

Kitchen Appliances



Heating Appliances



Home Appliances



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

Electrical Appliances Brand Improved Profitability by 2X while driving 84% uptick Ad Sales

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%**, & 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!"