

## MIND YOUR LANGUAGE

Racold leverages 'how India types' to boost geyser sales on Amazon. Tapping into the same, the Ecommencify (Agency's E-Commerce vertical) team created a unique campaign using wrongly spelled keywords; like the word 'Geyser' which was often misspelled into multiple variations like 'Gijar', 'Geezar', 'Geezara" etc. More than 526 misspelled keywords were used to fulfil this additional demand of greater than 3.5 MN searches over a quarter. This resulted in a return on the actual spend of 16X and it did not stop just there; the team inserted these keywords into each and every product listing on Amazon (through catalog keywords insertion activity) ensuring long term benefits for Racold.

Campaign Name	Award Show	Category	Recognition
Mind Your Language	Digixx	Digital Marketing ecellence in Search Marketing / Display Marketing	Gold
	Goafest	Digital/Mobile - Search	Gold
	Goafest		Bronze
	Campaign India Digital Crest Awards	Innovation in E-Commerce	Bronze
	Campaign India Digital Crest Awards	Media innovation	Gold
	Indian Digital Marketing Awards	Campaign with the Best ROI	Gold
	Indian Digital Marketing Awards	BEST PPC For a campaign that has achieved outstanding results using PPC (pay-per-click) advertising. The Jury will look for the technology used and the analytics.	Gold
	Tangrams	Consumer Electronics & Accessories	Bronze
	Smarties	Lead Generations/Direct Response/ Conversations	Gold
	DMA Asia Echo	Best Customer Aquisition campaign	Gold
	Emvies	Best Media Innovation - Digital Search	Gold
	Emvies	Best Media Strategy - Consumer Durables	Grand Emvie
	Mobexx	Excellence in search Marketing	Silver
	Indian Marketing Awards	Marketing on a small budget	Gold



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