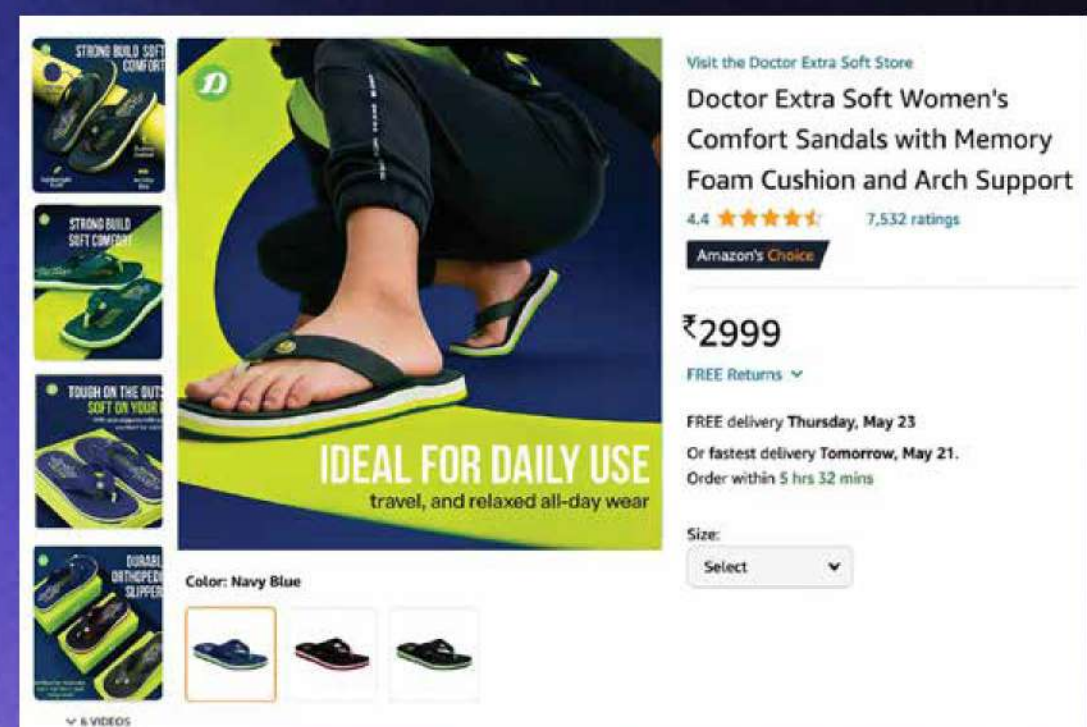
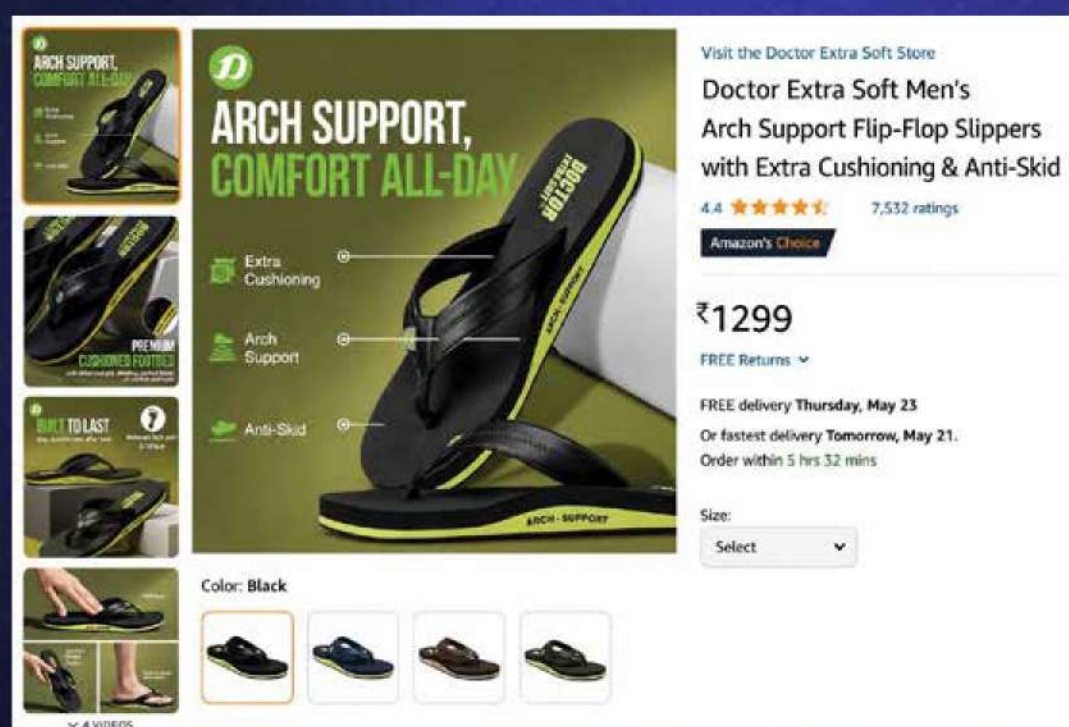
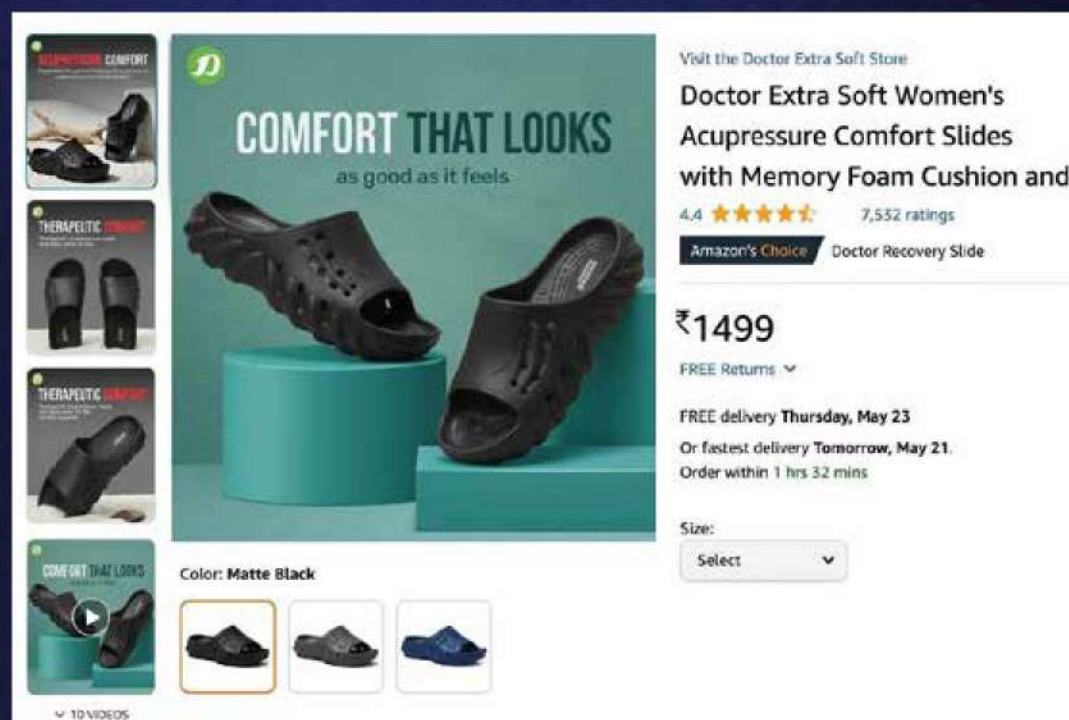
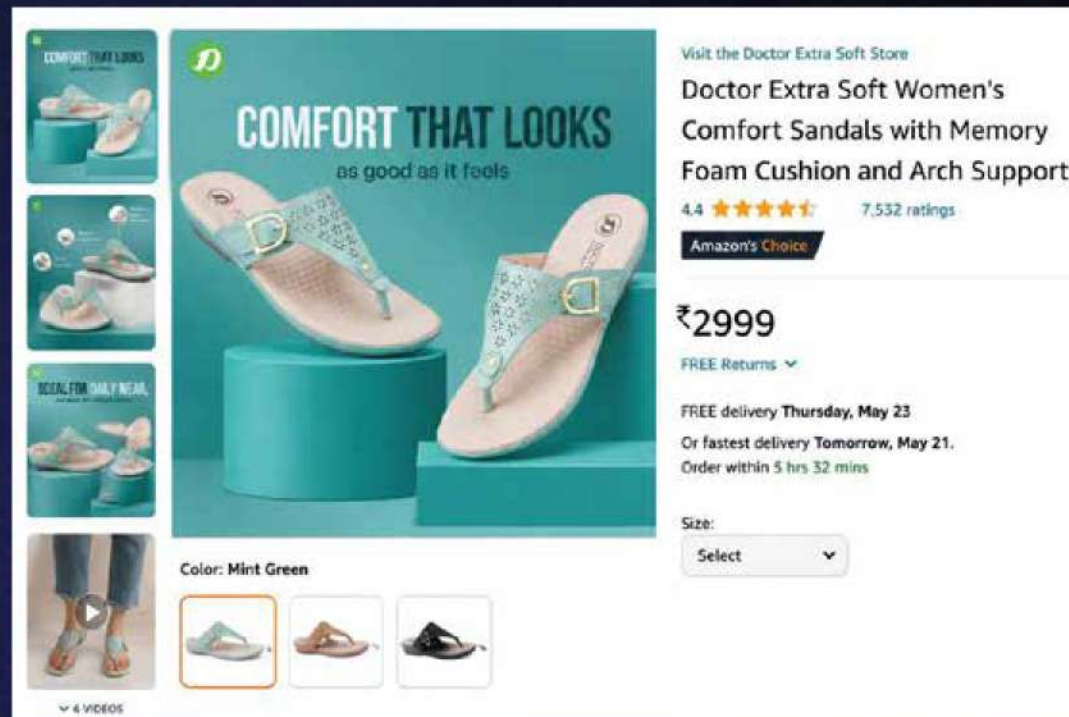


PERFORMANCE GROWTH THROUGH AI POWERED DESIGN



How Upriver Transformed Doctor Extra Soft's Design Language, Creating an Appealing Visual Story and Catalogue, Specifically to Accelerate Conversions and Sales on Marketplaces.

10,000+ CREATIVES, 365 DAYS. ONE UNSTOPPABLE BRAND.



Doctor Extra Soft is an Indian footwear brand making orthopaedic comfort accessible to all. The brand offers doctors slippers, orthopaedic sandals, diabetic-friendly footwear, MCP flats, & cushioned slip-ons for everyday relief.



SCALE@SPEED

→ How We Delivered Variety & Scaled at Speed.

Leveraged AI for Creating Realistic Images : We used AI tools like Nano Banana Pro, Mid Journey, Magnific etc. to generate realistic backgrounds for premium lifestyle images.

Created Master Design Language : We built a flexible master design system to maintain visual consistency across 600+ ASINs while adapting for different audiences and product styles.

Drastically Compressed Go-To-Market Timeliness : New product creatives were designed, optimized and pushed live to Amazon within 4-8 hours instead of weeks.



IMAGES THAT INSTANTLY CATCH THE SHOPPER'S EYE

→ **Benchmarked to Stand Out.**

Competitors & Consumer Research : We studied top-performing footwear brands, competitor's visuals, and real customer pain points to design images that stood out instantly in Amazon search results and drove stronger shopper attention.

AI Leverage : We used AI and deep research to map out our 'customers' actual pain points, and smartly highlighted the solutions in the brands visuals.

Improved Brand Communication :
We replaced clinical jargons like "diabetes care" with relatable terms like "safe management" to eliminate confusion and built buyer confidence. Paired with consistent taglines across our entire footwear line.





PERFECT FOR DAILY WEAR

travel, and relaxed movement

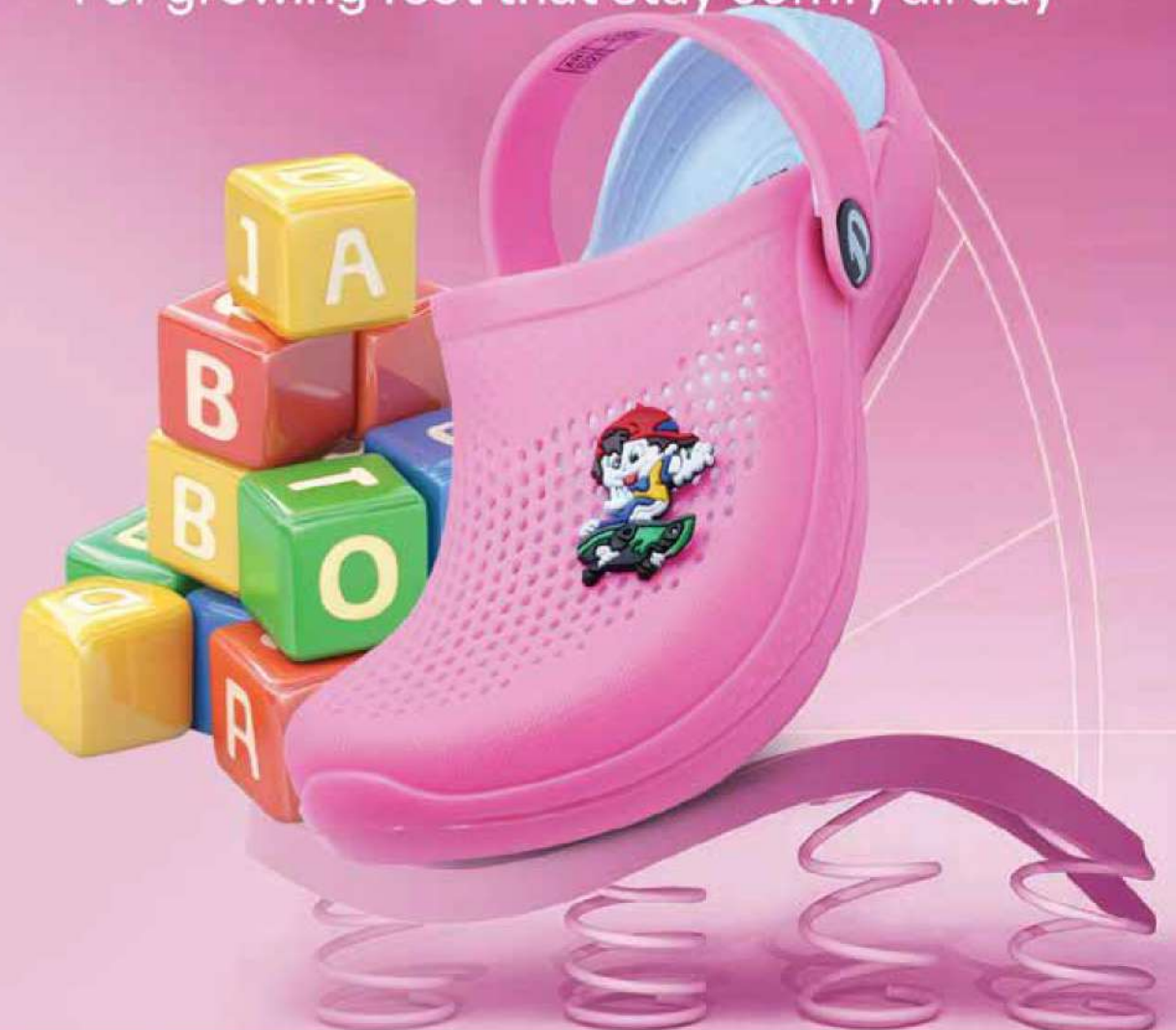


COLOR FOR EVERY COMFORT ZONE



ULTRA-SOFT FOOTBED

For growing feet that stay comfy all day



Waterproof



Playful cartoon charms



Adjustable strap



Ultra-soft build,



Anti-skid sole



CLASSIC COMFORT TOUGH SUPPORT

Daily wear cushioned slippers

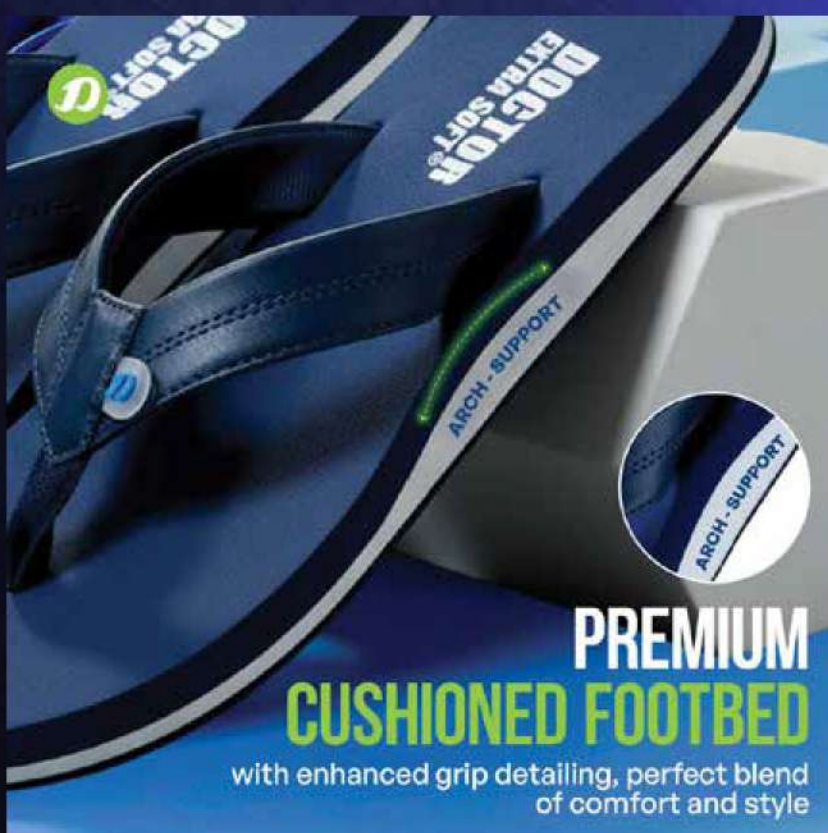
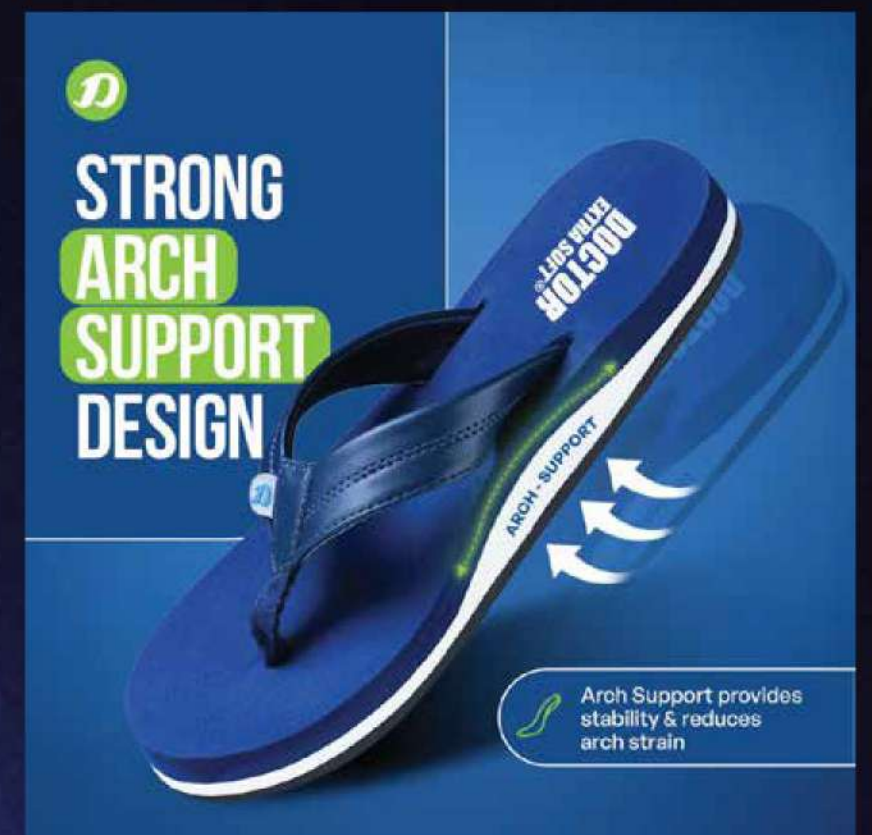


RAW IMAGES THAT TURNED TO AMAZON PERFECT

Images
Recieved
From the
Brand.



Images Designed by Upriver



THE BUSINESS IMPACT

→ Within just 30 days of rolling out the new designs, the revamped ASINs captured immediate marketplace momentum and delivered a significant lift in overall sales performance.

↑ **35%**
CTR Growth

↑ **21%**
CVR Growth



