



HOW UPRIVER HELPED A
COOKIE BRAND ACHIEVE 4X
SALES GROWTH IN JUST 3
MONTHS
BUSINESS CASE STUDY

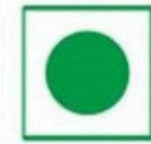


OVERVIEW

This cookies brand is a fast-growing player in India's premium cookies and chocolates market, dedicated to delivering authentic, high-quality flavors through its diverse product range. Partnering with Upriver, the brand aimed to scale its presence across marketplaces and strengthen its D2C business while staying true to its core values of authenticity and premium quality. Despite being present on marketplaces and D2C platforms for a long time, sales for the brand had stagnated, prompting them to hire Upriver for growth.



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



INITIAL SITUATION & CHALLENGES



The brand aimed to scale its Amazon and D2C sales but faced challenges with high ACoS (38% in October 2024), inefficient ad spend, and inconsistent ROI, affecting overall profitability. Growth was further hindered by limited brand awareness, high customer acquisition costs (CAC), and weak customer retention (low LTV). Additionally, product sales spiked significantly during seasonal periods but remained stagnant during off-season months.

KEY CHALLENGES:

- High ACoS & poor ad optimization
- Inconsistent ROI & scaling difficulties
- Low brand awareness in a competitive market
- High CAC & limited repeat purchases High Seasonality

UPRIVER STRATEGY - AMAZON

Product Prioritization:

Focused on high-potential SKUs to maximize ad efficiency and drive consistent sales. Also focused on all season products along with seasonal products.

Targeted Campaign Optimization:

Designed segmented campaigns across Sponsored Products, Brands, and Display to optimize CPC and attract high-intent traffic.

Backend Keyword Optimization:

Used Helium 10 for keyword and research enhancing organic visibility, optimization traffic.

Dynamic Ad Spend Reallocation:

Dynamically adjusted budgets, boosting high-performing campaigns and using AI-based dayparting with Pacvue to control spend during low-conversion periods.



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

UPRIVER STRATEGY - AMAZON

Listing Optimization:

Improved product listings with high-quality images, SEO-driven descriptions, and A+ Content to increase visibility and click-through rates.

Data-Driven Strategy:

Regular performance analysis refined strategies, optimizing campaigns, pricing, and inventory based on key metrics like CTR, CVR, and ACoS.

Inventory Management:

Recommended optimal inventory levels to minimize storage costs, leveraging demand forecasting and stockouts.

Customer Engagement:

Enhanced customer service with quick management, responses, and reviews, increasing brand credibility.



UPRIVER STRATEGY - AMAZON

Amazon DSP Integration:

Leveraged DSP to retarget shoppers, build brand recall, and reach new audiences through lookalike targeting.

Budget Shift Across Ad Types:

Reallocated budget from low-performing Sponsored Products to high-ROI Sponsored Brands, Display, and DSP campaigns for better returns.

Continuous Optimization:

Weekly A/B testing and real-time adjustments ensured cost-efficiency and improved performance.

Brand Store Revamp:

Redesigned the Amazon Brand Store for better navigation, enhancing customer experience and boosting conversions.



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

UPRIVER STRATEGY - D2C

SEASONAL & FESTIVE STRATEGY:

- **Festive Promotions:** Leveraged events like the Great Indian Festival, Diwali and New Year with discounts & offers.
- **Discount Bundling:** Introduced limited-time bundles to boost sales and increase AOV by 30%.

D2C WEBSITE OPTIMIZATION:

- **UI/UX Enhancements:** Reduced bounce rate by 30% and improved conversion rates by 25% through detailed audit and CRO.
- **Trust Signals:** Integrated product origin stories, testimonials, and certifications to boost credibility.



UPRIVER STRATEGY - D2C

AD & TARGETTING OPTIMIZATION:

Creative Ads & Influencer Marketing:

Shifted from static ads to storytelling videos, increasing engagement by 35%. Worked with Micro influencers to create marketable content.

AI & ML Targeting:

Leveraged machine learning to improve audience targeting and reduce CAC.

Customer Retention Strategy:

Multi-Channel Retargeting: Used WhatsApp, Email, SMS, and push notifications, leading to an 18% increase in retention.

Loyalty Boosting:

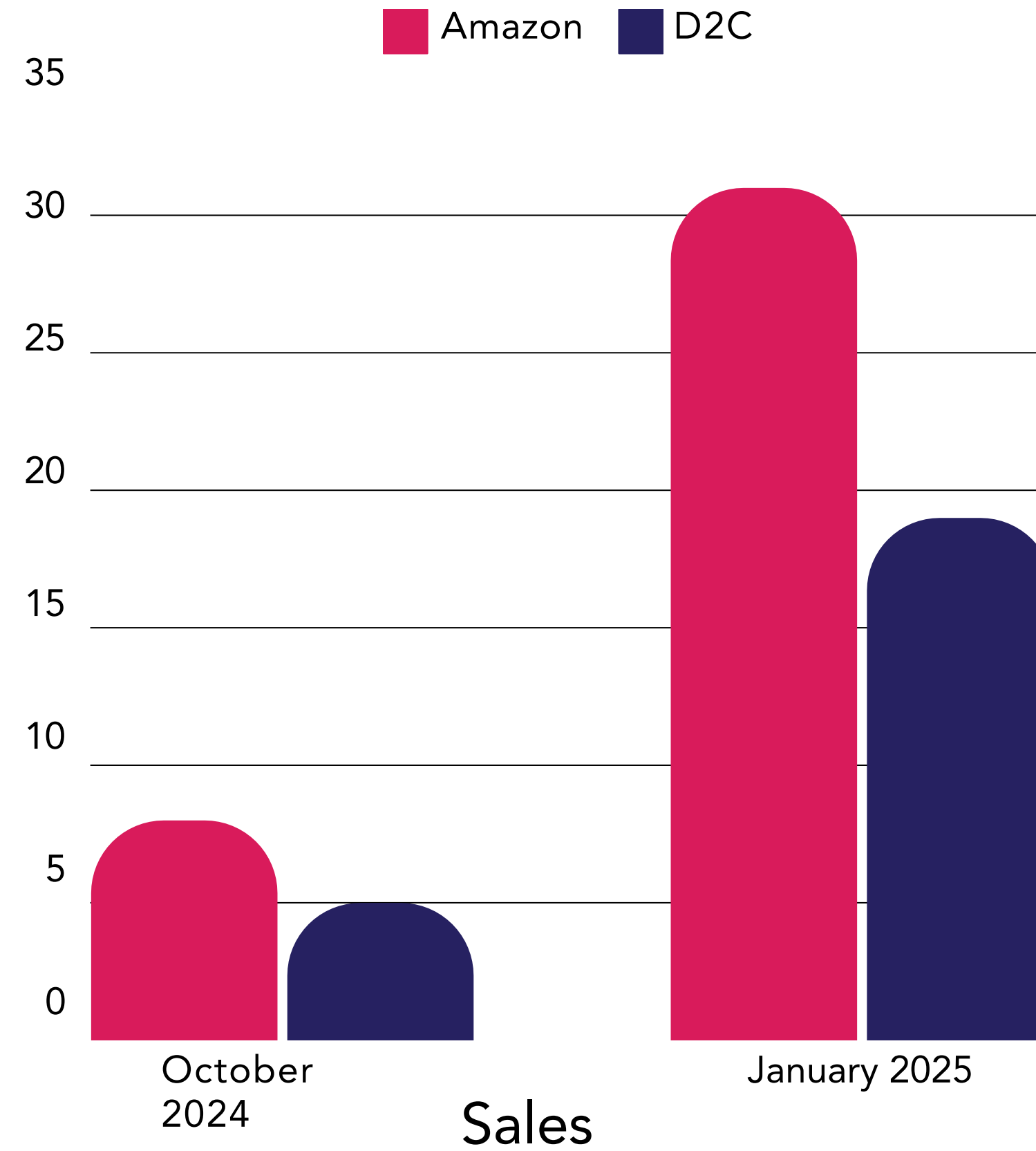
Implemented personalised exclusive offers to enhance recommendations and repeat purchases.



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

RESULT

in INR Lacs



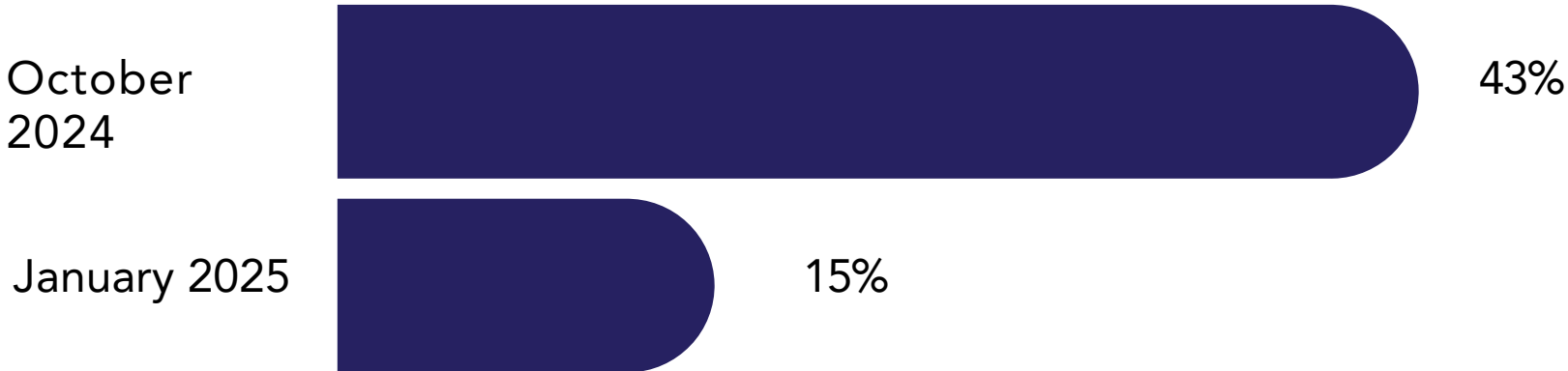
RESULT

AMAZON

ACoS in %



% Spending on brand keywords



D2C

ROAS



AOV (in INR)

