

India's most trusted brand Since 1965

# Rico Home Appliances

adsify.  
digital



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.

- ★ 84% Increase in Sales
- ★ Reduced ACoS from **33%** to **21%**
- ★ #1 Best Seller Ranked its category
- ★ 45% increased ad impressions
- ★ 15% fewer stockouts & 20% fewer lost sales
- ★ Return rate reduced from **25%** to **18%**

[Visit RICO's Brand Store on Amazon](#)

## CASE STUDY

RICO Improved Profitability by **2X** while driving **84%** uptick Ad Sales in **7** months with Adsify

## Objective

Reduce ad dependency, improve profitability, and optimize product performance on Amazon.

## Solution

- Optimized listings and pricing to boost organic sales (+30%) and reduce acquisition costs (-20%).
- Improved inventory planning (FBA + forecasting) to cut stockouts (-15%) and lost sales (-20%).
- Enhanced content (A+ & videos) to increase conversion (+2%) and lower returns (30% → 18%).
- Used Sellermate & Sellerboard for ad automation and profit tracking, reducing ACOS (33% → 21%).
- Focused ad spend on high-performing products, leading to #1 ranking for juicer and top 20 for blender.

## Results

- ACOS dropped from 33% to 21%, ad cost reduced by 25%, and impressions grew by 45%.
- Organic sales grew by 30%, and stockouts reduced by 15%.
- Return rate improved from 30% to 18%, driving overall profitability.

## At a glance

### Challenges:

- 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%**



"Adsify reduced our ACOS from 35-37% to 22-23% while providing crucial competitive insights. Their proactive approach—tracking pricing trends, optimizing our catalog, and refining ad strategies—has significantly boosted our sales. Unlike other agencies, they go beyond ads to keep us ahead. Kudos to Vivek and Himanshu!"