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Statement of Work: Meta Ads Management for Induved

Client: Induved Pharmaceuticals Pvt. Ltd. (www.induved.com) **Service provider:** Blue Waves Media **Prepared by:** Suparna Saha, Business Development Manager **Date:** 2 November 2026

Items in [square brackets] are placeholders to fill in before sending. Budget and target figures are planning assumptions and must be validated against Induved's actual margins, stock and historic data.

1. Purpose of this document

This Statement of Work (SOW) defines what the Service Provider will do to plan, launch, run, and optimise paid advertising for Induved on Meta (Facebook, Instagram, and the Facebook Network). It covers the scope, strategy, step-by-step working process, timeline, reporting, responsibilities of both sides, fees, and terms.

2. Brand and business snapshot

The points below come from a review of www.induved.com and should be confirmed by the client.

- **Business:** Direct-to-consumer Ayurvedic wellness brand (Induved Pharmaceuticals) selling on its own Shopify store, with listings on Amazon, Flipkart, and Myntra.
- **Categories on site:** Gyno care, immunity care, hair care, skin care, herbs.
- **Bestsellers and listed prices (sale price):** Smily Flow Cream ₹319 (MRP ₹349), Gynoprash ₹599 (MRP ₹699), Turmeric Delight Dip Bag ₹599 (MRP ₹699), Chikitsa Hair Oil ₹499 (MRP ₹699).
- **Trust assets:** Doctor-led positioning (Dr. Pushpanjali R. Kumbhar, B.A.M.S., M.D. Ayurveda), 14+ years of experience, 17,000+ patients served, 8,000+ Panchakarma patients, a team of 7 doctors, customer testimonials.
- **Offers in place:** 10% off first order via newsletter or code, free shipping above ₹499, free gifts, sale collection.
- **Social presence:** Facebook, Instagram, X, YouTube, LinkedIn.
- **Observation to resolve before launch:** Three of the four bestsellers (Gynoprash, Turmeric Delight Dip Bag, Chikitsa Hair Oil as seen at review time; stock status can change) showed as sold out. Ads must never run to out-of-stock products. Stock availability is a go/no-go condition for every campaign (see Section 17).

3. Objectives

3.1 Business objectives

- Build a predictable, profitable online sales channel for Induved's own website through Meta ads.
- Increase new-customer acquisition and then repeat purchase using retargeting and CRM-linked audiences.
- Establish Induved as a trusted, doctor-backed Ayurvedic brand in the target audience's mind.
- Build first-party data (pixel, Conversions API, email, WhatsApp opt-ins, customer lists) that lowers acquisition cost over time.

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3.2 Campaign KPIs and targets

Targets are set after the 2-week audit and 4-week test phase, using actual margins. The table below is the initial working framework.

KPI	Primary/secondary	Initial working target (to be validated)
Purchases (website)	Primary	Month-on-month growth after Month 1 baseline
ROAS (purchase conversion value/spend)	Primary	Break-even ROAS set from margin; stretch target = 1.5x to 2x break-even by Month 3
CPA (cost per purchase)	Primary	Must stay below contribution margin per order
AOV (average order value)	Secondary	Lift through bundles and the free-shipping threshold (₹499)
CTR (link)	Diagnostic	1.0% or higher on prospecting creatives
Cost per Add to Cart / Initiate Checkout	Diagnostic	Tracked weekly, trend improving
Hook rate (3-second views/impressions)	Creative diagnostic	25% or higher for video
Frequency (prospecting, 7-day)	Health	Under 2.5; retargeting under 6
New-customer share of purchases	Secondary	70% or higher in prospecting campaigns

> *Note: Because the visible price points are low (about ₹319 to ₹599), the margin per order after product cost, shipping, payment fees, and returns will decide what CPA is affordable. Bundles, combos and subscriptions are therefore part of the strategy, not an optional extra.*

4. Scope of work

4.1 In scope

- **Discovery and audit:** Review of existing Meta ad account (if any), pixel, catalogue, past performance, Shopify analytics, marketplace overlap.
- **Tracking and technical setup:** Business Manager hygiene, Meta Pixel, Conversions API (Shopify native or server-side), event deduplication, domain verification, Aggregated Event Measurement priority, UTM structure, Shopify catalogue sync to Commerce Manager, product feed health.
- **Strategy:** Funnel structure, audience plan, offer plan, creative strategy, testing roadmap, budget allocation.

- **Campaign build and management:** Prospecting, retargeting and retention campaigns, ad sets, ads, daily monitoring, weekly optimisation.
- **Creative direction and production brief:** Concepts, scripts, hooks, copy, static and video briefs, UGC briefs, testimonial formats, doctor-led content briefs. (Production scope is defined in 4.3.)
- **Ad copy:** Primary text, headlines, descriptions, CTAs, in English and [Hindi / Bengali / other languages as agreed].
- **Audience management:** Custom audiences (website, engagement, customer list), lookalikes, broad and interest testing, exclusions.
- **Advantage+ Shopping and catalogue campaigns:** Setup and optimisation for dynamic product ads.
- **A/B testing:** Structured tests on creative, offer, audience, landing page, and placement.
- **Reporting and review calls:** Weekly snapshot, fortnightly deep dive, monthly business review, quarterly strategy reset.
- **Landing page and conversion recommendations:** CRO suggestions for product and collection pages (implementation by the client's web team unless purchased separately).
- **Policy and compliance management:** Review of ads against Meta Advertising Standards and Indian regulations (Section 12), handling of rejections and appeals.

4.2 Out of scope (unless added by written change request)

1. Google Ads, YouTube Ads, marketplace (Amazon, Flipkart, Myntra) advertising.
2. Product photography and video shoots (unless Module C is purchased).
3. Website development, theme edits and app installation beyond tracking setup.
4. Influencer fees, creator payments and product sampling costs.
5. Inventory, fulfilment, customer support and order management.
6. Regulatory approvals, product claim substantiation and licences (client responsibility).
7. Media spend itself. Ad spend is paid by the client directly to Meta.

5. Strategy and campaign architecture

5.1 Core strategy

Induved's advantage is credibility: a doctor-led Ayurvedic brand with real clinical experience. The Meta strategy therefore combines **education and trust content at the top of the funnel**, **product-proof and offer content in the middle**, and **conversion and retention at the bottom**. Budget is concentrated on what the test phase proves, not spread evenly.

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5.2 Full-funnel structure

Funnel stage	Objective	Audience	Campaign type	Budget share (starting point)
TOFU: Prospecting	Sales (website purchase)	Broad targeting with age, gender, location and language; interest and lookalike tests	Advantage+ Shopping and manual Sales campaigns	55% to 60%
MOFU: Warm retargeting	Sales	30-day site visitors, product viewers, video viewers (50%+), IG/FB engagers	Catalogue and creative retargeting	20% to 25%
BOFU: Hot retargeting	Sales	Add to cart and initiate checkout in last 7 to 14 days	Dynamic product ads with offer	10% to 12%
Retention and cross-sell	Sales	Past purchasers (180 days)	Cross-sell, replenishment, new launch	5% to 8%
Testing reserve	Learning	Ring-fenced for new angles and audiences	Separate testing campaign	included in TOFU share

5.3 Account structure (naming convention)

A clean naming convention keeps reporting accurate: `[Brand]_[Objective]_[Funnel]_[Product/Category]_[Audience]_[Month-Year]`, for example `IND_SALES_TOFU_Hair_Broad_Nov26`.

- **Campaign 1:** Advantage+ Sales (Scaling), 1 campaign, 3 to 5 ads at a time.
- **Campaign 2:** Manual Sales, Product Testing (Hair care, Women's wellness, Immunity), separate ad sets for creative angles.
- **Campaign 3:** Retargeting (catalogue plus creative).
- **Campaign 4:** Retention and cross-sell.
- **Campaign 5 (optional):** Lead and Click-to-WhatsApp for consultations.

5.5 Audience strategy

- Broad first:
- Gender and age tests:
- Interest and behaviour tests:
- Lookalikes.

- Custom audiences
- Exclusions

6. Creative strategy and production plan

Creative is the main performance lever on Meta. The provider will run a **creative testing system**, not one-off ads.

6.1 Creative angle framework

Angle	Example direction (claims must be vetted by client)
Doctor-led education	Dr. Kumbhar explains ingredients and the Ayurvedic principle behind the product
Customer proof	Real testimonials from the website turned into video and static ads (with written consent)
Problem to routine	Relatable moment, then how the product fits into a daily or weekly routine
Product sensory	Texture, fragrance, comb applicator, taste, packaging
Ingredient story	Herbs, sourcing, traditional preparation
Authority and trust	14+ years, 17,000+ patients, doctor team, 100% authentic
Offer-led	Bundles, first order, free shipping, festival offers

6.2 Creative formats and monthly volume (starting point)

- 2 new static creatives per month
- 2 Reels per month (15 to 45 seconds)
- 2 carousels per month
- Retargeting-specific creatives (offer, FAQ, testimonial)

6.3 Creative workflow

1. Provider shares monthly creative calendar and concept briefs.
2. Client approves concepts and claims within 2 working days.
3. Production by client's team or Module C vendor against the brief.
4. Provider edits copy, cuts and variants, checks policy and uploads.
5. Winning creatives are iterated (new hooks, formats, lengths); losers are paused and logged.

6.4 Creative testing rules

- Test one variable at a time (hook, angle, format, offer, CTA).
- Minimum spend before judging: roughly 2x to 3x the target CPA per ad, or a defined impression threshold.

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- Creative learning log maintained in the shared tracker.
- Fatigue check: frequency, CTR decline and CPA rise trigger refresh.

7. Tracking, measurement and technical setup

Item	Action	Owner
Business Manager	Confirm client is admin and owner of Business Manager, ad account, pixel, page, catalogue, domain. Provider gets partner or employee access only.	Client and Provider
Meta Pixel and Conversions API	Verify PageView, ViewContent, AddToCart, InitiateCheckout, AddPaymentInfo, Purchase with value, currency and content IDs. Enable CAPI with deduplication.	Provider (client grants Shopify access)
Domain verification	Verify induved.com; set event priority.	Provider
Catalogue	Sync Shopify products to Commerce Manager; fix feed errors; set up product sets (bestsellers, by category, bundles).	Provider
UTM and analytics	Standard UTM parameters; GA4 and Shopify analytics reconciliation.	Provider
Attribution settings	Default 7-day click and 1-day view; compare against Shopify and GA4 weekly.	Provider
Data quality	Event Match Quality target 6.0 or higher; fix duplicate or missing events.	Provider
Offline and CRM data	Upload customer lists periodically for exclusion and lookalikes (consent compliant).	Client and Provider
Marketplace overlap	Note Amazon, Flipkart and Myntra sales are not tracked by Meta; track branded search and marketplace lift as a secondary indicator.	Provider

8. Detailed project plan and timeline

Phase 0: Onboarding and discovery (Week 0 to 1)

- Kick-off call: goals, margins, AOV, shipping costs, return rates, stock, priority products, past ad history.
- Access collection (Section 14.2).
- Brand and compliance briefing: approved claims, restricted claims, doctor approvals.

- Competitor and category research (Ayurvedic D2C, hair care, women's wellness, immunity), plus Meta Ad Library review.
- **Deliverable:** Onboarding checklist, access confirmation, KPI baseline sheet.

Phase 1: Audit and setup

- Account, pixel, CAPI, catalogue and website audit.
- Fix tracking; set up events, domain verification, product sets.
- Website CRO review: speed, mobile UX, product page trust blocks, reviews, FAQs, COD and prepaid options, offer clarity.
- Audience build: custom audiences and exclusions.
- **Deliverable:** Audit report, tracking sign-off, strategy deck with funnel, budget, creative plan, test roadmap.

Phase 2: Creative and launch

- Creative concept approval and first batch of ads
- Policy review and pre-launch checklist (Section 17).
- Launch of prospecting tests and baseline retargeting.
- **Deliverable:** Live campaigns, launch report.

Phase 3: Test and learn

- Daily health checks, twice-weekly optimisation during learning.
- Kill, hold, scale decisions based on pre-agreed rules (Section 9.3).
- Second and third creative batches informed by early data.
- Offer tests (bundle versus discount versus free gift).
- **Deliverable:** 30-day and 60-day performance reviews with winning angles, audiences and offers.

Phase 4: Scale and retain

- Scale winning campaigns in controlled steps (see 9.3).
- Launch retention and cross-sell, lookalikes from purchasers, creator and Partnership Ads (if Module B).
- Expand to additional categories (skin care, herbs) if hero products are profitable.
- **Deliverable:** 90-day review and next-quarter plan.

Phase 5: Ongoing optimisation (Month 4 onwards)

- Monthly creative calendar, rolling tests, seasonal campaigns, quarterly strategy reset.

9.2 Communication

- Primary channel: [WhatsApp group / Slack / email]. Working hours: [Mon to Sat, 10:00 to 19:00 IST].
- Response time: urgent issues (ad account disabled, spend anomaly, tracking broken) within 2 working hours; routine queries within 1 working day.
- Single point of contact on each side: Provider [name], Client [name].
- Shared tracker (Google Sheet or Notion): campaign log, test log, creative log, approvals, issues.

9.3 Approval workflow

1. Provider submits creative and copy for approval via tracker.
2. Client approves, requests changes, or rejects within 2 working days (delays in approval may delay launch dates and are not counted as Provider default).
3. Claims and doctor-endorsed content require written client sign-off before going live.
4. Emergency pauses may be done by Provider without prior approval, with immediate notice.

10. Budget plan

10.1 Media budget (paid by client directly to Meta)

Ad spend is ₹600 to ₹1,000 per day (about ₹18,000 to ₹30,000 per month), paid by the client directly to Meta. The daily figure moves with sales: it starts at the low end, rises when results meet the agreed targets and stock is available, and drops back if CPA or stock slips. The agency management fee is separate (Section 16).

Phase	Daily ad spend	Approx. monthly	Trigger
Test (Weeks 1 to 4)	₹600	₹18,000	Launch budget: one hero product, 2 to 3 creatives
Steady	₹600 to ₹800	₹18,000 to ₹24,000	CPA at or below target for 7 days
Scale	Up to ₹1,000	Up to ₹30,000	ROAS at or above target for 7 days and products in stock; raise 20% every 3 to 4 days

10.2 Suggested allocation (₹800 per day midpoint, about ₹24,000/month)

Bucket	Share	Per day	Per month
Prospecting (hero products)	50%	₹400	₹12,000
Testing (new creatives and audiences)	15%	₹120	₹3,600
Retargeting (warm and cart abandoners combined)	25%	₹200	₹6,000
Retention and cross-sell	10%	₹80	₹2,400

Daily budgets start modestly in the learning phase and rise only on evidence. The provider will recommend any reallocation in writing.

10.3 Minimum viable budget note

At ₹600 to ₹1,000 per day the budget supports only 1 or 2 active ad sets at a time. Meta needs about 50 conversion events per ad set per week to exit the learning phase, which this budget may not reach on Purchase alone. In the first 4 weeks the provider will therefore run a lean setup: one sales campaign on the hero product

and one retargeting campaign. Retention, lead generation and extra product campaigns from Section 5.3 start only as budget and data allow. If purchase volume is too low, the provider may optimise for Add to Cart first and move to Purchase as data builds.

11. Reporting

11.1 Reports

Report	Content	Delivery
Weekly snapshot	Spend, purchases, revenue, ROAS, CPA, AOV, top and bottom ads, actions taken, next steps	Every [Monday] by [12:00]
Fortnightly creative report	Creative performance, hook and hold rates, learnings, next concepts	Every 2 weeks
Monthly report	KPI versus target, funnel analysis, product-wise and audience-wise performance, test results, spend, recommendations	By the 5th of each month
Quarterly review deck	Trends, strategic learnings, category expansion, budget plan	Quarterly
Live dashboard	Looker Studio dashboard connected to Meta, GA4, and Shopify (if available)	Set up in Week 2 to 3

11.2 Source of truth

Meta Ads Manager reports platform-attributed results. Shopify orders are the final source for revenue. Both are reported side by side, with variance explained. Marketplace sales are reported separately if the client shares data

13.1 The client will

1. Provide timely approvals (2 working days) and feedback.
2. Share product information, ingredient lists, approved claims, licences and doctor approvals.
3. Maintain stock and inform the provider of any stock-out within 24 hours.
4. Share sales data, margins, AOV, return rates, and marketplace data as needed.
5. Provide brand assets: logo, fonts, product photos, videos, testimonials, doctor content.
6. Keep the website fast, functional and policy-compliant (privacy policy, return policy, contact details, product pages).
7. Pay media spend directly to Meta and maintain a funded payment method.
8. Nominate a decision-maker available for weekly calls.

14.2 Access required

- Meta Business Manager (admin access or partner access for Provider)
- Facebook Page and Instagram account (advertiser access)
- Ad account (advertiser or admin access)
- Pixel, Dataset and Catalogue access
- Shopify (staff or collaborator access for tracking and analytics)
- Google Analytics 4 and Google Search Console (view)
- Domain DNS access if verification requires it
- Email and WhatsApp customer lists (consent-compliant)

Ownership: All accounts, pixels, audiences, catalogues and creative assets remain the property of the client at all times.

15. Acceptance

Deliverables are deemed accepted if the client gives no written objection within 5 working days of delivery. Campaign performance is not a deliverable acceptance criterion; results are subject to market, product, price, stock and creative factors outside the provider's sole control.

16. Fees and payment terms

> *The management fee is fixed at ₹12,000 per month. All other figures below are placeholders to be completed by the Service Provider.*

Item	Fee
Monthly management fee (core scope, Section 4.1)	₹12,000 per month + 18% GST
Ad budget	Directly share to meta

Payment terms: Invoices raised on [1st] of each month in advance. Payment due within [7] days. GST at applicable rates extra. Late payment may lead to pause of services after written notice. Third-party costs (stock footage, music licences, creators) are billed at actuals with prior approval.

17. Pre-launch and ongoing checklists

17.1 Go-live checklist (per campaign)

- Product in stock and fulfilment capacity confirmed
- Landing page live, mobile tested, price and offer match ad
- Pixel and CAPI events firing correctly, test purchase verified
- Claims reviewed against claims library; client sign-off recorded
- Naming convention, UTMs and audiences applied, exclusions set
- Payment method active and spending limits set
- Reporting entry created in tracker

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18. Term, termination and general terms

1. **Term:** Initial term of 3 months from the start date; thereafter month-to-month unless terminated.
2. **Termination:** Either party may terminate with [30] days written notice after the initial term. During the initial term, termination for convenience requires payment of fees for the remaining committed period [or as agreed].
3. **Transition:** On termination the provider hands over all documentation, creative files, audience definitions, reports and learnings within 7 working days. Access is removed from client accounts.
4. **No guarantee of results:** The provider commits to professional effort and best practice but does not guarantee specific sales, ROAS or CPA figures.
5. **Confidentiality:** Both parties keep business information, financials, and customer data confidential during and for [2] years after the term.
6. **Intellectual property:** Client owns brand assets, accounts, data and final approved creatives. The provider retains rights to its methods, templates and frameworks. Third-party assets remain subject to their licences.
7. **Exclusivity and conflicts:** The provider will not manage directly competing Ayurvedic D2C brands in the same sub-category without disclosure [optional clause].
8. **Change requests:** Any work outside this SOW is quoted and approved in writing before it begins.
9. **Liability:** Provider's liability is limited to fees paid in the preceding [3] months, except where law requires otherwise. The client is responsible for product quality, claims, licences and legal compliance.
10. **Governing law:** Laws of India; jurisdiction of courts at [city].

19. Approval and sign-off

	Client	Service provider
Name		
Designation		
Signature		
Date		