



FROM VISIBILITY TO VELOCITY:

SCALING A HIMALAYAN
WELLNESS BRAND, 50× SALES
GROWTH WITH OPTIMIZED
TACOS

BUSINESS CASE STUDY



OVERVIEW

My Pahadi Dukan connects hidden Himalayan producers with eco-conscious buyers across India by offering authentic, organic, and high-quality products directly from the source. As a new entrant, the brand aimed to establish a strong presence and scale its reach through marketplaces & social media.



INITIAL SITUATION

Despite offering unique, high-quality products, the brand faced several challenges typical of new entrants in competitive online marketplaces.

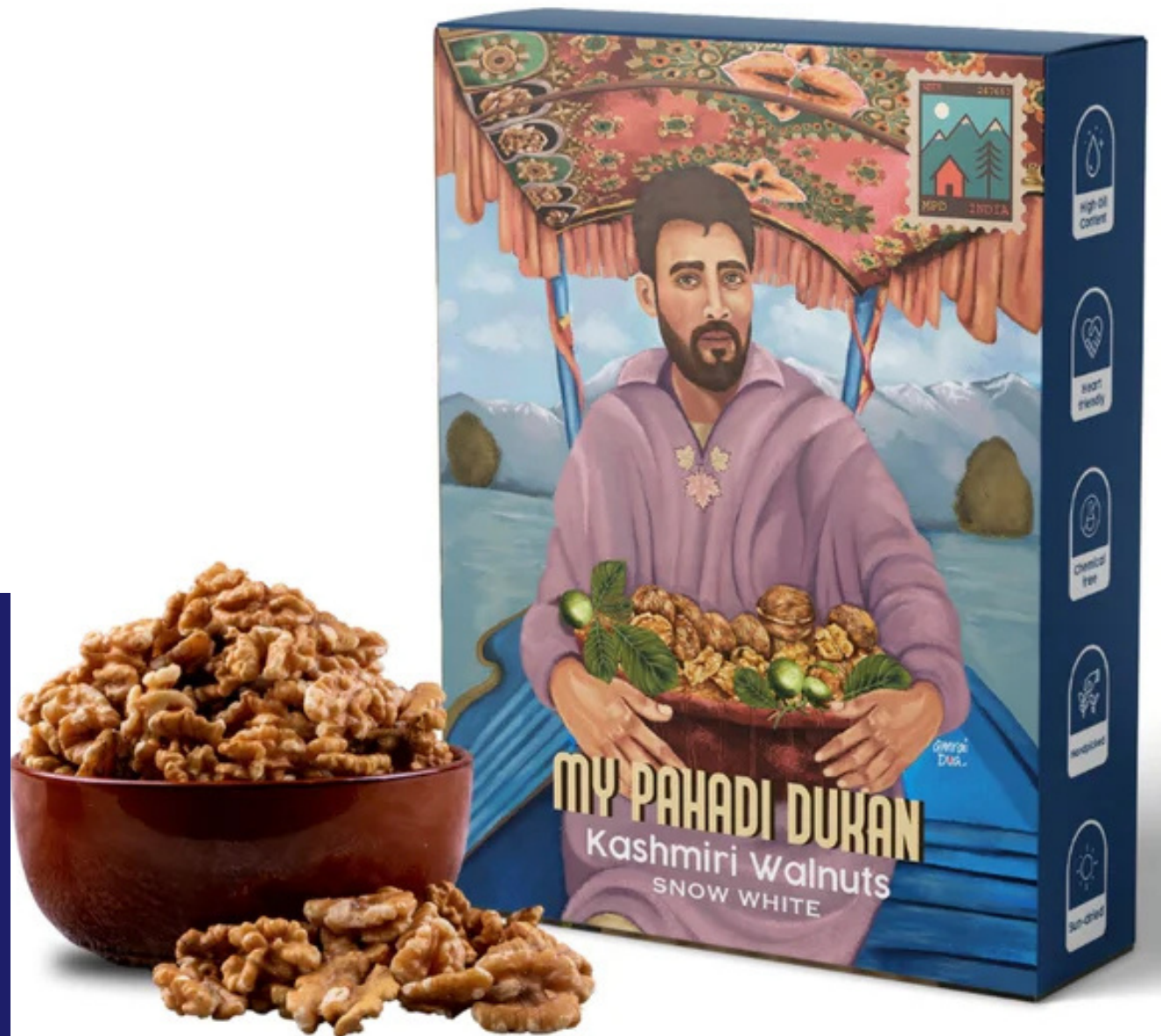
CHALLENGES

- **Limited Visibility:** As a new player, My Pahadi Dukan struggled to reach potential customers on competitive platforms like Amazon.
- **Low Brand Awareness:** Customers were unfamiliar with the brand and its Himalayan value proposition.
- **Operational Gaps:** Managing listings, advertising, inventory, etc required marketplace expertise that the internal team did not possess.
- **Revenue Growth Constraints:** Despite offering high-quality products, sales volumes remained modest. The brand needed a structured, data-driven strategy to scale revenue efficiently and sustainably.



UPRIVER STRATEGY

MARKETPLACE GROWTH



- **Listing Optimisation:** Improved product pages and organic visibility through AI-driven SEO using high-search-volume keywords across titles, bullet points, and descriptions.
- **Creative Content Development:** Created compelling A+ content, lifestyle images, videos, Brand Store, and Brand Story to effectively communicate the brand's unique value proposition.
- **Advertising Management:** Launched and optimised targeted ad campaigns using an AI-driven ads management tool, incorporating day-parting bids to improve spend efficiency and overall RoAS.
- **Fulfilment & Inventory Management:** Tracked daily SKU-level sales to plan FBA shipments and replenishment in advance, and analysed state-wise demand to activate additional FBA locations in high-demand regions for faster deliveries.

UPRIVER STRATEGY

PRODUCT RESEARCH AND SELECTION

- Conducted in-depth market research to identify high-demand Himalayan wellness products.
- Analysed competitor listings, pricing, and customer reviews to shortlist high-growth-potential SKUs.
- Selected unique, organic, and authentic products aligned with My Pahadi Dukan's brand values.
- Prioritised SKUs for launch based on search volume, category trends, and ROI potential.



UPRIVER STRATEGY

ADS STRATEGY



- **Campaign Execution:** Launched AI-driven advertising campaigns focused on maximizing product visibility, quality traffic and driving higher-quality conversions.
- **AI Bid Optimization:** Leveraged AI-powered ads automation with dynamic bidding to continuously optimize budgets, prioritize top-performing campaigns, and minimize inefficient ad spend.
- **Full-Funnel Strategy:** Implemented a comprehensive full-funnel approach across discovery, consideration, and conversion stages, resulting in higher impressions, increased clicks, and a strong click-through rate (CTR), ultimately accelerating conversion rate (CVR) growth.
- **Performance Improvement:** Delivered measurable performance gains, with CTR improving from 0.22 to 1.1 and CVR rising from 2.11% to 17.26%, indicating significantly higher-quality traffic and stronger purchase intent.

UPRIVER STRATEGY

CREATIVE CONTENT DEVELOPMENT

- Created high-quality banners, feature cards, and A+ style creatives to enhance product listings and elevate overall customer perception.
- Developed consistent and engaging brand storytelling aligned with Amazon Storefront themes, ensuring a clear, cohesive, and memorable brand identity.
- Highlighted key product features, benefits, and value propositions to support higher consideration and enable informed purchase decisions.
- Designed comparison cards, lab test reports, feature highlights, and conversion-focused visuals to simplify product understanding and improve conversion rates.
- Planned and executed monthly content themes aligned with Amazon deals, seasonal events, and keyword trends to boost visibility and relevance.



UPRIVER STRATEGY

SOCIAL MEDIA

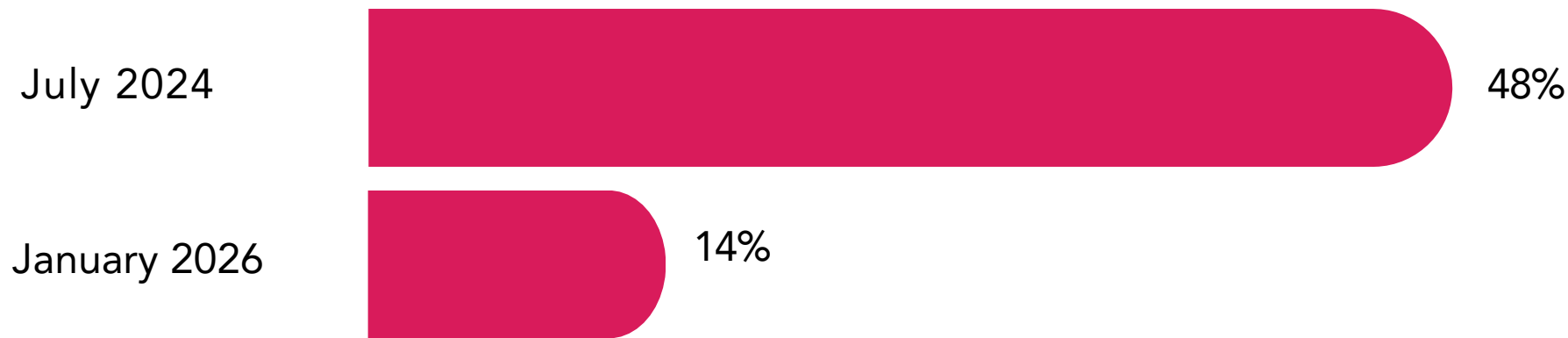
- Launched and scaled the account from zero with a strong, consistent brand identity.
- Managed daily posting and community engagement to drive active interactions and increase engagement.
- Created engaging reels, carousels, and interactive content to boost reach.
- Used insights, hashtags, and trends to grow followers organically.
- Collaborated with influencers and real users for authentic product advocacy.
- Ran paid ads to amplify event-related posts and reels, increasing reach and engagement.



RESULT

AMAZON

TACoS in %



Revenue (in INR Lacs)



INSTAGRAM

Follower Growth



Engagement Rate (ER)

