



HOW UPRIVER SCALED A NEWLY LAUNCHED D2C LINGERIE BRAND AGGRESIVELY THROUGH ITS WEBSITE



OVERVIEW

Upriver partnered with a fashion marketplace player to assist them in launching a women's premium lingerie and innerwear private label.

Our objective was to establish the brand across multiple marketplaces and its D2C platform. The parent company sought a clear strategy to successfully launch and scale the brand while ensuring profitability within a defined timeframe.

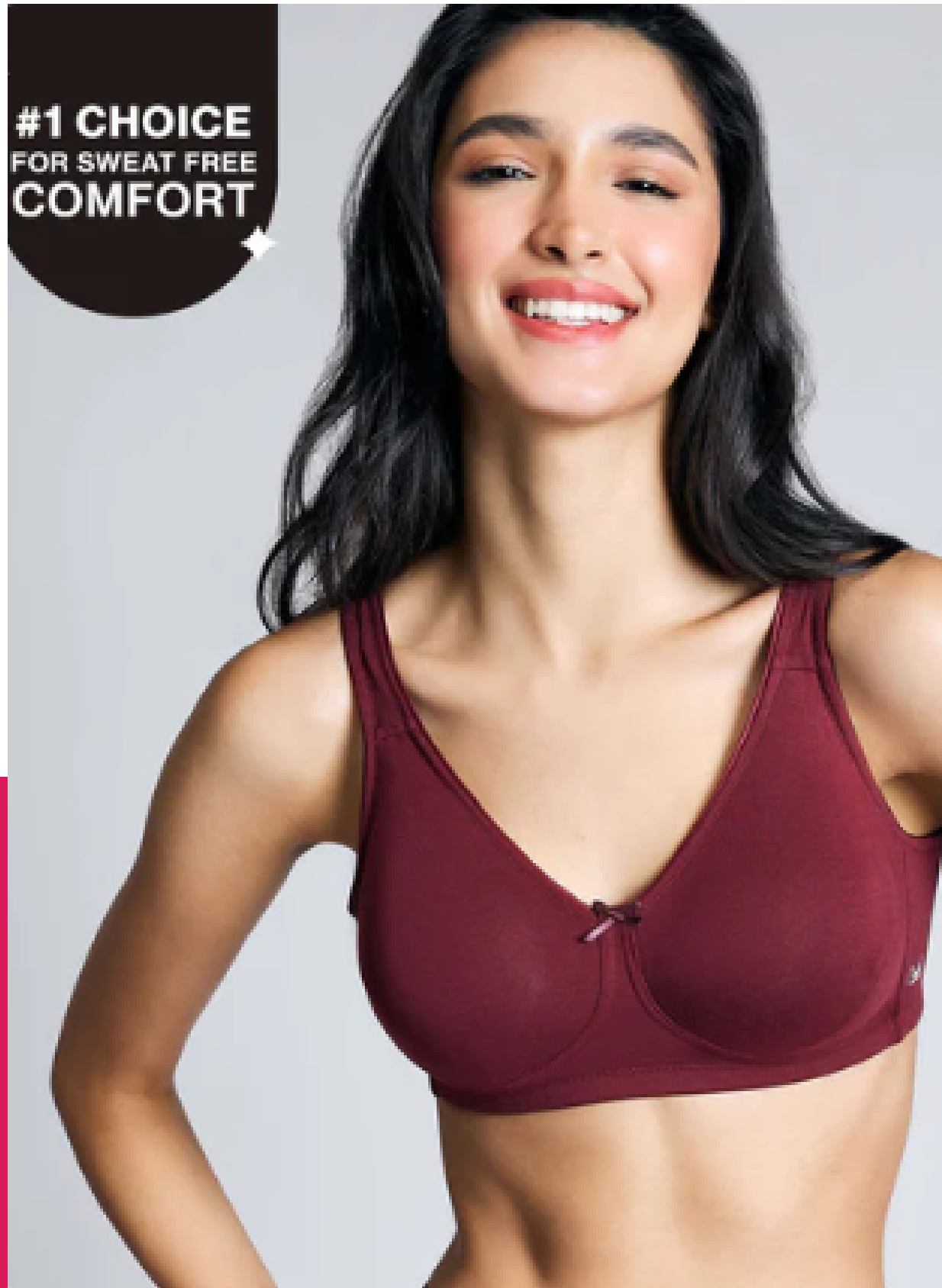




INITIAL SITUATION

- A premium lingerie brand, entered India's highly competitive innerwear market with no offline presence and limited in-house marketplace expertise. The brand had an online-first strategy and wanted to scale across leading marketplaces & its D2C website.
- The brand faced key challenges, including intense competition, high ad cost, no branded search visibility, and direct conflict with the established players.
- The brand partnered with Upriver to lead its end-to-end journey from launch to scale-up. Upriver provided the required handholding needed to set up the ecosystem.

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



CHALLENGES

- **Intensely Competitive Market** – Category dominated by established brands like Jockey and Enamor with significant market share.
- **Premium Pricing Pressure** – Positioned at a higher price point compared to competitors.
- **Low Brand Awareness:** Limited presence in a competitive market.
- **Inefficient Ad Spend:** Poor campaign optimization led to high costs and low conversions.
- **High CAC:** Costly customer acquisition due to ineffective targeting.

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UPRIVER STRATEGY - D2C

Creative Format Testing:

- Testing different ad formats to understand which drove the best results.
- Catalog ads, carousel ads were tested, and optimised for better conversion.
- Tested different video formats based on data and it led to a measurable improvement in engagement and sales.

Website Audit and Conversion Improvements:

A comprehensive audit of the website highlighted several areas for improvement. We suggested and implemented design and functionality enhancements to improve the user experience, resulting in:

- A 30% decrease in bounce rate
- Over a 33% increase in time spent on the site
- A 30% increase in conversion rate



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UPRIVER STRATEGY - D2C

- **Cart Value Offers:**

To increase Average Order Value (AOV), we introduced strategic cart value offers, encouraging customers to purchase more per transaction. This led to a significant improvement in the brand's ROAS, enhancing profitability.

- **Identifying Hero Products:**

By maintaining a sell-through sheet for top-selling products, we identified three new hero products that contributed to 37% of the total revenue. This insight allowed us to allocate ad spend more effectively, focusing on these high-performing products.

- **Festive Offer Campaigns:**

During the Diwali festive season, we introduced tailored offers to capitalize on the shopping surge. These targeted promotions resulted in a 30% increase in ROAS in November compared to October, significantly boosting revenue during the festive period.



ENCIRCLED SHAPER
PANEL



COTTON STRETCH
FABRIC



DISAPPEARING
NECKLINE



U-BACK FOR MAXIMUM
SIDE SUPPORT

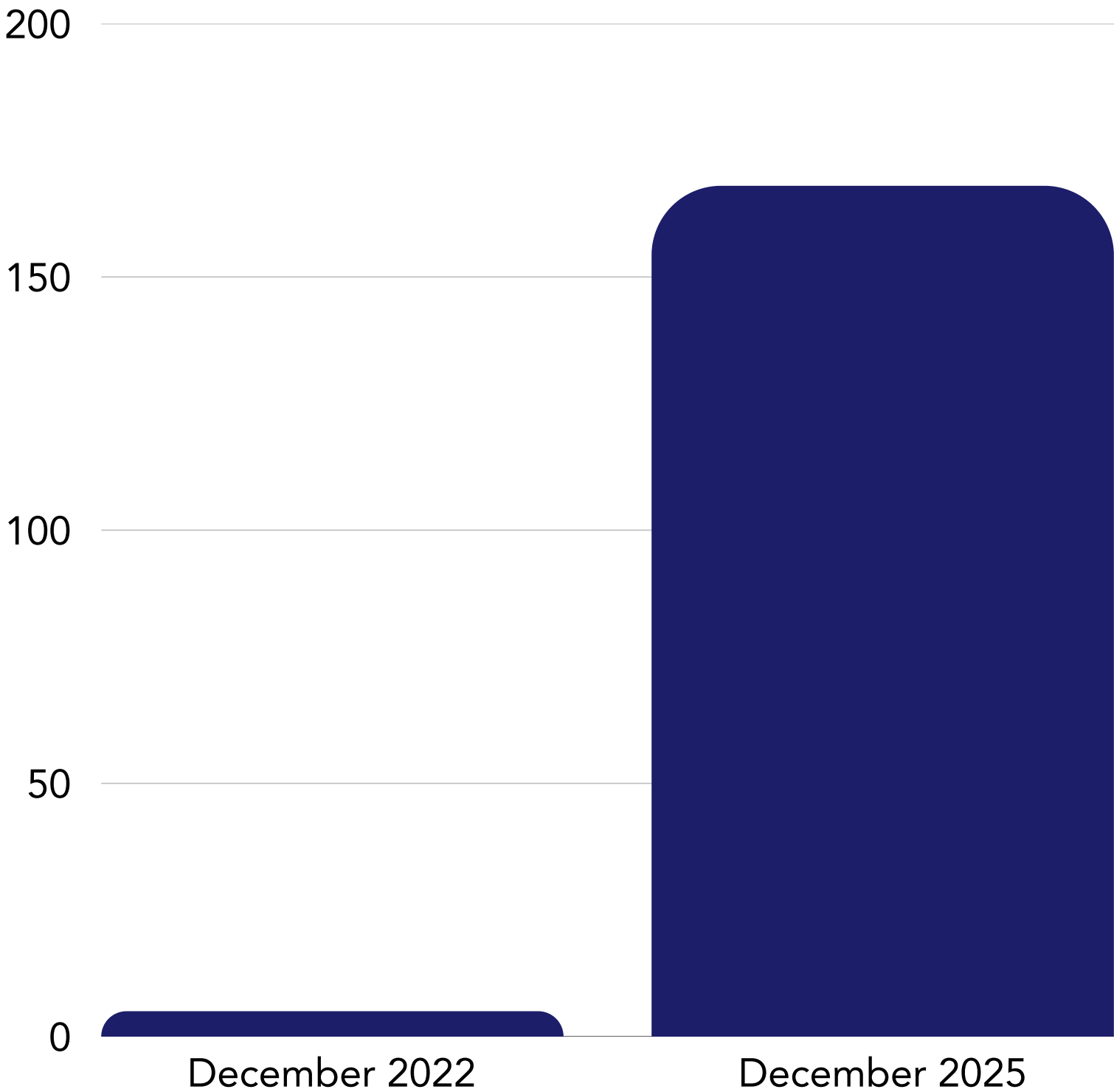


RESULT

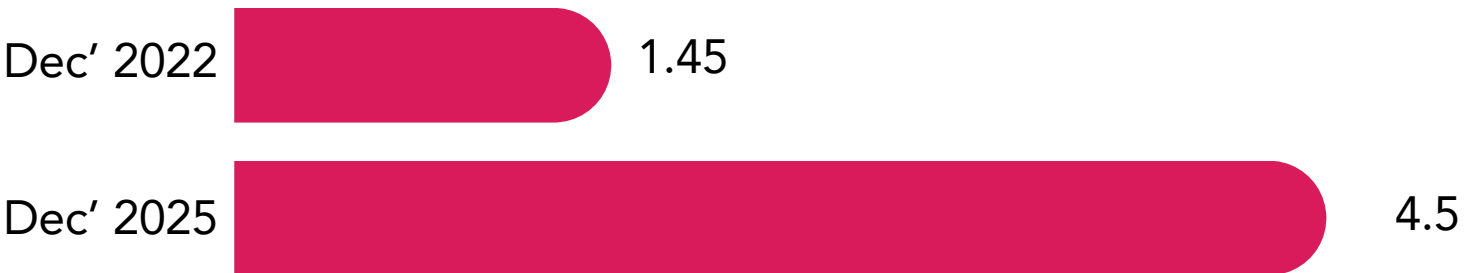


Monthly Sales

(in Rs. Lacs)



ROAS



AOV (in INR)

