

# Achieving 7.2X ROAS for an Ayurvedic Brand

A CASE STUDY

# Background

An Ayurvedic brand specializing in natural and holistic health products. The store's best-sellers include Ashwagandha Capsules, Amla Powder, Triphala Capsules, Honey, ChavanPrash, and Ayurvedic medicines for acidity relief. The initial average order value (AOV) was Rs. 1,600.



# Initial Challenges

## Low ROAS

Achieved a Return on Ad Spend (ROAS) of 3.1, below the target.

## Moderate Conversion Rate

The website conversion rate was 4%.

## Limited Marketing Systems

No advanced marketing setup for upselling and minimal automation.

## Email Marketing

Basic email marketing strategies with low engagement.

## **User Experience**

Complicated checkout process leading to high cart abandonment rates.

## **Daily Ad Spend**

Rs. 21,000 with limited returns.

# Results & Impacts

## ROAS

Increased from 3.1X to 7.2X, achieving significant growth in return on ad spend.

Return on ad spend

Increased

3.1X

7.2X

## Daily Orders

Grew from 37 orders per day to 59 orders per day.

Orders per day

Increased

37

59

## Average Order Value (AOV)

Increased from Rs. 1,600 to Rs. 2,560.

Average Order Value (AOV)

Increased

Rs. 1,600

Rs. 2,560

## Monthly Revenue

Increased from Rs. 1,776,000 to Rs. 4,531,200.

Monthly Revenue

Increased

Rs. 1,776,000

Rs. 4,531,200

## Conversion Rate

Improved from 4% to 6.5%.

Conversion Rate

Improved

4%

6.5%

## Cost per Acquisition (CPA)

Reduced from Rs. 516 to Rs. 356, a 31% decrease.

Cost per Acquisition (CPA)

31%  
Decrease

## Email Engagement

Open rates increased by 45% and click-through rates by 34%.

Open rates increased

45% Increased

Social media engagement

34% Increased

# Key Metrics

Total Revenue

**Rs. 4,531,200 in monthly revenue.**

Cost per Acquisition (CPA)

**Reduced from Rs. 516 to Rs. 356.**

Return on Ad Spend (ROAS)

**Achieved 7.2X.**

Daily Order Volume

**Increased from 37 to 59 orders.**

Average Order Value (AOV)

**Increased to Rs. 2,560.**

Conversion Rate

**Improved to 6.5%.**

Email List Growth

**Increased by 40%.**

# Key Takeaways

## Utilize Lookalike Audiences

Improved targeting precision and reduced CPC.

## Implement CBO Campaigns

Automatically allocate budgets to best-performing ads for increased efficiency.

## Leverage Google and YouTube Campaigns

Increase brand visibility and drive high-intent traffic.

## Partner with Influencers

Drive brand awareness and sales through influencer collaborations.

## **Create Educational Content**

Increase organic traffic through content marketing.

## **Automate Email Marketing**

Enhance customer engagement and repeat purchase rates.

## **Optimize Conversion Rates**

Improve user experience to increase conversion rates.

## **Upselling Strategies**

Boost AOV through strategic upsell and cross-sell offers.



# Conclusion

Through targeted growth strategies and data-driven optimizations, the Ayurvedic brand achieved a 7.2X ROAS. Enhanced targeting, dynamic creative optimization, and leveraging multiple marketing channels significantly boosted order volume and revenue, positioning the brand as a leading player in the competitive Ayurvedic market.

# Get In Touch With Us, if you would like to have

- 1 A 30-Day Pilot with us – **Assured Results** or **100% refund**.
- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

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