



HOW UPRIVER BOOSTED BPC BRAND'S REVENUE 68X WHILE REDUCING ACOS BUSINESS CASE STUDY



OVERVIEW

Pioneers in active ingredient based skincare range, this brand was started out of dire need for products that were solution-centric. While there were many options, most of them were formulated to cater to large number of customers, rather than addressing their skin concerns. This was also a problem that the founder has faced herself as she couldn't find a product that helped. This experience led her to educate and train to start her own skincare brand.



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



INITIAL SITUATION

- The client was the very first player to introduce the single-ingredient serums in the Indian and International market and enjoyed a loyal base of customers on their own website only.
- They wanted to increase their customer base and wanted to cater to a broader audience on Amazon and improve the brand's reach.
- When the digital economy was booming during COVID-19 times, the brand decided to expand its online presence and approached Upriver for assistance.

KEY CHALLENGES:

1. A dynamic competitive environment with many new players launching brands every month.
2. Very competitive category, with high CPC's
3. High pricing compared to close competitors.
4. Even branded keywords in the category were highly competitive.

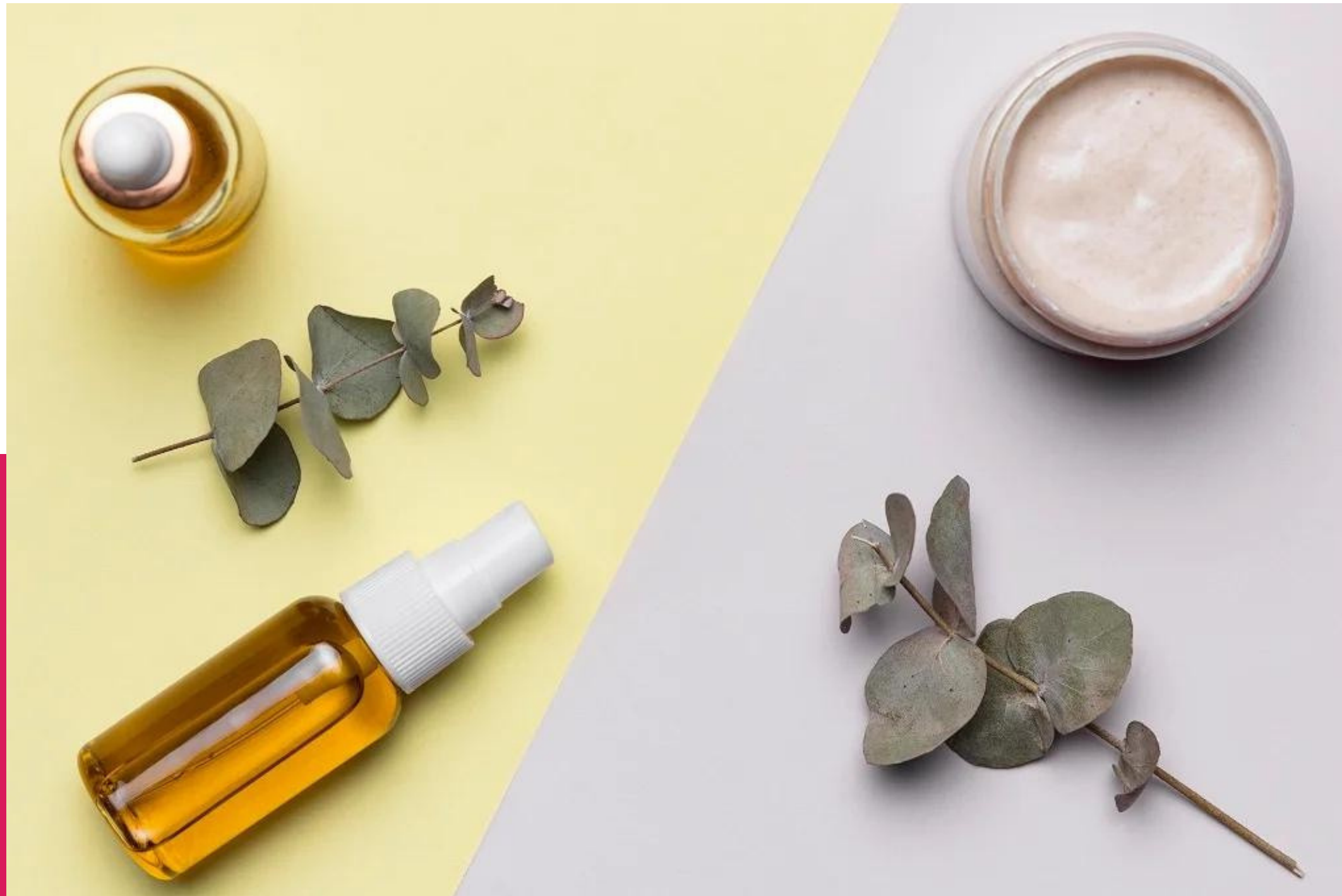
UPRIVER'S STRATEGY

MARKETPLACE STRATEGY

- Upriver team understood the competitive landscape and came up with a short-term and a long-term strategy to smoothly navigate the brand on Amazon
- The plan detailed a complete strategy around pricing, content, reviews, off- off-marketplace traffic, warehousing, and advertising
- Priority given to SKU's which were in everyday use as Amazon's data suggest that everyday use category tends to work better.
- Competitor brands were studied to find out the best selling products on Amazon and similar competing product SKU's were listed for brand on priority.
- Data from brand's D2C site was studied to figure out products that performed better in terms of sales and conversion.



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



UPRIVER'S STRATEGY

CONTENT STRATEGY:

- Added top-performing, hyper-relevant keywords to the title and backend search term.
- Shared a detailed SOP of information required to do a premium listing, including hygiene factors.
- Highlighted each product's unique value proposition (UVP)
- Focused on benefits, not features of each product.
- Detailed analysis of competitors listing was done to understand customer feedback on their products.

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

UPRIVER'S STRATEGY

AI DRIVEN ADVERTISEMENT STRATEGY

Since the beauty category on Amazon is extremely competitive, we knew that a robust advertising strategy would be a key lever that would help us achieve the brand's objective of growth and profits. We onboarded the brand on Perpetua, an AI advertising software for Amazon Advertising.

- Perpetua took care of all statistical data crunching and then made a decision using its machine learning algorithm.
- Upriver Team could then focus on taking all strategic decisions like experimentation, going aggressive / reducing spends on SKUs, including/excluding categories in advertising.
- Perpetua keeps scraping data from the Amazon buyer portal to better understand placements in real time.



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

RESULTS & IMPACTS

- From a sales of under INR 55,000 in Sept'23 Upriver achieved a sales of over INR 38,00,000 in Sept'24.
- Achieved & maintained a TACOS of 22%.
- Increased brand presence and branded searches on Amazon.
- Increase in Impressions and Clicks by 1.5x Month on Month, since starting the engagement.
- Seeing the success of this brand, Upriver now manages Amazon & Flipkart for Indian & US market.

