

India's most trusted brand Since 1965  
**Rico Home Appliances**



RICO, established in 1965, is a pioneer in home appliances, offering a wide range of innovative and high-quality products designed to simplify your daily life. RICO continues to be a trusted name in over 3 crore kitchens worldwide.

Visit **RICO** Brand Store on Amazon

## CASE STUDY

# How **RICO** Improved Profitability by 2X while driving 84% uptick Ad Sales in 7 months.

### Objective

RICO aims to enhance profitability and market competitiveness by reducing their high ACOS, improve ROI, while boosting organic sales. The brand needs to improve key performance metrics like maintain balanced ad visibility, adopt competitive pricing strategies, and diversify ad types for optimal campaign performance and broader audience reach.

### Solution

We boosted organic sales by **30%** and cut stockouts by **15%**. Optimized content and added instructional videos improved conversion rates and reduced return rates. Using **Sellermate**, we cut ad costs by **25%** and lowered ACOS from **33%** to **21%**. Real-time profit tracking with **Sellerboard** helped identify and optimize unprofitable SKUs, enhancing profitability. Diversifying ad types and focusing on key products maintained a **21%** ACOS while reducing ad spend by **25%**.

### Results

This led to an increment of **84%** in Ad sales and **30%** in organic sales within 7 months at TACoS of **15%**.

### At a glance

#### Rising ACOS:

- Organic sales **<20%** of total sales, leading high customer acquisition costs.
- ACoS surpassing **33%**

#### Results:

- **84%** growth in 7 months.
- ACOS **reduced** from **33%** to **21%**



"I think we have worked with a lot of agencies in past. They don't do all this extra stuff which is required on especially during sales period keeping a close watch on what competition is doing, whether prices are going down or not. Then your product is launched in the category. Adsify help us on all this insight which has actually helped us to grow our sales! "