

CASE STUDY

How a Handbag brands crossed
2cr in sales

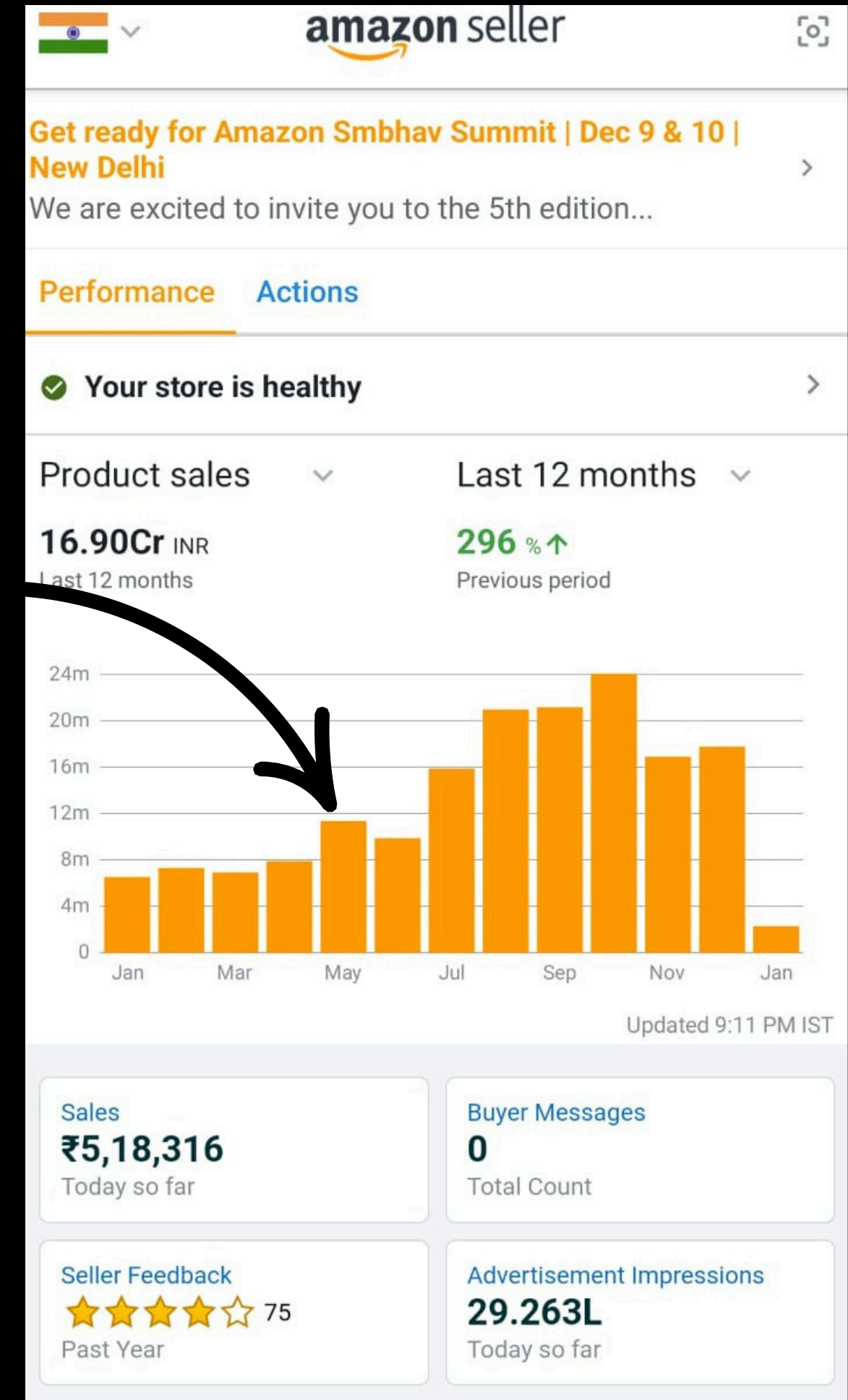
An insight into increasing the revenue of a brand by 153% while maintaining the TACOS



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We Started here



ABOUT THE BRAND AND ITS STRUGGLE

In April, the category head of the brand, approached us to scale their presence on Amazon.

The brand was already thriving on Myntra and their website, but they aimed to grow further on Amazon.

Despite having exceptional products, designs, and a customer-first approach, they struggled to reach their target audience, boost sales, and maintain a profitable ROI.

A quick review of their ad account revealed that they were running on a basic campaign structure and ad strategy.

With their strong product range and untapped potential, we saw an opportunity to add significant value. After four meetings and a swift onboarding call, we were ready to dive in!

STRATEGY & CHANGES IMPLEMENTED BY GROWTHXX

Previous Campaign Structure

- **Category-Wise Campaigns:** The previous setup included approximately 50 basic Sponsored Product (SP) campaigns, categorized broadly by product categories.
- **Product Coverage:** Around 700-800 ASINs were included in these campaigns, but no advanced ad types like retargeting or video ads were utilized.

STRATEGY & CHANGES IMPLEMENTED BY GROWTHXX

Action Plan

Refined Campaign Structure

Top 100 Products: Launched product-specific campaigns for better control over each ASIN. Other Products: Created category-wise campaigns to group and manage remaining products effectively.



Horizontal Scaling Approach

Recognized the brand's premium positioning and the potential risk of high ACOS with aggressive bidding. Tested different campaign strategies for each product to identify what worked best. Scaled performing campaigns based on data insights while maintaining efficiency.



Weekly Reporting and Optimization

Shared detailed weekly reports and an optimizations tracker, comparing: Current week's data against last month's Daily Run Return (DRR). Identified leakages and scalability opportunities to fine-tune campaigns.



Data-Driven Monitoring & Optimization

Daily Analysis: Monitored key metrics such as ad spend, total sales, and TACoS trends. Deviation Tracking: Highlighted deviations by comparing: Last 3 days vs. last 7 days averages. Monthly averages to ensure no product's performance declined unexpectedly.



STRATEGY & CHANGES IMPLEMENTED BY GROWTHXX

Operational Check

Did the following list of operational checks and task to ensure smooth functioning of brand

TASKS		
Every 3rd Day Task		
Basic Check	Campaign Budget ad account Balance PDP Page buy Box PDP Page Deals PDP Page Delivry time Pricing trend using helium 10 ad asin, ad creative elgiibilty check	
Weekly Task		
History Check	Trend Analysis	No visibilty /spending ad asin check
ASIN Performance History Check	Brand wise	
Campaign Performance History Check	MOM - spend/organic sales % /T sales/T units/Tacos	
Target Performance History Check	WOW - spend/organic sales % /T sales/T units/Tacos	
AD ASIN History Check	Daily - spend/organic sales % /T sales/T units/Tacos	
Insights Task	Campaign Coverage task	Low Visibilty ASIN task
Provide us brand insigjhts what working	check asin wise campaign coverage	ASIN with low spend as compared to other asins
Organic Sales Trend Tracker	Irrelevant Search Term Task	Optimisation Process
asin wise organic sales %	Negate Irrelevant search terms	every week after 7 days - only perform below task - rest is done in other task and reports action
Search term Harvesting task	Trending kwd check	campaign - decrease budget for non performing
Target Converting Search Terms	use amazon pi	target - decrease bid for non performing
Leakages Check		
High tacos product - spend but no sale products - high acos campaign entity -spend but no sales campagin entity		
Scalabilty Check		
low tacos product - no spend good sale product - 0 spend 0 sale products - low acos campaign entity		

RESULT & KEY METRICS

Metrics	Growth	Explanation
Units sold	200% +	Sales grew by 200% in just 5 months.
ACOS	63% +	ACoS increased due to higher ad spend.
TACOS	5% +	TACoS rose slightly from 17% to 18%.
Organic Sales	6% +	Organic sales grew by 6%.
Ad Spend	195% +	Growth achieved with a 195% increase in ad spend.

From Date

04/01/2024

To Date

04/01/2025

Download (.csv)

View SKU performance

<input type="checkbox"/>	<div>Date</div> <div> <div> <div> <div></div> </div> <div> <div></div> </div> </div> </div>	<div>Units Ordered</div> <div> <div> <div> <div></div> </div> <div> <div></div> </div> </div> </div>	<div>Sessions - Total</div> <div> <div> <div> <div></div> </div> <div> <div></div> </div> </div> </div>	
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<input type="checkbox"/>	01/3/2024	2,645	4,84,213	
<input type="checkbox"/>	01/4/2024	3,114	4,79,806	
<input type="checkbox"/>	01/5/2024	4,520	8,56,320	} After Us
<input type="checkbox"/>	01/6/2024	4,037	10,57,539	
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RESULT & KEY METRICS



Before Us

After Us



Before Us

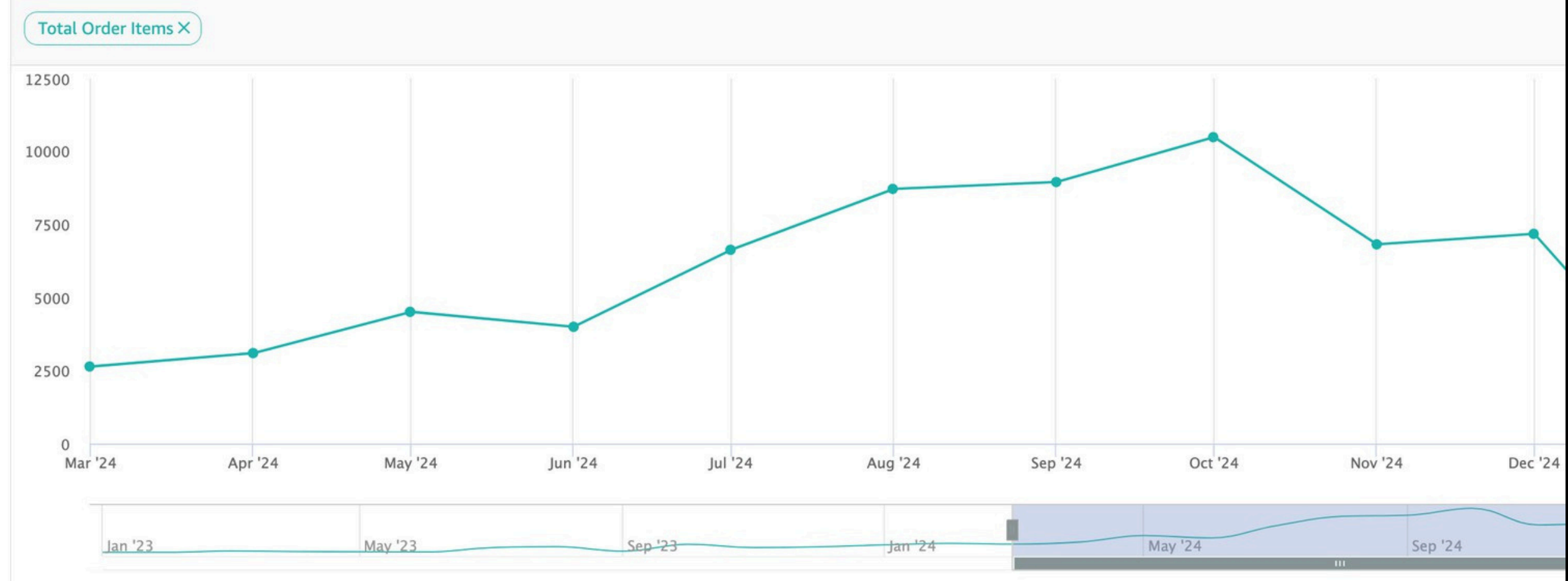
After Us



Before Us

After Us

RESULT & KEY METRICS



Before Us

After
Us

Contact Us

Let's grow your sales together

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