

Mane Kancor

*Precision visibility with Research, Purchase & Quality buyers
across Food & Beverage and Personal Care*

13.4L+

IMPRESSIONS

74,266

CLICKS

5

PRODUCT VERTICALS

8.1L

TOTAL INR INVESTED ACROSS BOTH CHANNELS

01 A multi-vertical B2B brand, invisible to the buyers who matter most

Mane Kancor (Kancor Ingredients Ltd.) sells into two demanding B2B worlds — Food & Beverage and Personal Care — across five distinct product lines and 20+ international markets. The buyers who decide whether a supplier gets shortlisted are narrow, specific functions: **Research & Development** scientists evaluating a new active or extract, **Purchase/Procurement** teams sourcing a compliant, reliable supplier, and **Quality** functions vetting specifications before sign-off. Generic reach was never the goal — and it was never going to work. The brand needed a way to be visible specifically to these three functions, inside these two industries, across every market it operates in.

“The brief from day one wasn't ‘get more clicks.’ It was ‘get in front of the person who actually signs off on a new ingredient supplier — and stay there until they're ready to talk.’”

Rs	Rs		
6.51L	1.60L	2.63%	Rs 21
LINKEDIN SPEND	GOOGLE ADS SPEND	BEST LINKEDIN CTR	LOWEST LINKEDIN CPC
4,71,900	8,68,486	3,536	70,730
LINKEDIN IMPRESSIONS	GOOGLE IMPRESSIONS	LINKEDIN CLICKS	GOOGLE CLICKS

READING THIS REPORT

- **§02** — how Brewhaus built the audience strategy around Research, Purchase and Quality functions in F&B and Personal Care.
- **§03–04** — what that strategy delivered on LinkedIn and Google, market by market and line by line.
- **§05** — the evidence that the traffic earned was the right traffic — not just more of it.
- **§06** — the visibility gain in plain terms, and where it compounds from here.

02 Precision over reach: targeting the three functions that actually buy

Brewhaus built the Mane Kancor campaign architecture around a simple principle: a spice extract manufacturer and a cosmetic actives supplier are, functionally, selling into the same three job families — just in two different industries. So instead of one broad B2B campaign, every product line was pointed at a specific intersection of **function** and **industry**.

PRODUCT LINE	FUNCTION TARGETED	INDUSTRY CONTEXT
Purakan (spice oleoresins & naturals)	Purchase & Quality	Food & Beverage manufacturing
Natural Colours (food colour ingredients)	Purchase & Quality	Food & Beverage, especially compliance-led buyers
Peach (cosmetic actives)	Research & Development	Personal Care — hair & scalp care formulators
Mint (content: blog & video)	Research	Personal Care — early-stage category education
OxiKan (antioxidant ingredients)	Purchase (direct lead gen)	Food & Beverage / Personal Care crossover

Why job function, not job title

Titles vary wildly across geographies — a "Purchase Manager" in India and a "Sourcing Lead" in Germany do the same job. LinkedIn's function and seniority layers let Brewhaus hold the audience definition constant (Research, Purchasing, Quality/Compliance) while letting geography, language and creative flex underneath it. That is what made the regional split — India, Japan & Thailand, Middle East, Indonesia & Vietnam, North America — possible without diluting who actually saw the ad.

Why two industries, one architecture

F&B and Personal Care buyers research almost identically — specification-led, compliance-aware, unhurried. That let the same campaign logic (carousel vs. video creative, paired by region) run across both industries, while Google Search caught the same buyers at the exact moment they typed a sourcing query — "natural food color suppliers" for F&B Purchase, "scalp care active ingredients" for Personal Care R&D.

03 One brand, five product worlds, a single traffic-and-visibility mandate

Each product line ran as its own micro-brand with its own audience, geography and creative — while holding the same top-line objective throughout: put the right buyer function in front of the brand, and earn a visit to the product page where the real evaluation happens.

PRODUCT LINE	CATEGORY	PRIMARY CHANNEL(S)
Purakan	Spice oleoresins & naturals	LinkedIn + Google Search
Peach	Cosmetic actives — hair & scalp care	LinkedIn, 5 regional campaigns
Natural Colours	Food colour ingredients	LinkedIn + Google Search + YouTube
OxiKan	Antioxidant / specialty ingredients	LinkedIn Lead Generation
Mint	Blog & video content promotion	LinkedIn blog + video

On LinkedIn

Each product line ran as an independent campaign group, split further by geography — Peach alone ran five parallel regional campaigns (India; Japan & Thailand; Middle East, Singapore & Malaysia; Indonesia & Vietnam; North America). Every region paired a carousel format against a video format on the same audience, so creative could be compared head-to-head before scaling spend. OxiKan was the deliberate exception, run as Lead Generation rather than traffic.

On Google Ads

Search campaigns were built around procurement-stage keywords — “natural food color suppliers,” “food colour companies” — split geographically for Purakan (US/Europe vs. APAC). A Performance Max campaign extended reach for Peach, a remarketing layer re-engaged past visitors at very low cost, and YouTube carried the Natural Colours brand story to a broader audience.

04 LinkedIn: four years across five product lines and 20+ markets

Rs

6,51,211

TOTAL SPEND

4,71,900

IMPRESSIONS

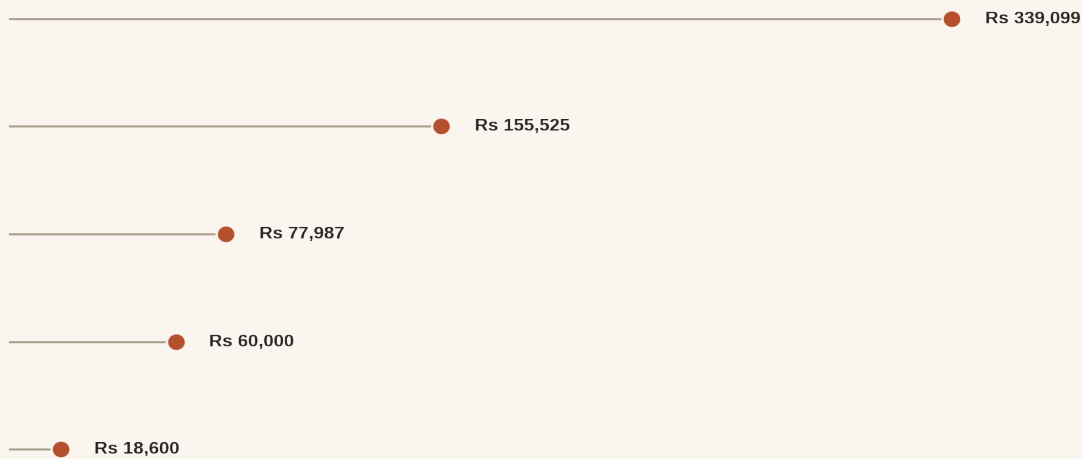
3,536

CLICKS

0.75%

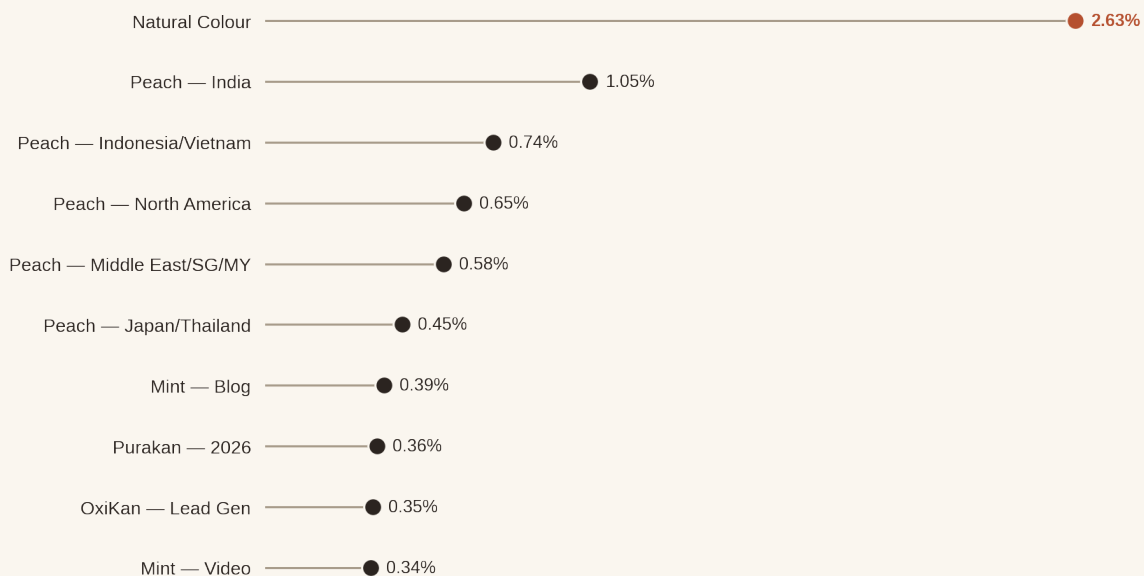
BLENDED CTR

SPEND BY PRODUCT LINE, 2022–2026



Peach absorbed the largest share of budget by design — it is the only line running five parallel regional campaigns simultaneously. Purakan's 2026 push is the second-largest single commitment.

CLICK-THROUGH RATE BY CAMPAIGN, ALL-TIME



Natural Colours sits well clear of the field at 2.63% CTR — the standout line despite carrying the smallest budget on the account.

Campaign-level detail

CAMPAIGN	SPEND (INR)	IMPR.	CLICKS	CTR	CPC (INR)
Natural Colour	18,600	33,478	879	2.63%	21.16
Peach – India	49,936	78,425	825	1.05%	60.53
Peach – Indonesia/Vietnam	32,823	30,671	227	0.74%	144.59
Peach – North America	92,538	50,555	326	0.64%	283.86
Peach – Middle East/SG/MY	92,943	96,561	558	0.58%	166.56
Peach – Japan/Thailand	70,860	82,286	367	0.45%	193.08
Purakan (Mar 2026)	1,55,525	12,899	47	0.36%	3,309.04
OxiKan Lead Gen	60,000	36,421	128	0.35%	468.75
Mint – Blog	23,567	12,675	49	0.39%	480.96
Mint – Video	54,420	37,929	130	0.34%	418.62

Purakan 2026: the regional trade-off

The most recent campaign (March–April 2026) split Purakan into three regional ad sets — and surfaced a clean cost curve. India & Thailand is the efficient market: lowest CPC, lowest CPM. NA & Europe wins on CTR but at nearly three times the cost, a familiar pattern in LinkedIn's more contested Western B2B auction.



ON CONVERSIONS

Every LinkedIn line except OxiKan was built for Website Visits or Brand Awareness, not last-click conversions — the zero conversion counts elsewhere reflect the objective set, not a shortfall. OxiKan Lead Generation, the one line designed to convert, delivered 32 conversions at Rs 1,875 cost per conversion.

05

Google Ads: search-led demand, carried by low-cost remarketing

Rs

1,59,655

TOTAL SPEND

8,68,486

IMPRESSIONS

70,730

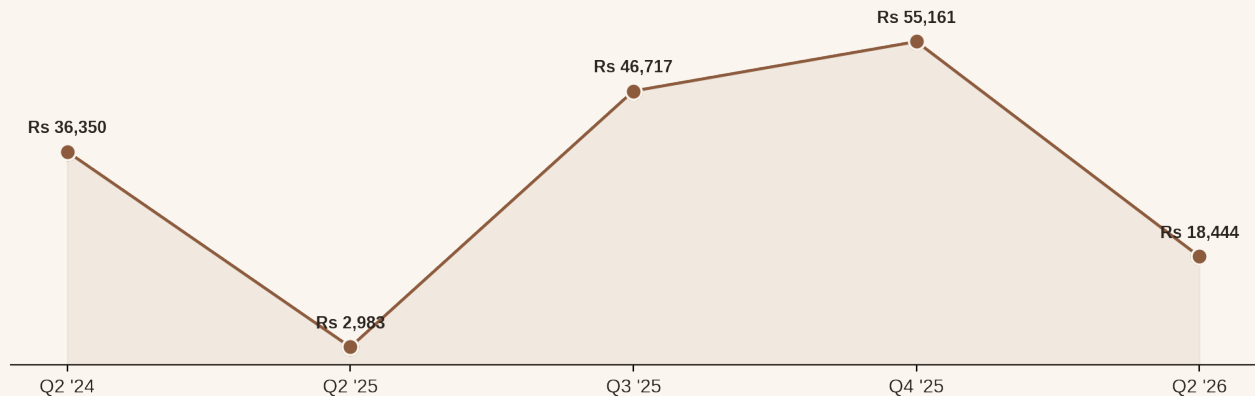
CLICKS

8.14%

BLENDED CTR

That 8.14% blended CTR is flattered by a single high-volume Display remarketing push in mid-2024 (60,536 clicks at 14.06% CTR, Rs 0.14 CPC) — cheap re-engagement of people who'd already visited the site. The Search campaigns tell the sharper story: procurement-intent keywords converted clicks at 2.3–4.2% CTR, at meaningfully higher cost — this is where genuinely new, qualified B2B demand gets captured.

SPEND BY QUARTER

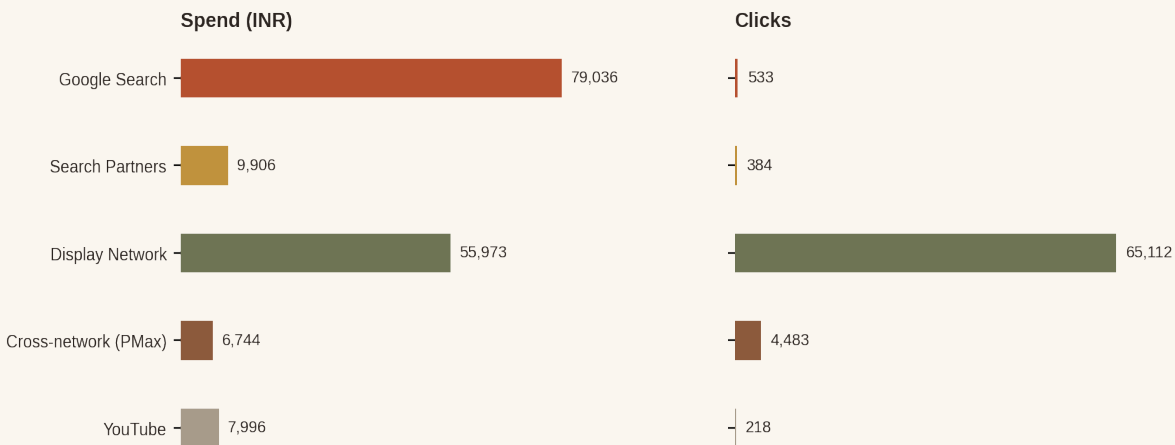


Activity clusters into three distinct pushes: the May 2024 remarketing launch, a Q3–Q4 2025 search ramp-up, and the Q2 2026 Purakan search expansion.

Campaigns by spend

CAMPAIGN	SPEND (INR)	CLICKS	CTR
Natural-Colours – Search	49,700	87	4.08%
Purakan – Search (US/Europe)	34,780	1,556	2.86%
Purakan – Search (APAC)	20,381	2,000	3.79%
Peach – Search (NA)	13,328	342	4.21%
Purakan_Second_New	9,357	330	2.31%
PuraKan – Remarketing	9,087	1,178	1.64%
Remarketing Campaign (May 2024)	8,283	60,536	14.06%
Natural Colours – YouTube	7,996	218	0.17%
Peach – Performance Max	6,744	4,483	4.35%

WHERE THE BUDGET WORKED HARDEST



Google Search carries the highest cost per click (Rs 148) but is genuine, high-intent procurement traffic. Display delivers scale at near-zero cost (Rs 0.86 CPC) — valuable for remarketing reach, not for capturing new demand. Search Partners sits in between at Rs 25.80 CPC.

06 Not just more traffic — the right functions, in the right industries

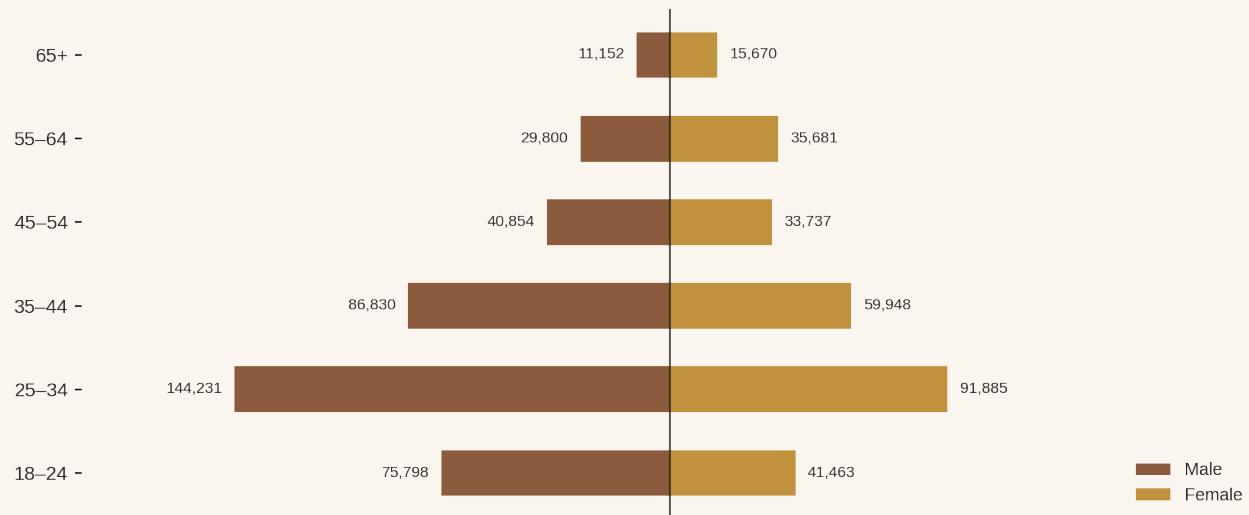
Reach is easy to buy. What the campaign architecture in §02 was built to prove is that the traffic landing on Mane Kancor's pages is coming from the Research, Purchase and Quality functions it was aimed at — in Food & Beverage and Personal Care specifically. Two independent data sources confirm it.

EVIDENCE 1 — THE SEARCH QUERIES THEMSELVES

SEARCH TERM	FUNCTION · INDUSTRY	CLICKS	CTR	COST (INR)
natural food color suppliers	Purchase · F&B	45	3.82%	24,725.70
natural food colors manufacturing companies	Purchase · F&B	17	5.06%	10,651.73
food colour companies	Purchase · F&B	15	3.72%	10,981.41
scalp care active ingredients	Research · Personal Care	47	3.98%	1,415.28
anti dandruff ingredient	Research · Personal Care	21	2.86%	1,663.67

Nobody outside a sourcing or formulation role searches “natural food color suppliers” or “scalp care active ingredients.” These are not curiosity clicks — they are the exact language a Purchase team vets vendors with, and an R&D team scopes actives with. The fact that these terms carry the account's highest CTRs (3.7–5.1%) means the ad copy and landing pages were speaking directly to the function searching, not a generic audience.

EVIDENCE 2 — WHO WAS ACTUALLY REACHED



57.7% of impressions concentrate in the 25–44 age band — the working age range for mid-to-senior Research, Purchase and Quality professionals, not students or general consumers. This is the demographic signature of a B2B buying committee, not a mass-market campaign that happened to reach some businesspeople.

What this built: category visibility, function by function

Put together, the two channels gave Mane Kancor something it did not have in 2022: a standing, always-on presence in front of the three functions that decide whether it gets shortlisted, in both of the industries it sells into — sustained across 20+ markets for four years running.

SEGMENT REACHED	PRODUCT LINES	EVIDENCE OF FIT
Food & Beverage — Purchase	Purakan, Natural Colours (LinkedIn + Search)	2.63% CTR, Rs 21 CPC — the most efficient line on the account
Food & Beverage — Quality	Natural Colours (Search + YouTube)	Top-CTR search terms (3.7–5.1%) on compliance-language queries
Personal Care — Research	Peach, Mint (LinkedIn, 5 regions)	Rs 6,51,211 sustained investment across 20+ markets since 2022
Personal Care — Purchase	OxiKan (LinkedIn Lead Gen)	32 conversions at Rs 1,875 cost/conversion — direct pipeline

“The visibility this built isn't a vanity number — it's four years of Mane Kancor showing up, consistently, in the exact three inboxes and feeds that decide who gets on the shortlist.”

07 Where the evidence points

What worked

- **Natural Colours is the breakout line** on both channels — the lowest LinkedIn CPC (Rs 21) and some of the highest-CTR Google search terms in the account, despite the smallest budget.
- **Geo-segmentation earns its keep** — splitting Peach and Purakan by region consistently surfaces 3–5x efficiency gaps, letting budget shift toward the markets that are actually cheaper to reach.
- **Search-intent keywords convert reliably** (3.7–5.1% CTR) whenever the query matches real procurement language — the traffic being paid for is demonstrably qualified.
- **Remarketing punches well above its cost** — Rs 0.14 CPC to re-engage warm visitors is a strong, cheap complement to the higher-CPC prospecting work.

Where to focus next

- **Rebalance Purakan and Peach toward efficient regions** — NA/Europe LinkedIn CPMs have nearly tripled the India/Thailand rate; a tighter audience or creative refresh there could close the gap.
- **Scale Natural Colours** on both channels — it is currently the smallest LinkedIn line by budget despite being the best performer by a wide margin.
- **Extend conversion tracking beyond OxiKan** — wiring website-visit-to-inquiry tracking into Purakan, Peach and Natural Colours would connect traffic directly to pipeline.
- **Build out the long-tail keyword set** on Google — terms like “natural food colors manufacturing companies” (5.06% CTR) suggest more adjacent procurement queries are there to capture.

Prepared by Brewhaus Communications for Mane Kancor. Figures compiled from LinkedIn Campaign Manager and Google Ads reporting, 2022 — Q2 2026.