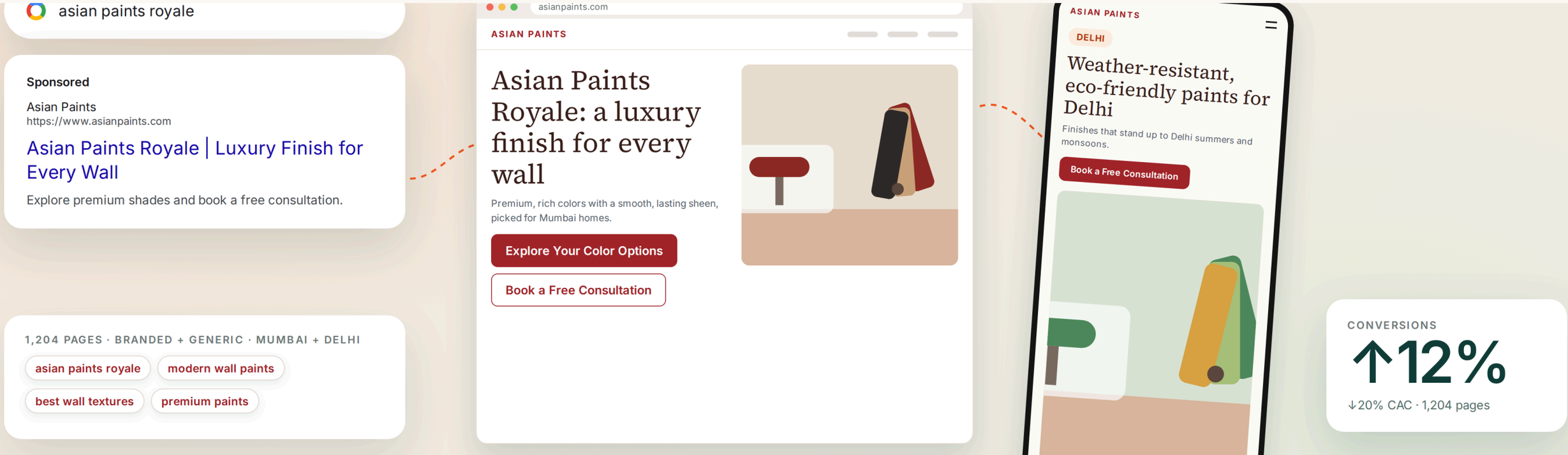
CUSTOMER STORIES

ASIAN PAINTS × fibr.ai

HOW ASIAN PAINTS BOOSTED CONVERSIONS WITH 1,204 PERSONALIZED LANDING PAGES



↑12%

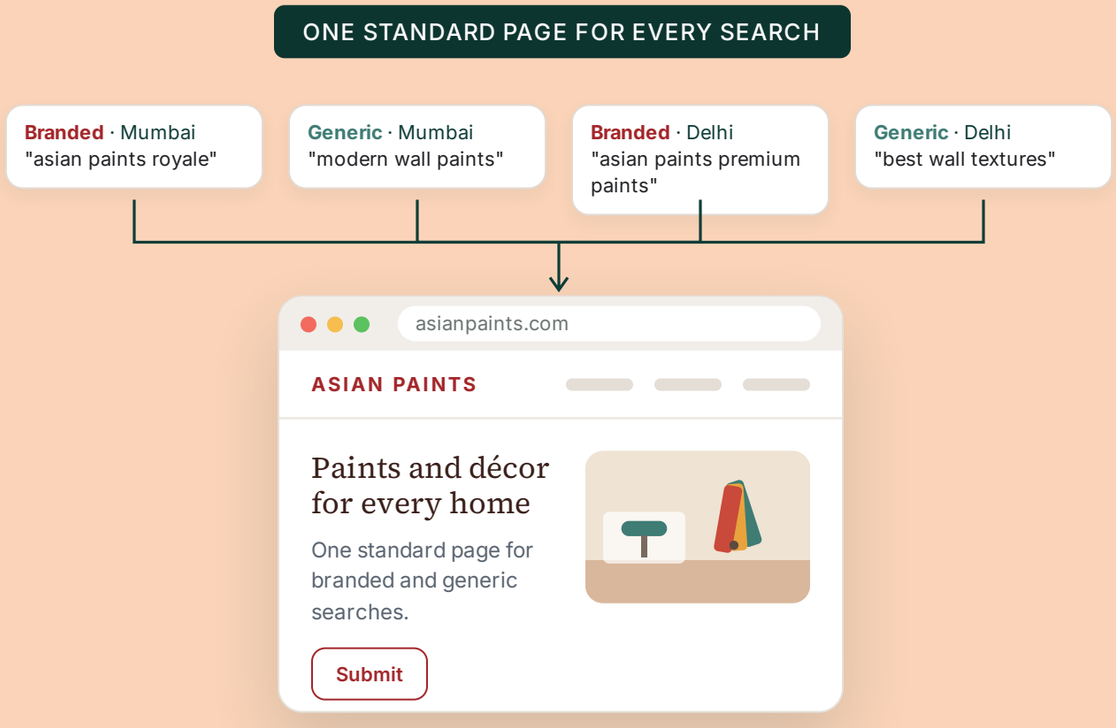
CONVERSIONS

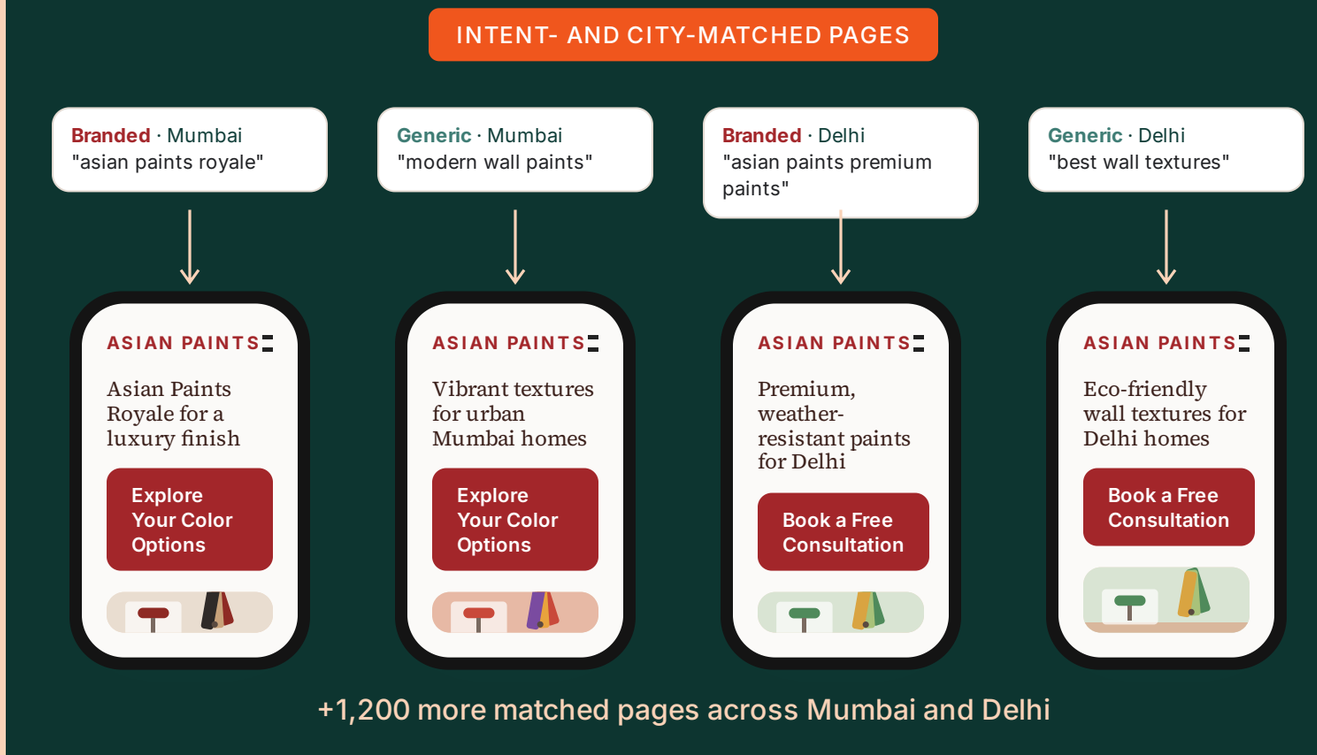
From Google Search Ads, with 20% lower CAC and zero engineering tickets.

→ **The gap:** Branded and generic searches all landed on the same standard pages.

→ **How Fibr AI helped:** 1,204 intent- and city-matched landing pages across Mumbai and Delhi, deployed without code.

→ **The result:** 12% more conversions and 20% lower CAC.





Asian Paints, at a glance.

A household name across India, synonymous with vibrant colors, premium finishes, and turning houses into dream homes. Having mastered the art of delighting customers offline, Asian Paints set out to bring the same personalized charm to a growing digital audience.

FOUNDED	1942
INDUSTRY	Paints, Coatings & Home Décor
EMPLOYEES	11,000+
GEOGRAPHY	Pan-India, present in 60+ countries
USE CASE	Landing page personalization for Google Search Ads

SCALE OF OPERATIONS

₹36,000+ Cr
FY25 revenue

27
Manufacturing facilities in 15 countries

60+
Countries served

84+
Years in the industry

THE CAMPAIGN IN FOCUS

A Google Search Ads program across Mumbai and Delhi, covering branded keywords like "Asian Paints Royale" and generic keywords like "modern wall paints." Each represented a different intent, from premium product seekers to broader home décor exploration.

“

Fibr helped us match every Google Ad with a personalized landing page at scale. It's how we brought the Beautiful Homes vertical closer to every customer.

STANZIN ANGMO
MANAGER · ASIAN PAINTS

A generic digital experience, at a very unforgiving scale.

A BRAND KNOWN FOR A PERSONAL TOUCH

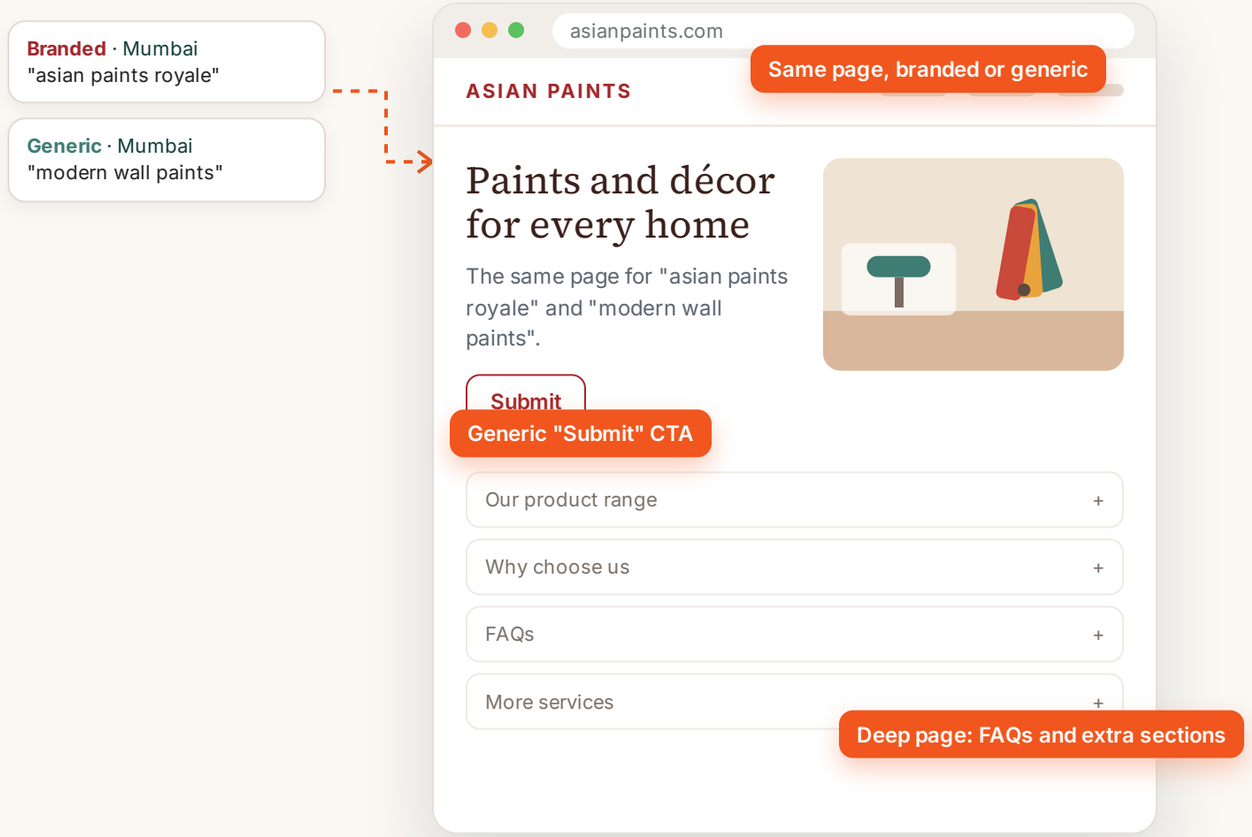
Strong brand reputation and significant ad investment, but standard landing pages that didn't reflect the personalized touch Asian Paints is known for.

BRANDED AND GENERIC, ONE EXPERIENCE

Someone searching "Asian Paints premium paints" and someone searching "best wall textures" landed on the same content.

THE COST OF THE MISMATCH

High bounce rates, low returns on ad spend, and tailored pages for every campaign, product and region that were impossible to build by hand.



1,204 landing pages, each matched to the keyword and the intent behind the click.

BRANDED KEYWORDS → PREMIUM OFFERINGS

asian paints royale | asian paints premium paints

asianpaints.com

ASIAN PAINTS

Asian Paints Royale: a luxury finish for every wall

Premium, rich colors with a smooth, lasting sheen.



Explore Your Color Options

GENERIC KEYWORDS → BROADER DÉCOR IDEAS

modern wall paints | best wall textures

asianpaints.com

ASIAN PAINTS

Modern wall paints and textures for your home

Ideas, shades and finishes to refresh any room.

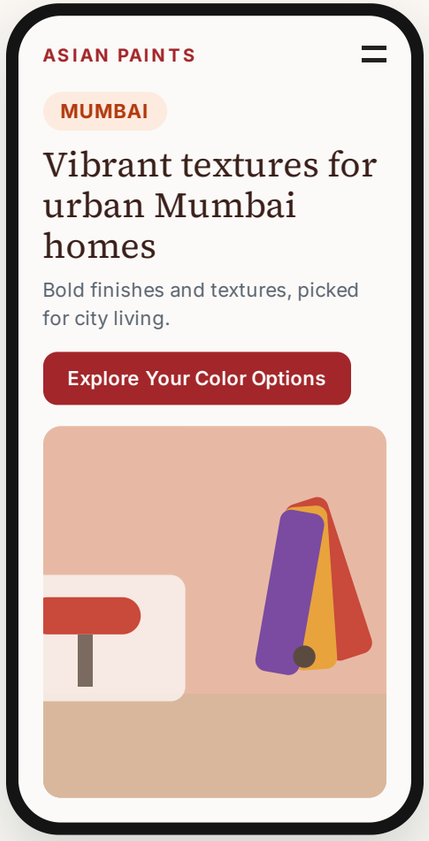


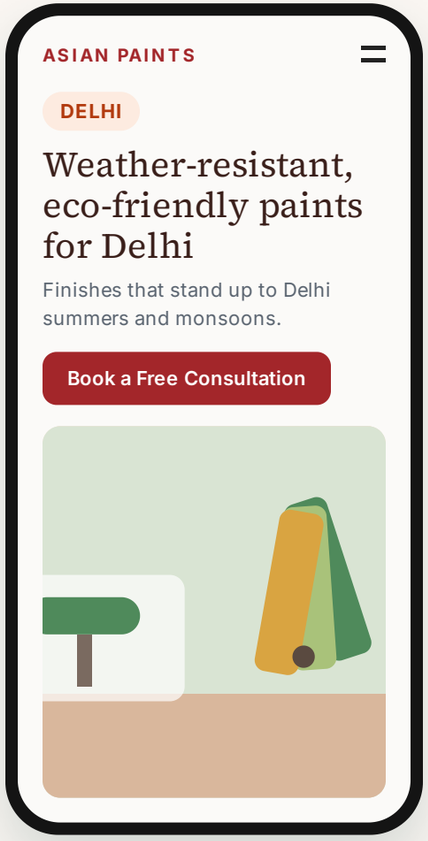
Book a Free Consultation

Mumbai and Delhi each got pages built for local taste and climate, with CTAs that name the next step.

MUMBAI PAGES

Local décor trends, like vibrant textures for urban homes.





DELHI PAGES

Eco-friendly paints and weather-resistant solutions for the region’s climate.

Shorter pages, focused on the key action, deployed in bulk by the marketing team.

BEFORE

asianpaints.com

ASIAN PAINTS

Paints and décor for every home

One page for every search.

Submit



Our product range

Why choose us

FAQs

More services

AFTER

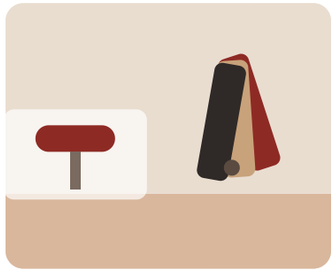
asianpaints.com

ASIAN PAINTS

Asian Paints Royale: a luxury finish for every wall

Premium colors with a smooth, lasting sheen.

Explore Your Color Options



Focused section: Royale shades and finishes

FAQs and extra sections removed

Every ad click landed on a page built for that exact search.

Branded · Mumbai
"asian paints royale"

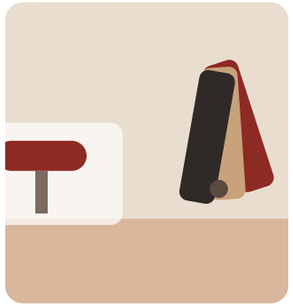
asianpaints.com

ASIAN PAINTS

Asian Paints Royale for a luxury finish

Premium colors with a smooth, lasting sheen.

Explore Your Color Options



Generic · Mumbai
"modern wall paints"

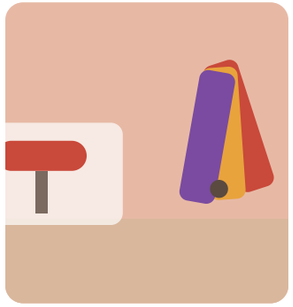
asianpaints.com

ASIAN PAINTS

Vibrant textures for urban Mumbai homes

Bold finishes picked for city living.

Explore Your Color Options



Generic · Delhi
"best wall textures"

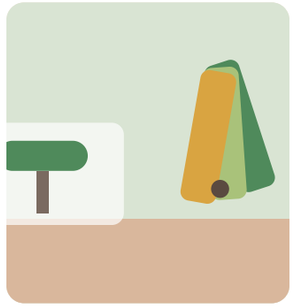
asianpaints.com

ASIAN PAINTS

Eco-friendly wall textures for Delhi homes

Finishes built for Delhi's climate.

Book a Free Consultation



1,204 pages. Higher conversions. Lower acquisition costs.

Personalized landing pages outperformed the original generic experience on every metric measured.

PAGES CREATED

1,204

Personalized landing pages for branded and generic search intent.

CONVERSIONS

↑12%

From matching each page to the keyword and intent behind the click.

CUSTOMER ACQUISITION COST

↓20%

Lower CAC from Google Search Ads with the same campaigns.

MARKETS

2

Mumbai and Delhi, each tailored to local search intent.

Personalized pages vs the original generic experience

Indexed to the original page = 100

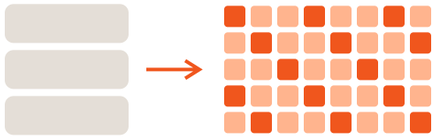


What made the difference: keyword-level pages for branded and generic intent, city-specific messaging for Mumbai and Delhi, and direct CTAs like "Book a Free Consultation" in place of "Submit."

What this teaches us about personalization at scale for high-volume brands.

INSIGHT 01

Personalization has to reach the keyword level, not just the campaign level.



Branded and generic searches are fundamentally different intents. Building 1,204 pages instead of a handful of campaign variants matched relevance to the actual search, not just the ad group.

INSIGHT 02

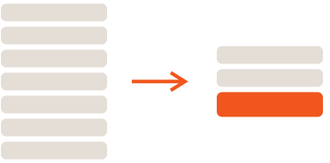
Action-oriented CTAs outperform generic prompts.



"Book a Free Consultation" and "Explore Your Color Options" outperformed "Submit." Naming the next step in the visitor's language drove stronger click-through, even at this scale.

INSIGHT 03

Cutting page depth can boost CTR without costing engagement.



Removing sections like FAQs reduced page depth and lifted click-through, while time on page held steady. Shorter kept visitors focused on the action that mattered.

fibr.ai

Turn your URLs into infinite web experiences

BOOK A DEMO

Website
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Email
sales@fibr.ai