



A D2C brand that sells DIY gardening kits and fertilizers for home gardening. Started by a Mumbai based couple in 2022, to help people grow exotic veggies at their home and make their gardening experience rewarding.

How A Home Gardening Brand grew their sales by 70% within 90 Days.

Objective

The brand had an objective of sales growth. Their sales had plummeted to half after the second wave of COVID in 2021. They wanted to ensure their ad spends ratios remain the same and wanted to grow their sales by **50%** in 3 months.

Solution

We leveraged seasonal trends by shifting our advertising efforts towards promoting the gardening products during the peak gardening season in India. This targeted approach allowed us to optimize ad spend, maximize visibility for the desired brand, and capitalize on increased customer demand for gardening products through full-funnel advertising using SP, SB, SBv and SD. Moreover, we started investing more on Brand Store and Defence campaigns to drive cross/up sell for the brand.

Results

This led to an increment of **70%** in sales within 3 months at an ACoS of **25%**.

At a glance

Challenges:

- Highly Competitive category with no cross sell/ up sell strategy in place.
- ACoS shooting up to **35%**

Results:

- **70%** growth in a quarter
- ACoS reduced to **23%** from **35%** and maintained MoM

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"The team at Adsify is knowledgeable and very easy to work with. Not only they helped us in improving our ad strategy but also in improving the overall account health, the listings and conversion rates as well. "