



HOW UPRIVER BOOSTED BPC BRAND'S REVENUE 5X WHILE REDUCING ACOS BUSINESS CASE STUDY



OVERVIEW

A well-established brand in the beauty and skincare industry, this brand is known for its dedication to natural ingredients and scientifically-proven formulations. With an extensive range of products spanning skincare, hair care, and wellness, the brand is committed to promoting healthy, glowing skin. Owned by a leading Indian FMCG conglomerate, the brand faced challenges in scaling after its recent acquisition. To accelerate its growth and expand its marketplace presence, the parent company partnered with Upriver, leveraging its expertise to unlock new opportunities and drive significant expansion in the competitive beauty space.



INITIAL SITUATION & CHALLENGES

A well-established brand in the beauty and skincare category, sought to scale its ad-driven sales on Amazon. Despite consistent investments in advertising, the brand faced challenges in campaign efficiency, budget allocation, and conversion rates. Their objective was to maximize return on ad spend (ROAS), improve sales, and optimize campaign structures for sustainable growth.

KEY CHALLENGES:

1. High ACoS & Unoptimized Budgeting: The existing campaign structures led to inefficiencies in ad spend, resulting in a high Advertising Cost of Sales (ACoS) and suboptimal conversions.
2. Lack of Campaign Structure: The brand's campaigns lacked clear segmentation for branded, generic, and competitor-targeting ads.
3. Low Top-of-Search (TOS) Visibility: Poor optimization for high-intent placements meant lower visibility and lower click-through rates.
4. Underutilized High-Performing SKUs: Ads were distributed broadly without prioritizing the most profitable and best-converting products.

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



UPRIVER STRATEGY

- **STRATEGIC CAMPAIGN STRUCTURING**

Organized ad campaigns into Branded, Generic, and Competitor-targeting segments for better budget control and performance optimization. Dynamically allocated budgets to high-performing segments while minimizing spend inefficiencies.

- **OPTIMIZED BUDGET ALLOCATION**

Prioritized ad spend on high-converting products with strong demand, reducing investments in low-performing SKUs to maximize ROAS.

- **TOP OF SEARCH (TOS) DOMINANCE**

Increased bids on high-converting keywords to secure top placements in Amazon search results, boosting the brand's visibility in competitive categories through aggressive bidding on high-intent keywords.

- **DATA DRIVEN PERFORMANCE ENCHANCEMENT**

Executed weekly A/B testing of creatives, headlines, and keyword strategies for continuous refinement. Leveraged real-time data insights to make agile adjustments, ensuring cost-effective and high-performing campaigns.



Revenue (in INR Lacs)



ACoS in %

