

Achieving 4.5X ROAS for a Healthy Snacks Brand

A CASE STUDY

Background

A healthy snacks brand operating in the competitive snacking industry. The brand offers a range of nutritious and delicious snack options, targeting health-conscious consumers. The average order value (AOV) was initially Rs. 450.



Initial Challenges

Low ROAS

Achieved a Return on Ad Spend (ROAS) of 1.5, significantly below the target.

High Acquisition Cost

The cost of acquiring a customer was high due to the competitive market.

Conversion Rate

The website conversion rate was low, leading to fewer sales

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. 30,000 with limited returns.

Results & Impacts

ROAS

Increased from 1.5X to 4.5X, achieving significant growth in return on ad spend.

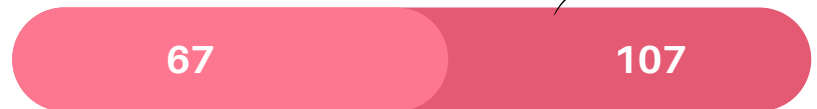
Return on ad spend



Daily Orders

Grew from 67 orders per day to 107 orders per day.

Orders per day



Average Order Value (AOV)

Increased from Rs. 450 to Rs. 580.

Average Order Value (AOV)



Monthly Revenue

Increased from Rs. 902,250 to Rs. 1,867,350.

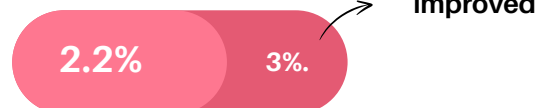
Monthly Revenue



Conversion Rate

Improved from 2.2% to 3.0%.

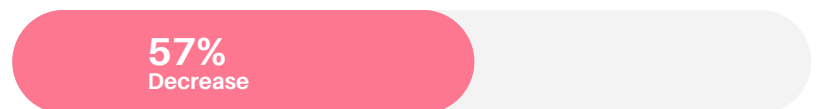
Conversion Rate



Cost per Acquisition (CPA)

Reduced from Rs. 300 to Rs. 129, a 57% decrease.

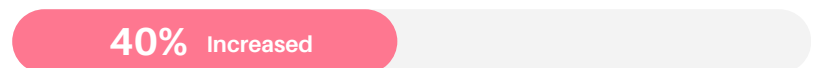
Cost per Acquisition (CPA)



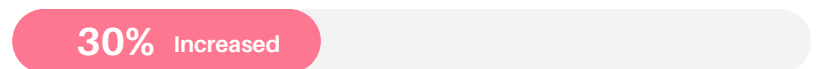
Email Engagement

Open rates increased by 40% and click-through rates by 30%.

Open rates increased



Social media engagement



Key Metrics

Total Revenue

Rs. 1,867,350 in monthly revenue.

Cost per Acquisition (CPA)

Reduced from Rs. 300 to Rs. 129.

Return on Ad Spend (ROAS)

Achieved 4.5X.

Daily Order Volume

Increased from 67 to 107 orders.

Average Order Value (AOV)

Increased to Rs. 580.

Conversion Rate

Improved to 3.0%.

Email List Growth

Increased by 35%.

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.

Test Multiple Funnels

Identify and scale the most effective customer journeys.

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 healthy snacks brand achieved a 4.5X 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 snacking industry.

Thank You

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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