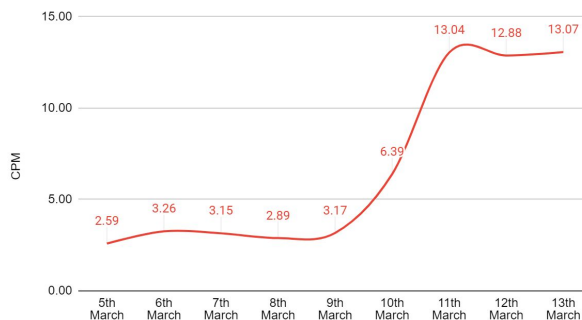
## Overview

# WEEK 02: 5th-11th March, 2021 (Google)

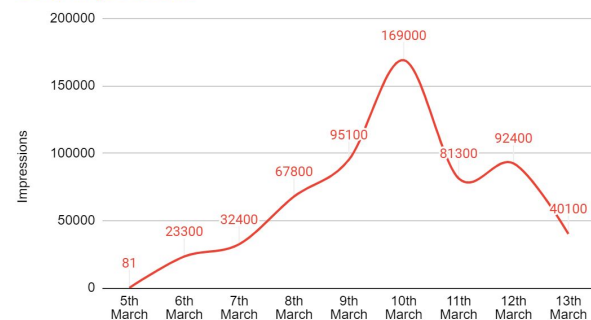
Daily Spend (₹)



Daily CPM (₹)



Daily Impressions



In the second week, We ran a Google Display Campaign side-by-side with our Amazon brand campaign. The aim was to generate brand awareness by maximising impressions (Good karma is a new brand). Since the client wanted to focus our advertising primarily on Amazon, our budget for this campaign was restricted to only 20% of the total allocated funds. For a similar reason, our campaign only ran for a week, with any excess funds spilling over into week 02.

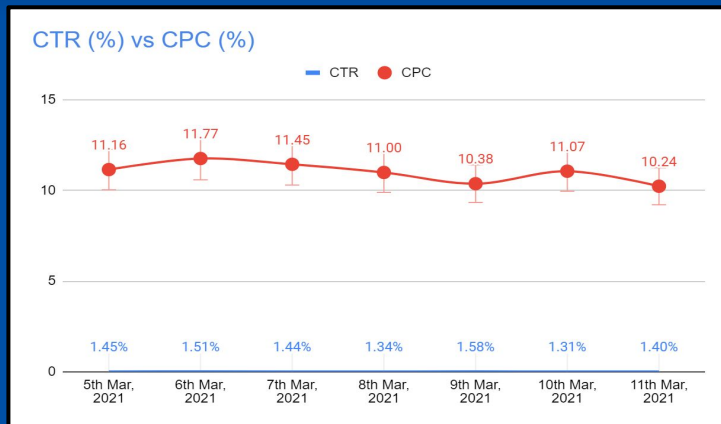
## Summary of Key Metrics

Impressions	CTR	CPM	Spend
601,481	0.17%	₹6.71	₹4,529.19

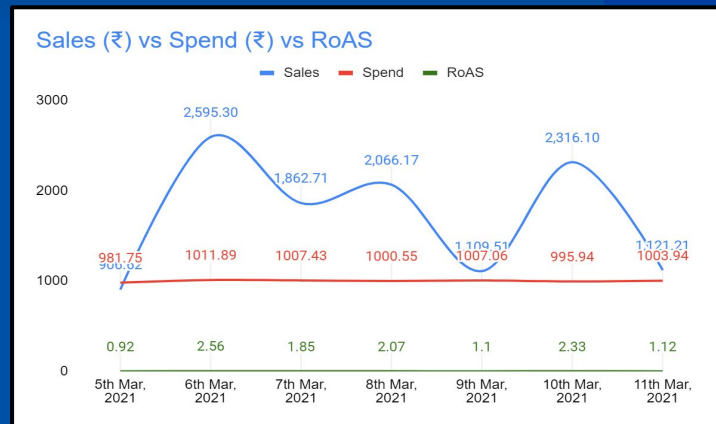
Four Product campaigns were created, each with 2 ad groups covering in-market and affinity audiences. The bid strategy was kept to manual CPM and set at Rs.15 Initially, however, we later increased our bid to Rs. 30 as the first day saw scanty impressions. Following this, our numbers saw significant improvement. Overall, our campaigns exceed our initial impressions target by 20%, with our spends reaching 90% of our total budget. Our CTR and CPM figures also tended towards our initial expectations.

## Overview

# WEEK 02: 5th-11th March, 2021 (Amazon)



Our Amazon brand campaigns continued on for week 02, showing significant improvement over week 01. Sales increased nearly 4-fold alongside impressions and clicks, mostly likely because we changed our keyword match-types to broad, and incorporated a few competitor keywords (for brands such as Solimo and Premier).



## Summary of Key Metrics

Impressions	CTR	Clicks	CPC
44,715.00	1.43%	638	₹11.01

Conversions	Spend	Sales	RoAS
33	₹7,008.56	₹11,977.62	1.71

## Overview

# WEEK 02: 5th-11th March, 2021 (Amazon)

### BEST PERFORMING KEYWORDS

Keyword	Match type	Spend(INR)	Orders	Sales(INR)	ROAS
recycled toilet paper roll	BROAD	1172.36	5	2059.31	1.7566
biodegradable tissue roll	BROAD	811.63	5	1557.68	1.9192
biodegradable kitchen towel	BROAD	182.85	2	905.08	4.9498
premier kitchen roll	BROAD	62.62	2	840.24	13.4181

### WORST PERFORMING KEYWORDS

Keyworda	Match type	Spend	Orders	Sales(INR)	ROAS
good karma tissues	EXACT	0		0	
origami good karma	PHRASE	7.94	0	0	0
good karma hygienic tissue	EXACT	0	-	0	-
organic toilet roll	PHRASE	0	-	0	-

Keywords with exact or phrase matches typically performed the worst, indicating low search volumes. Changes were thus made to maximise Broad match keywords, which helped us identify more relevant audiences.



# WEEK 03: 12th March - 18th March

**Active Channels:** Amazon

**Active Campaigns:** Sponsored Product

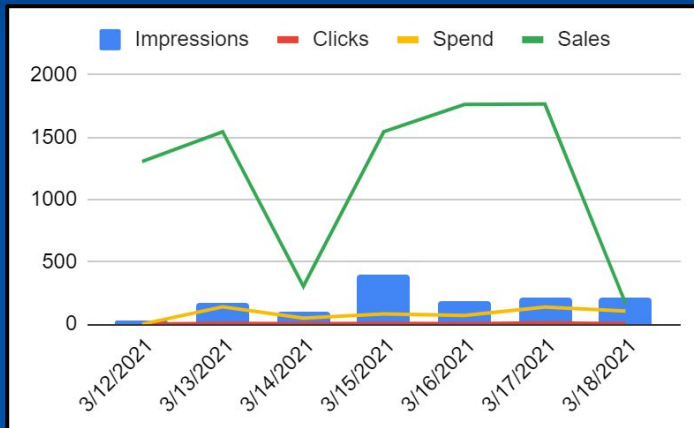
## Ad groups (Sponsored Product):

a) GoodKarma Face tissues ad group:

1. Impressions: 63
2. Clicks: 9
3. Orders : 12
4. Spend: INR 67.03
5. Sales: 3827.08
6. RoaS: 57.10

b) GoodKarma Toilet Roll Ad group:

1. Impressions: 1226
2. Clicks: 25
3. Orders: 2
4. Spend: INR 517.13
5. Sales: 665.25
6. RoAS: 1.29



In week 3 we tested the sponsored products campaign and it worked very well. Sponsored brands was paused and sponsored products was active as we focused on conversions and this yielded great numbers with a minimal spend. It was the best performing week with relation to RoAS. Due to good numbers, we continued sponsored products for the next 2 weeks.

**Changes made:** Sponsored Brands paused, Sponsored Products delivering.

Impressions	1289
Clicks	34
CTR	2.64%
CPC	17.18
Conversions	14
Conv. Rate	41.18%
Spend	584.16 INR
Sales	4492.23INR
RoAS	7.69

The overall spend was not that much but still delivered great numbers.

# WEEK 04: 19th March - 25th March

**Active Channels:** Amazon

**Active Campaigns:** Sponsored Brand & Sponsored Product

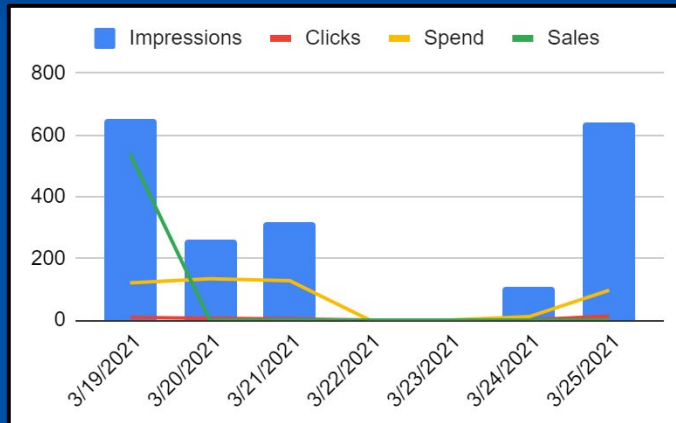
## Top Keywords (Sponsored Brand):

1. presto tissue paper (broad) - 162 impressions
2. Presto kitchen rolls (broad) - 54 impressions
3. Beco tissue paper (broad) - 40 impressions
4. toilet paper eco friendly (broad) - 34 impressions

## Top Ad groups (Sponsored Product):

- a) GoodKarma Face tissues ad group:
  1. Impressions: 107
  2. Clicks: 7
  3. Spend: INR 42.38
  4. Sales: 538.13
  5. RoaS: 12.7
- b) GoodKarma Toilet Roll Ad group:
  1. Impressions: 1518
  2. Clicks: 21
  3. Spend: INR 407.06
  4. Sales: 0

Serviettes & Kitchen Roll ad groups did not deliver in week 4



Week 4 was the poorest performing week since we were transitioning from sponsored brand campaigns to sponsored product campaigns. It delivered very less impressions and little to no clicks, compared to the other weeks. Our client had also run another campaign which was competing against our own campaign

**Changes made:** Since the sponsored brand products performed very well, we combined it with the sponsored product campaigns

Impressions	2039
Clicks	33
CTR	1.61%
CPC	14.87 INR
Conversions	2
Conv. Rate	6.06%
Spend	490.98 INR
Sales	538.13 INR
RoAS	1.1

The overall spend for this week was less and some days did not deliver any numbers at all.

# Week 5 (26th March-2nd April)

**Active Channels:** Amazon

**Active Campaigns:** Sponsored Brand & Sponsored Product

## Top Keywords (Sponsored Brand):

Solimo tissue paper (broad) - 6,628 impressions, Rs 3,385 sales  
Organic toilet roll (broad) - 2,095 impressions, Rs 3,025 sales  
Premier tissue paper (broad) - 7,998 impressions, Rs 2,892 sales  
Presto tissue paper (broad) - 11,833 impressions, Rs 2890

## Top Ad groups (Sponsored Product):

a) GoodKarma Face tissues ad group:

Impressions: 1,944

Clicks: 25

Spend: Rs 182.65

Sales: Rs 5,019.52

Roas: 27.48

b) GoodKarma Toilet Roll Ad group:

Impressions: 3,526

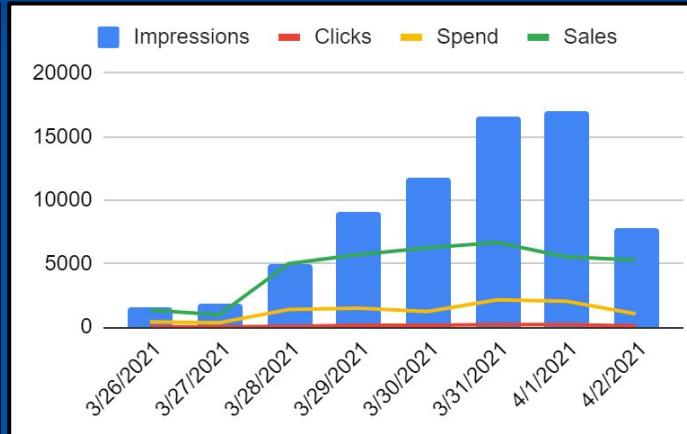
Clicks: 78

Spend: Rs 1,151

Sales: 5,197

Roas: 4.51

Serviettes & Kitchen Roll ad groups did not deliver in week 5



Week 5 was the best performing week because we were able to generate 61.5% of our total Amazon's revenue in it with an impressive conversion rate of 11.32% which is well above our whole campaign's conversion rate of 9.75%. We were able to perfect our sponsored brand and sponsored product campaigns after 4 weeks of optimization and analyses to achieve specific goals of impressions, sales, and RoaS.

**Changes made:** No changes made, since we exhausted our budgets in the week. Will suggest changes in following slides for brand's future campaigns and strategies.

Impressions	70,400
Clicks	919
CTR	1.31%
CPC	11.05 INR
Conversions	104
Conv. Rate	11.32%
Spend	10,150 INR
Sales	37,201 INR
RoAS	3.61

The spend for this week was significant as compared to other weeks, as we managed to pause the client's other campaign that was competing with ours, that led us to spend just a tad over 50% of our budget on Amazon

# Suggestions to client

Continue utilizing our team's sponsored brand and product campaigns with increased budgets

Optimize the Good Karma website and landing page. Use the website as a means of conversions so that website activity can be tracked

Use Google Display & Search Advertising to increase awareness and website visits

Use SEO techniques to rank the website higher organically. Create and maintain a strong social media presence on major platforms