



Navika Seeds, a family-owned business in Delhi since 2015, offers high-quality, non-GMO vegetable, flower, herb, tree, and fruit seeds. Proudly Indian, the seeds are fresh and carefully handpicked.



[Visit NAVIKA SEED'S Brand Store on Amazon](#)

CASE STUDY

80% increased Ad sales, improved CTR & #2 Bestseller
Navika Seeds' 4-Month Growth with Adsify

Objective

Boost stagnant sales, improve ad spend efficiency, and enhance product visibility and performance on Amazon.

Solution

- Refined campaigns and focused on high-converting keywords to boost efficiency.
- Increased spend on premium variations, improved visibility and boosting ad sales by **80%**.
- Optimized ACoS, reducing it from **26.52%** to **20.95%**.
- Enhanced listing CTR from **0.71%** to **1.14%**.
- Maximized ad placements with a low-budget strategy, achieving **2X units** ordered.

Results

- Ad Sales up **80%**.
- ACoS: Reduced **21%**.
- CTR increased from **0.71%** to **1.14%**.
- Units ordered: **2X increase**.
- Multiple **#2** and **#3 Best Seller Ranks** achieved.

At a glance

Challenges:

- Sales stagnated at ₹10–11 Lakhs.
- High ACoS (**26.52%**).
- Low Visibility

Results:

- **80%** ad sales growth.
- **ACoS** reduced to **20.95%**.
- **2X** units ordered.
- All-time high sales in October 2024 (**61.73%** growth).



We've been working with Adsify for 4-5 months, the results have been fantastic—they boosted our **monthly revenue** by **50%** in just **3** months! Sanjay has managed our account exceptionally well, ensures top visibility for our products on key keywords. Huge thanks to both Sanjay & Naman for their dedication and support in helping us grow. Highly recommend Adsify to anyone looking to grow profitably on Amazon!