



X teamiv™

**LAUNCHING A
GO-TO-MARKET STRATEGY
FOR A HIGH AOV
E-COMMERCE**



ABOUT THE BRAND

O2cure.in is the retail brand of Zeco Aircon which is an established player in the commercial air purifier's segment and wanted help with their Go-To-Market strategy.

CHALLENGES

First-time buyers were unsure about choosing the right technology for air purifiers.

Customers needed assurance that the products could neutralize COVID-19.

The air purifier industry used complex jargon that confused consumers.

SOLUTIONS

PERSONALIZED MARKETING STRATEGY

Developed a marketing strategy that included direct-to-consumer (D2C) sales with personalized customer service.

01

EDUCATIONAL CAMPAIGNS

Offered free air quality consultations as a lead magnet to educate consumers and address their specific needs.

02

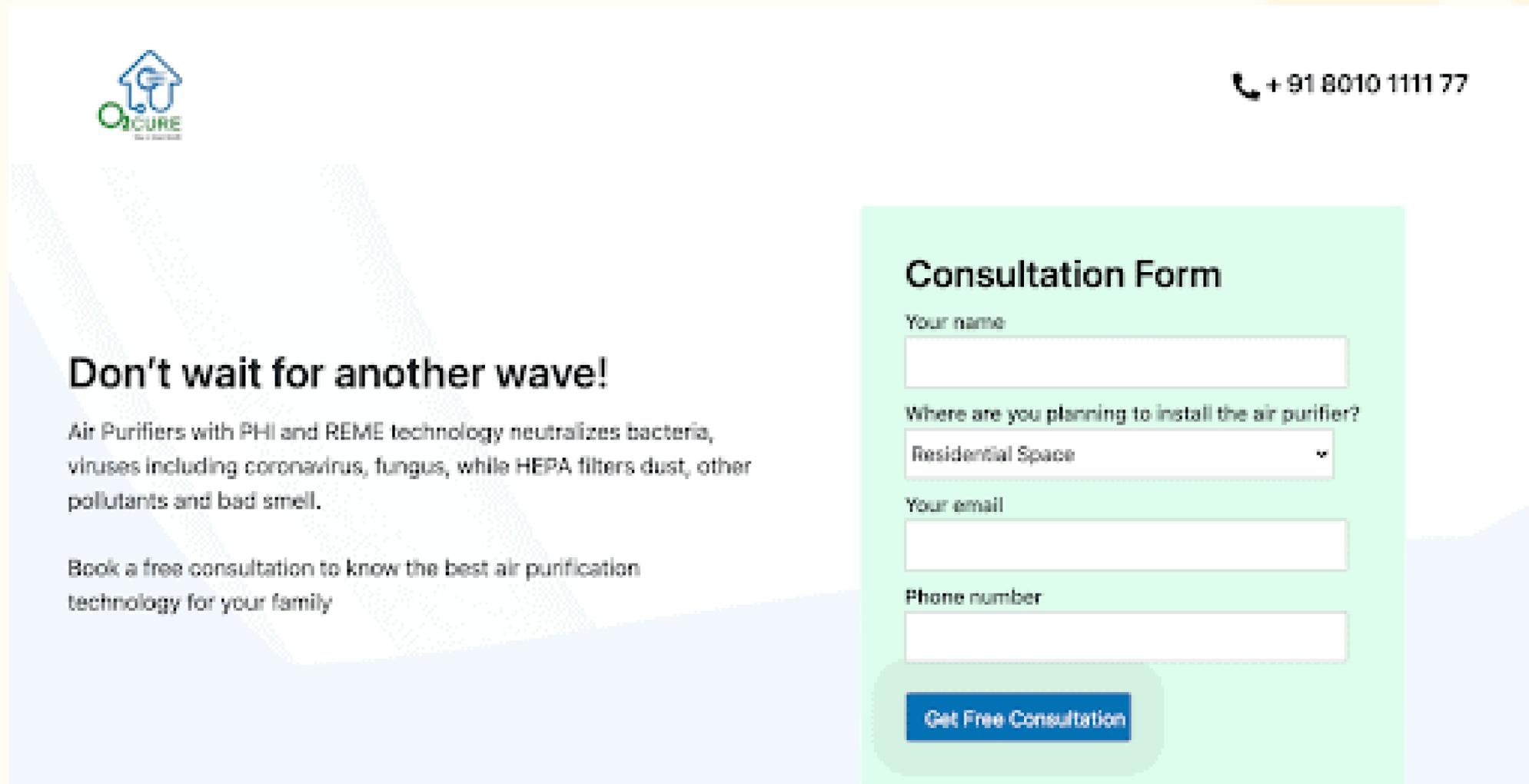
TARGETED DIGITAL MARKETING

Created targeted landing pages to handle different concerns and used detailed customer profiling to improve marketing efficacy.

03

TM

LANDING PAGES



Q2CURE

+ 91 8010 1111 77

Don't wait for another wave!

Air Purifiers with PHI and REME technology neutralizes bacteria, viruses including coronavirus, fungus, while HEPA filters dust, other pollutants and bad smell.

Book a free consultation to know the best air purification technology for your family

Consultation Form

Your name

Where are you planning to install the air purifier?
 Residential Space

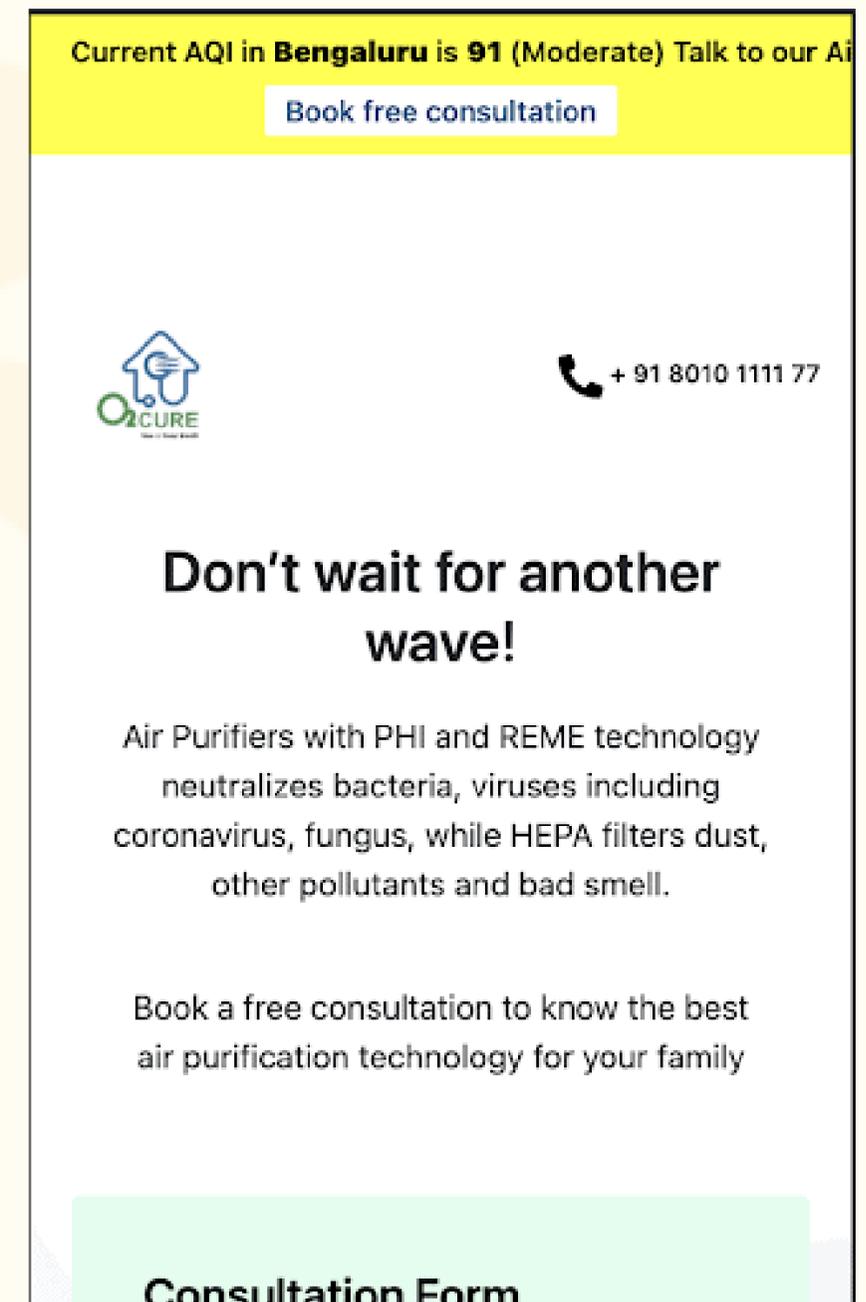
Your email

Phone number

[Get Free Consultation](#)

Current AQI in **Bengaluru** is **91** (Moderate) Talk to our Ai

[Book free consultation](#)



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RESULTS



DYNAMIC CONTENT EFFICIENCY

Use of dynamic content in ads based on user location helped emphasize local air quality concerns, improving marketing effectiveness.



REDUCED COST PER LEAD

Reduced CPL by over 30% through optimized marketing campaigns.



IMPROVED CONVERSION RATES

Increased the visitor to lead conversion rate from less than 5% to over 12%.



THANK YOU

**HAVE ANY QUESTION OR QUERY?
FEEL FREE TO REACH OUT!**

Website : www.teamvariance.com

Email : hello@teamvariance.com

Contact : +919968669955 /44

Office : 1st Floor, Eco tower, Sector 125, Noida, UP 201313