



HOW UPRIVER HELPED A
COOKIE BRAND ACHIEVE RS. 30
LAKHS MONTHLY SALES
GROWTH IN 12 MONTHS



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.





INITIAL SITUATION & CHALLENGES



The brand aimed to scale its Amazon and D2C sales but faced challenges with high Ad cost, 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:

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

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.

Better Consumer Targeting:

Leveraged machine learning to improve audience targeting and reduce CAC.

Customer Retention Strategy:

Full funnel retention marketing, 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.



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.

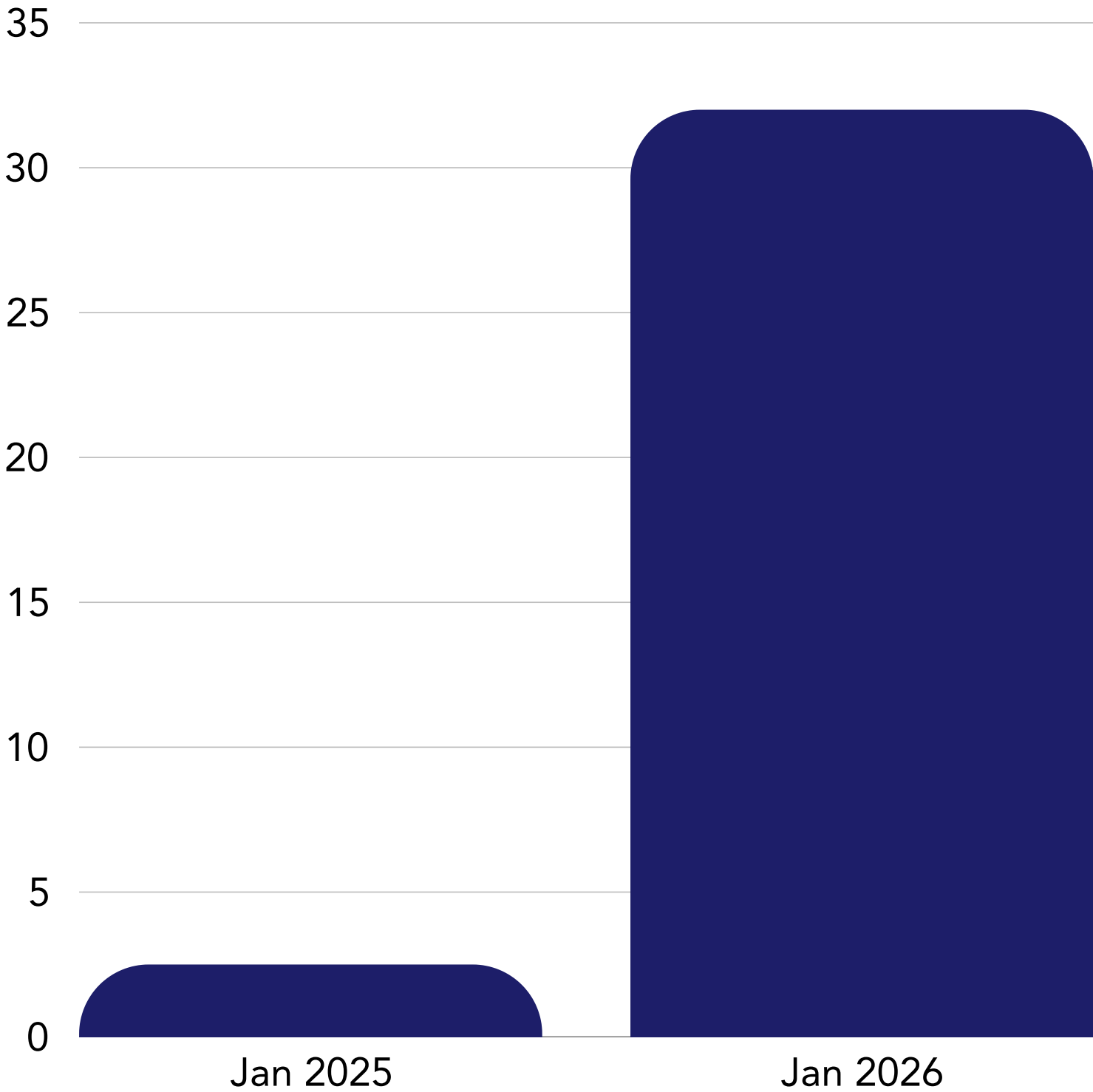


RESULT



Monthly Sales

(in Rs. Lacs)



ROAS



AOV (in INR)

