

Nature's Potency Unleashed

Your Trusted Source for Finest Quality Natural Herb Powders



A leading herbal product brand based in Tamil Nadu, India, has been delivering high-quality, natural herb powders to customers across India and internationally.

227.1% Sales Growth, 30% Lower ACoS & CTR Uplifted by 37%, a focused strategy scaled in 6 months.

At a glance

Challenges:

- Delivery to only 1 state via FBA
- Unstructured ads, ACoS hit 31%.
- No Brand Store, poor trust appeal

Results:

- CTR up by **37.33%**
- Conversion up by **34.9%**
- Ad Sales up by **227.1%**
- ACoS down by **30.25%**
- **“High Quality”** Brand Store live

Objective

Fix unstructured ads, improve product visibility, and drive Pan-India growth via Amazon.

Solution

- Upgraded Listing Creatives: High-quality images showing product, ingredients & texture.
- Pan-India FBA Rollout: Expanded to multiple states based on demand data.
- Ad Strategy Revamp: Switched to high-intent keywords, focused SP campaigns, auto ads with negatives.
- 3X Ad Spend Scaling: Achieved all time high ad sales at just 21.65% ACoS.
- Built Brand Store from scratch.

Results

- CTR up by **37.33%** – from **0.75%** to **1.03%**.
- Conversion Rate up by **34.9%** – from **10.6%** to **14.3%**.
- ACoS reduced by **30.25%** – from **31.04%** to **21.65%**.
- Ad Sales up by **227.1%**.
- Brand Store **recognized** as **“High Quality”** by Amazon.



We've been working with the ADSIFY for 4–5 months and the results have been fantastic. Ad sales grew by nearly 250%, revenue up 175%, all while keeping ACoS & TACoS stable. They didn't just optimize our ads — they also revamped our listing creatives and built a new Brand Store, which alone boosted ad sales by 30%. I would really like to thank Sanjay and the team for their dedication