

Achieving 8.5X ROAS for an Organic Food Brand

A CASE STUDY

Background

An organic food brand specializing in high-quality, natural products. The store's best-sellers include wheat flour, rice, and various types of dals. The store focuses on upselling premium products such as high-priced A2 Cow Ghee, cold-pressed oils, and organic dry fruits. The initial average order value (AOV) was Rs. 1,400.



Initial Challenges

Low ROAS

Achieved a Return on Ad Spend (ROAS) of 3.2, below the target.

Moderate Conversion Rate

The website conversion rate was 3.5%.

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. 50,000 with limited returns.

Results & Impacts

ROAS

Increased from 3.2X to 8.5X, achieving significant growth in return on ad spend.

Return on ad spend



Daily Orders

Grew from 93 orders per day to 190 orders per day.

Orders per day



Average Order Value (AOV)

Increased from Rs. 1,400 to Rs. 2,240.

Average Order Value (AOV)



Monthly Revenue

Increased from Rs. 3,906,000 to Rs. 12,768,000.

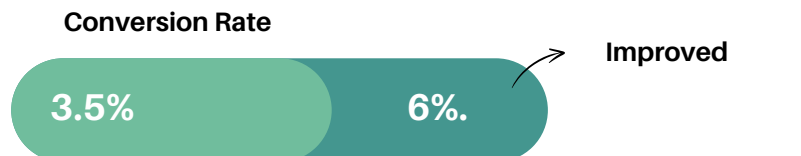
Monthly Revenue



Conversion Rate

Improved from 3.5% to 6.0%.

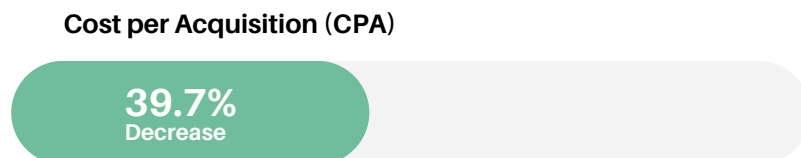
Conversion Rate



Cost per Acquisition (CPA)

Reduced from Rs. 438 to Rs. 264, a 39.7% decrease.

Cost per Acquisition (CPA)



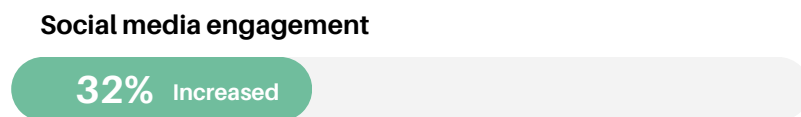
Email Engagement

Open rates increased by 45% and click-through rates by 32%.

Open rates increased



Social media engagement



Key Metrics

Total Revenue

Rs. 12,768,000 in monthly revenue.

Cost per Acquisition (CPA)

Reduced from Rs. 438 to Rs. 264.

Return on Ad Spend (ROAS)

Achieved 8.5X.

Daily Order Volume

Increased from 93 to 190 orders.

Average Order Value (AOV)

Increased to Rs. 2,240.

Conversion Rate

Improved to 6.0%.

Email List Growth

Increased by 37%.

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 organic food brand achieved an 8.5X 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 organic food 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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