



**AdSpyder**

**We analysed over 2000+ Search Ad Copies of Flipkart and Amazon During the Sale Days**

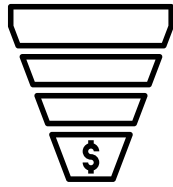


**Big Billion Days**

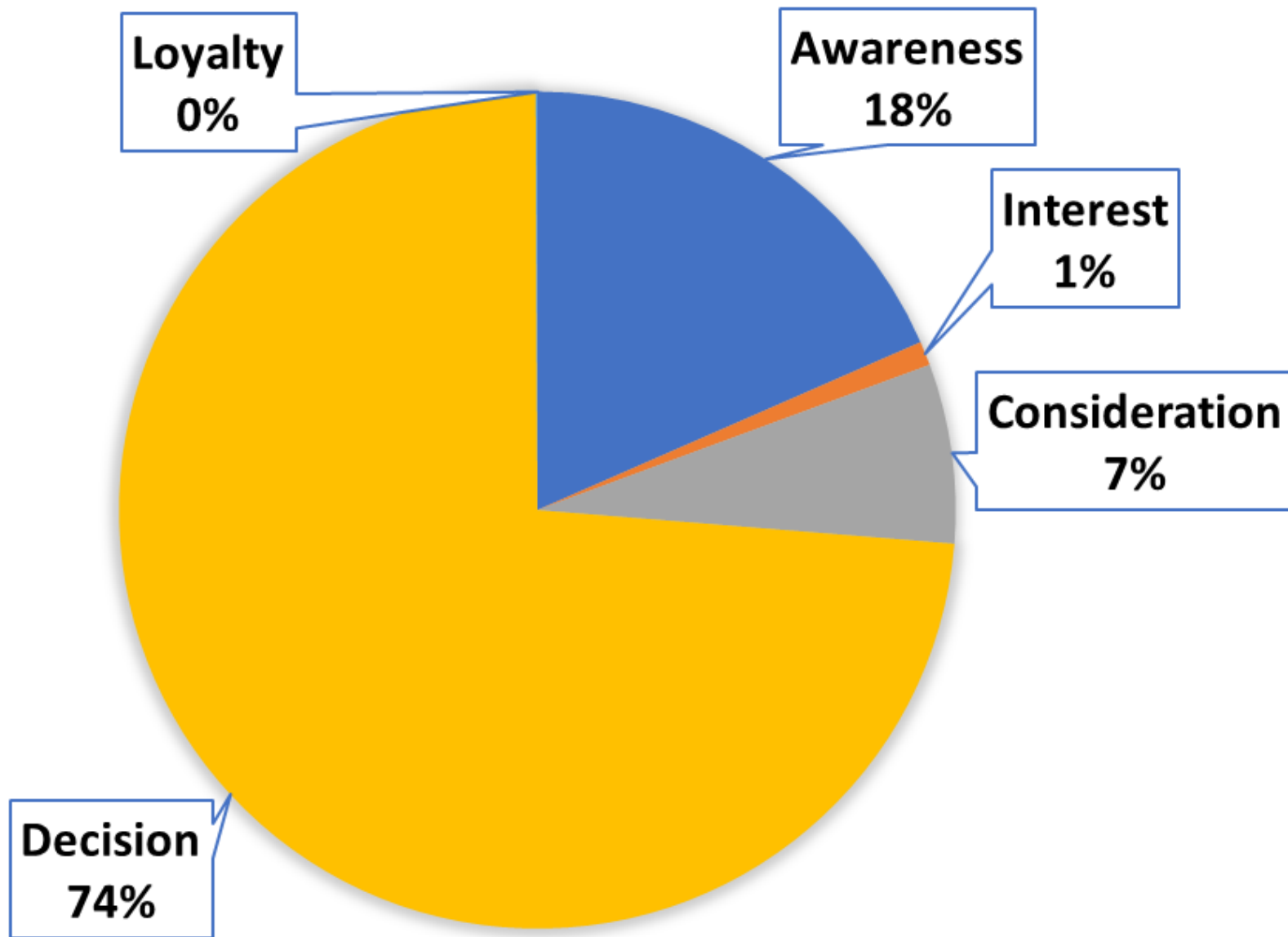


**Great Indian Festival**

**Here are the interesting results...**



# Sales Funnel Analysis





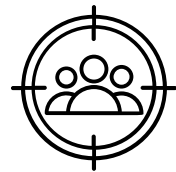
## CTAs and Important Keywords

Top 10 Keywords Used

<b>best fares flight bookings</b>	<b>flight bookings</b>
<b>online best prices india</b>	<b>wooden sofa</b>
<b>flipkart seller hub</b>	<b>big billion</b>
<b>big billion day</b>	<b>no cost free delivery</b>
<b>begin online retail journey</b>	<b>dedicated onboarding team</b>

Top 5 CTAs used

<b>Avail</b>
<b>Book</b>
<b>Buy</b>
<b>Sell</b>
<b>Shop</b>



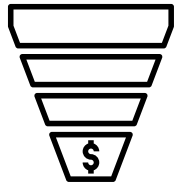
## Target Audience Insights

Quality Seekers	21%
Frequent Shoppers	17%
Value Seekers	16%
Impulse Buyers	15%
Convenience Seekers	15%
Tech-Savvy	4%
Comfort Seekers	3%
Trendsetters	3%

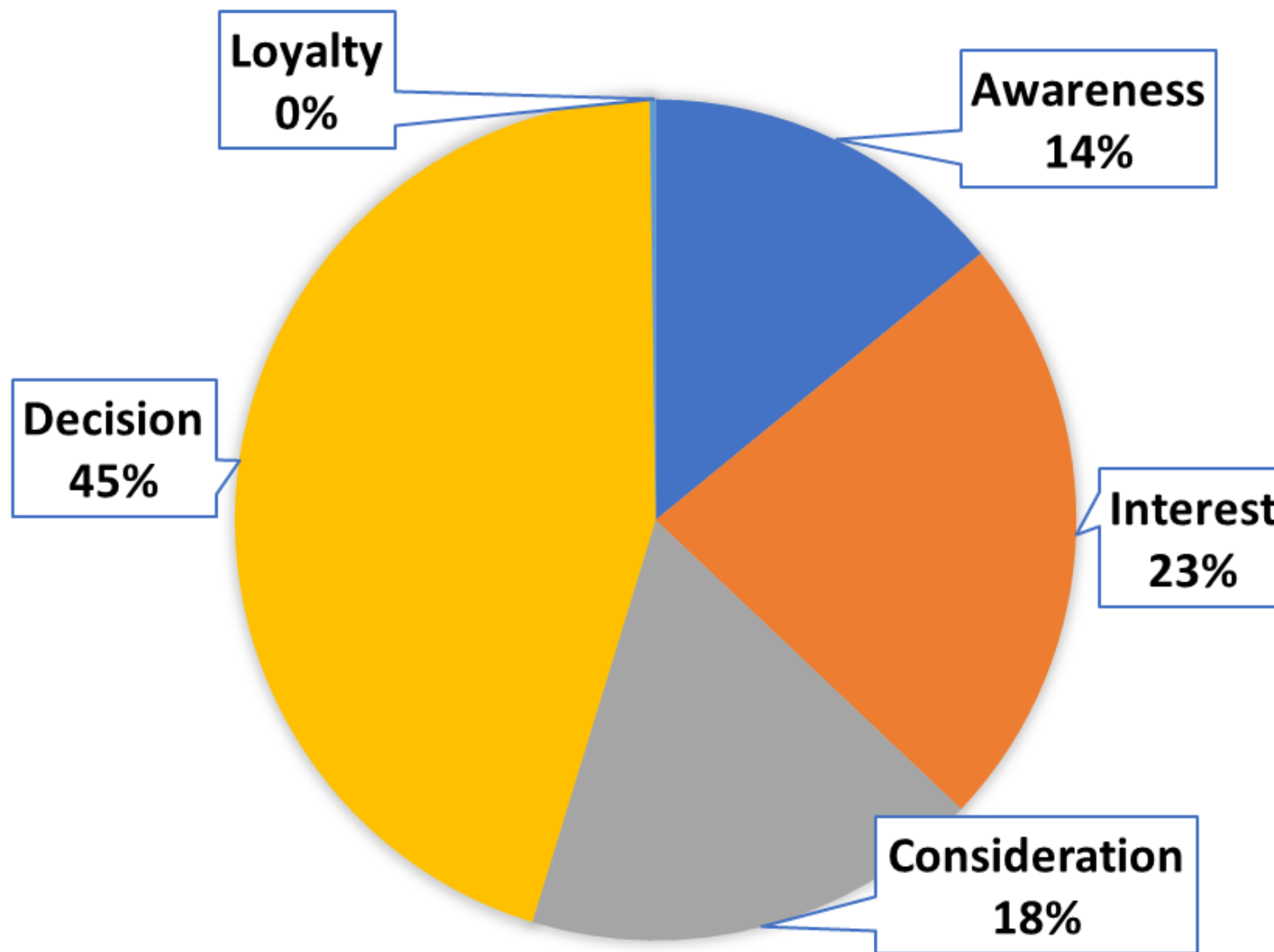


## Category Insights

Books & More	32%
Flipkart Seller	16%
Home & Furniture	11%
Electronics	10%
Men's Fashion	7%
Home Appliances	7%
Banking & Finance	5%
Baby & Kids	2%



## Sales Funnel Analysis





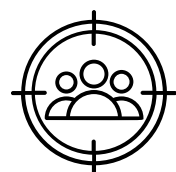
## CTAs and Important Keywords

Top 10 Keywords Used

<b>free shipping benefits</b>	<b>shop for bestsellers</b>
<b>enhance your shopping</b>	<b>top brands buy</b>
<b>Amazon Prime Music</b>	<b>great indian festival</b>
<b>great indian festival sale</b>	<b>affordable product range</b>
<b>order online today</b>	<b>amazon bestsellers</b>

Top 5 CTAs used

<b>Shop</b>
<b>Buy</b>
<b>Explore</b>
<b>Get</b>
<b>Order</b>



## Target Audience Insights

<b>Value Seekers</b>	<b>63%</b>
<b>Tech-Savvy</b>	<b>17%</b>
<b>Entertainment Seekers</b>	<b>8%</b>
<b>Quality Seekers</b>	<b>4%</b>
<b>Adventurers</b>	<b>4%</b>
<b>Convenience Seekers</b>	<b>2%</b>
<b>Luxury Enthusiasts</b>	<b>1%</b>
<b>Trendsetters</b>	<b>1%</b>





## Category Insights

Amazon Services	15%
Electronics	12%
Fashion	9%
Software	8%
Home & Kitchen	8%
Automotive	7%
Movies	6%
Music & Games	6%



**AdSpyder**

**Your Complete Ad Management Solution**