



HOW UPRIVER HEPLD A BRAND
SCALE FROM 0 TO 1CR MONTHLY
SALES IN JUST 3 MONTHS
BUSINESS CASE STUDY



The brand within India's organic and sustainable (CPG) market is committed to providing consumers with farm-fresh, chemical-free produce directly from local farmers. By fostering strong partnerships with these farmers, the brand upholds fair trade practices while advocating for healthy and sustainable living.

Despite its mission, the strong brand encountered challenges in effectively managing and scaling its presence across various marketplaces, D2C platforms, and social media channels.



INITIAL SITUATION & CHALLENGES

A premium farm-to-table brand driven by Indian farmers and food professionals, aimed to expand its presence on Amazon, their D2C and Social Media, and scale sales aggressively. Despite its mission of delivering 100% Single Origin Premium products with authenticity and provenance, the brand struggled with a weak digital presence, low awareness, and operational challenges.

KEY CHALLENGES

- **High ACoS:** Impacted profitability despite heavy ad spend.
- **Inefficient Ad Spend:** Poor campaign optimization led to high costs and low conversions.
- **Operational Gaps:** Unoptimized listings, creative content, and backend keywords reduced visibility.
- **Low Brand Awareness:** Limited presence in a competitive organic food market.
- **High CAC:** Costly customer acquisition due to ineffective targeting.
- **Scaling Difficulties:** Struggled to grow paid marketing profitably.
- **Limited Repeat Purchases:** Weak retention strategies affected customer loyalty.
- **Weak Digital Presence:** Only 1,500 followers, inconsistent posting, and low engagement at onboarding, hindering brand reach and sales potential.

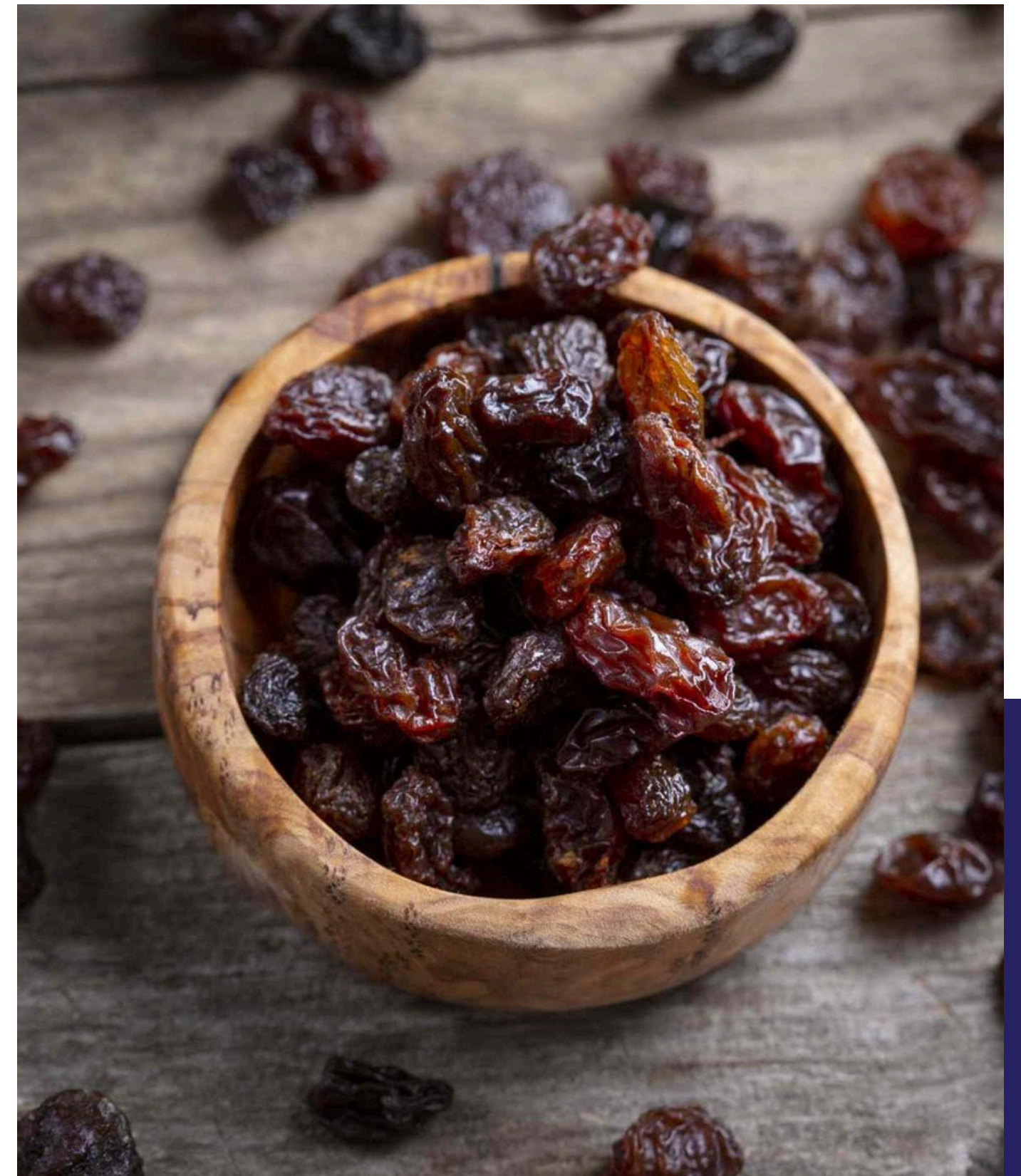
**Brand's name is masked due to confidentiality issues*



UPRIVER STRATEGY - AMAZON

ADVERTISING STRATEGY:

- **Product Focus:** Identified high-potential SKUs for better ad efficiency and conversions.
- **Campaign Optimization:** Launched targeted ad campaigns, optimizing CPC for quality traffic.
- **Backend Keyword Optimization:** Used Helium 10 & Brand Analytics for improved organic rankings.
- **Budget Reallocation:** Dynamically adjusted budgets to prioritize top-performing campaigns.



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UPRIVER STRATEGY - AMAZON

OPERATIONAL ENHANCEMENTS:

- **Listing Optimization:** Enhanced product pages with SEO-driven content, high-quality visuals, and videos.
- **Amazon Brand Store Redesign:** Improved navigation for seamless browsing and purchasing.
- **A+ Content Revamp:** Upgraded content for a premium look with relevant keywords.
- **Data-Driven Decisions:** Continuous performance analysis for ongoing growth.
- **Brand Story Enhancement:** Strengthened storytelling for deeper customer connections.



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UPRIVER STRATEGY - AMAZON

ADVERTISING ENCHACEMENTS:

- PPC Optimization: Refined Sponsored Ads, adjusted bids, and improved ROAS.
- Competitor Targeting: Used Sponsored Display Ads on competitor pages for higher visibility.
- Data-Driven Scaling: Monitored ACoS, CTR, and conversions for optimized ad spend.

SEASONAL PROMOTIONAL STRATEGY:

- Major Shopping Events: Exclusive promotions during Prime Day and festive sales.
- Festive Campaigns: Increased budgets and discounts for Diwali and Great Indian Festival.
- Discounts & Bundling: Boosted AOV with limited-time offers and bundles.
- Seasonal Promotions: Targeted ads for seasonal products (e.g., saffron in winter, raisins in summer).

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UPRIVER STRATEGY - D2C

- **Ad Creatives & Targeting:** Used static and video ads with influencers, boosting engagement by 50%.
- **Optimization:** Improved UI/UX, reducing bounce rate by 20% and increasing conversions by 32%.
- **Strategic Offers & Bundling:** Increased AOV by 25% through bulk-buying incentives.
- **Customer Retention:** Leveraged WhatsApp, Email, SMS, and Push notifications for a 15% retention boost.
- **Seasonal Campaigns:** Achieved a 30% ROAS increase during festive seasons
- **Creative Testing:** Shifted from catalog ads to high-performing video ads.
- **Cart Value Offers:** Increased AOV and ROAS.
- **Hero Product Discovery:** Identified top-selling products contributing 45% of revenue.



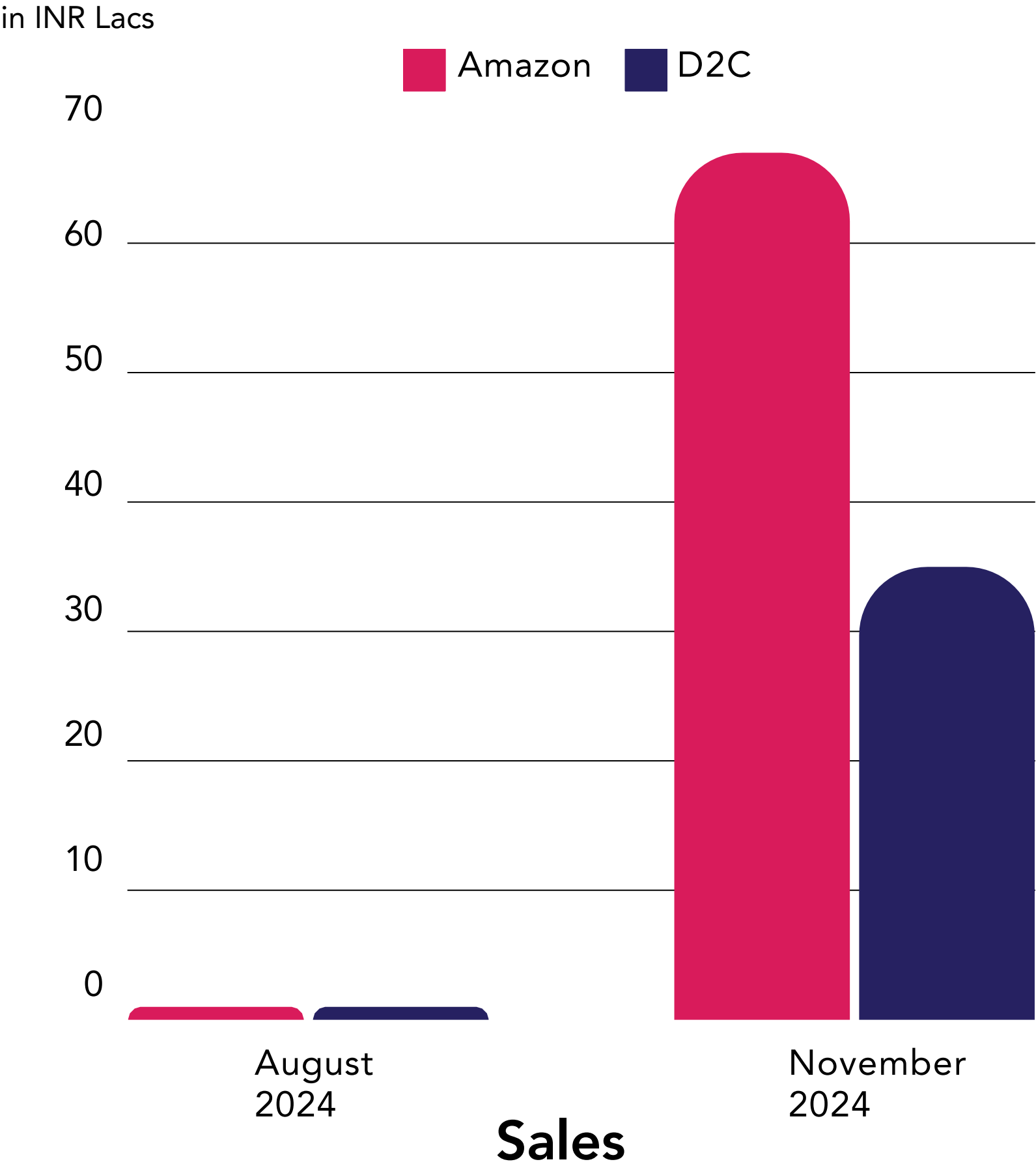


UPRIVER STRATEGY - SOCIAL MEDIA

- Brand Identity: Developed a premium, earthy visual theme inspired by Indian farming.
- Storytelling: Showcased product origins through 'Behind the PIN' reels.
- Content Strategy: Created farm-to-table shorts, heritage insights, and interactive polls.
- Meme Virality: Engaged younger audiences with humorous, relatable content.
- User-Generated Content: Encouraged community participation with the 'Show Your Origin' challenge.
- Digital Collaborations: Partnered with sustainable brands, chefs, and wellness startups for cross-promotion.

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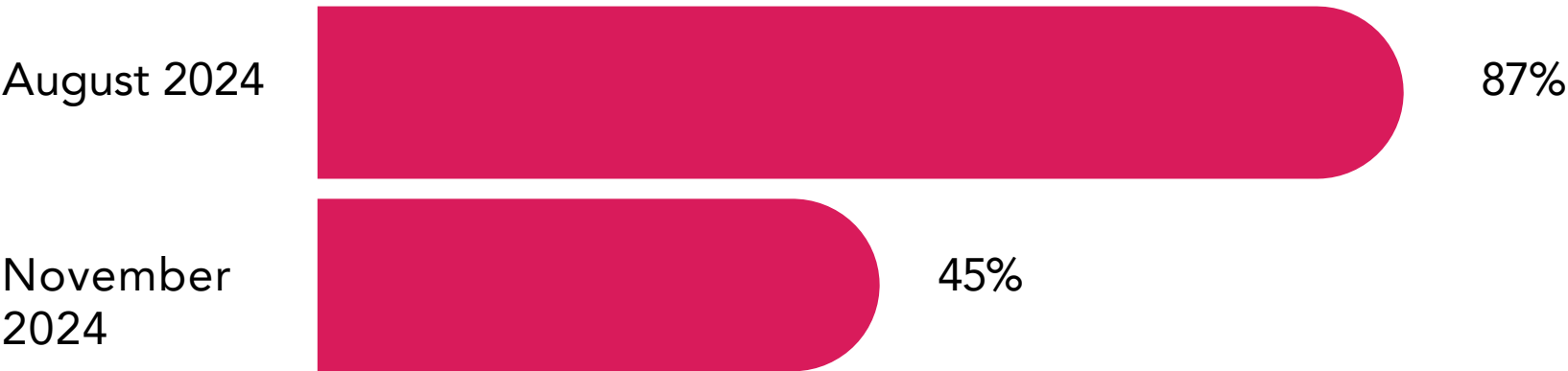
RESULT



RESULT

AMAZON

ACoS in %



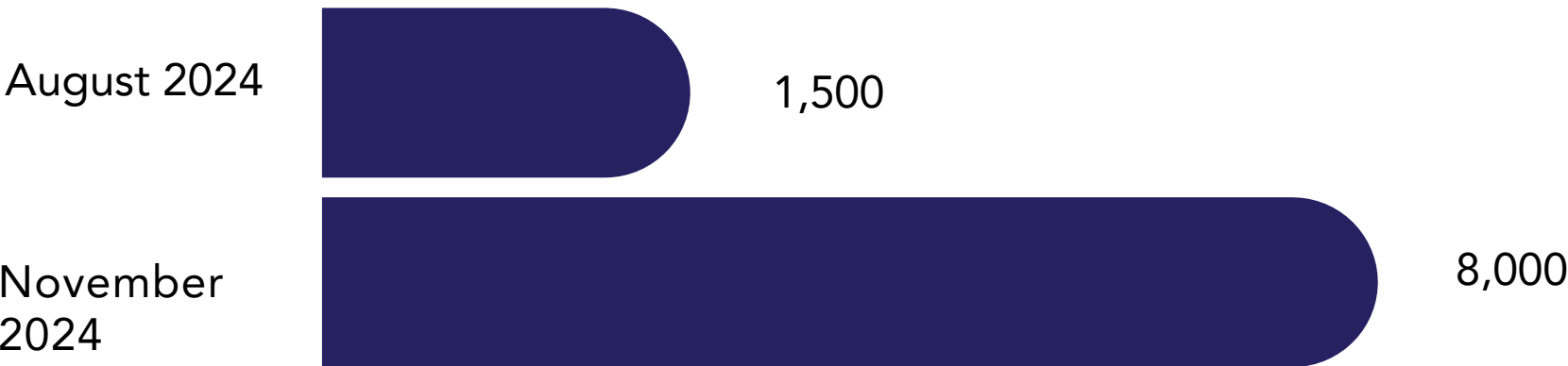
D2C

ROAS



SOCIAL MEDIA

Followers



AOV (in INR)

