

# How a Hot Chocolate Brand 5X'd Sales Without Increasing Ad Burn

CASE STUDY

AMAZON MARKETPLACE

Growth wasn't stuck because of advertisement. It was stuck because the system behind advertisement was broken. We fixed the system — then scaled.



Made with **GAMMA**

# The Transformation in Numbers

**5X**

## Sales Growth

Monthly revenue multiplied five times in just three months

**₹43.5L**

## Monthly Revenue

Grew from ₹8.9L to ₹43.5L per month

**10%**

## Ad TaCoS

Reduced from 15% whilst scaling revenue significantly

This wasn't about spending more on advertisement. It was about building a sustainable growth engine that captured incremental demand whilst protecting profitability.

# The Problem: Growth Looked Okay on the Surface

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## The Hidden Issue

Growth appeared healthy, but the foundation was fragile and unsustainable

1

### Branded Dependency

Majority of sales came from branded keywords only

2

### Zero Generic Presence

No visibility in generic or competitor demand pools

3

### Outdated Creatives

Advert creatives and banners hadn't been refreshed

# Conversion Issues Were Holding Back Growth

1

## Stale Listing Images

Product images unchanged for over two years, failing to capture attention

2

## No Brand Story

Zero differentiation versus competitors, no compelling narrative

3

## Missing Content

No product education or testimonial videos to build trust

4

## Outdated SEO

Store and search optimisation were neglected, hurting discoverability

5

## Heavy Discounting

Constant price cuts damaged brand perception and average order value

# We Rebuilt the Growth Foundation First

We didn't "run more adverts." We rebuilt the growth foundation first. Real scale requires fixing the system before pouring fuel on the fire.

1

## Brand Story

Developed A+ Content and compelling brand narrative that differentiated from competitors

2

## SEO Optimisation

Fixed search engine optimisation for improved ranking and discoverability across the marketplace

3

## Video Content

Added product demonstration videos and authentic testimonial content to build trust and educate customers

4

## New Image Stack

Created stronger product positioning with fresh, compelling visuals that showcased quality and differentiation

## Brand Story



### Core Purpose

Why brand exists



### Target Audience

Who we serve



### Key Values

Principles we follow



### Brand Voice

Tone and language

# Demand Expansion: The Advertisement Strategy Reset



We shifted growth from "defensive brand sales" to incremental demand capture. This meant building presence in generic searches and competitor territories, not just protecting our own brand name.

01

## Rebuilt Advertisement Creatives

Created fresh videos and banners that resonated with target audiences

02

## Reduced Branded Spend

Decreased dependency on branded keyword spending for sustainable growth

03

## Generic Campaigns

Launched phrase and exact match campaigns targeting generic hot chocolate searches

04

## Competitor Targeting

Implemented ASIN targeting campaigns to capture competitor demand

# The Proof: Before and After Results

## Business Metrics



### Monthly Sales

₹8.9L → ₹43.5L (approximately 5X growth)



### Average Order Value

Increased through strategic pricing correction



### Market Position

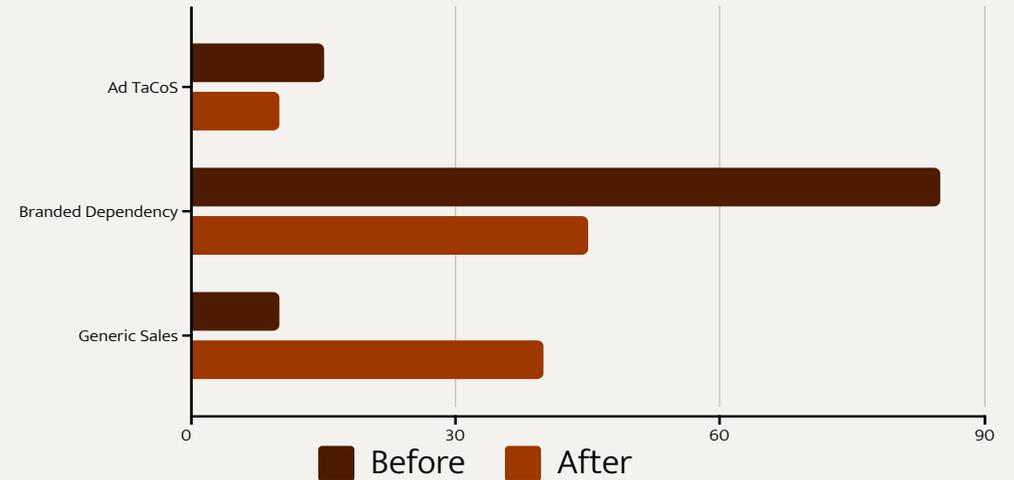
Moved from Top 5 to Top 3 market share



### Product Ranking

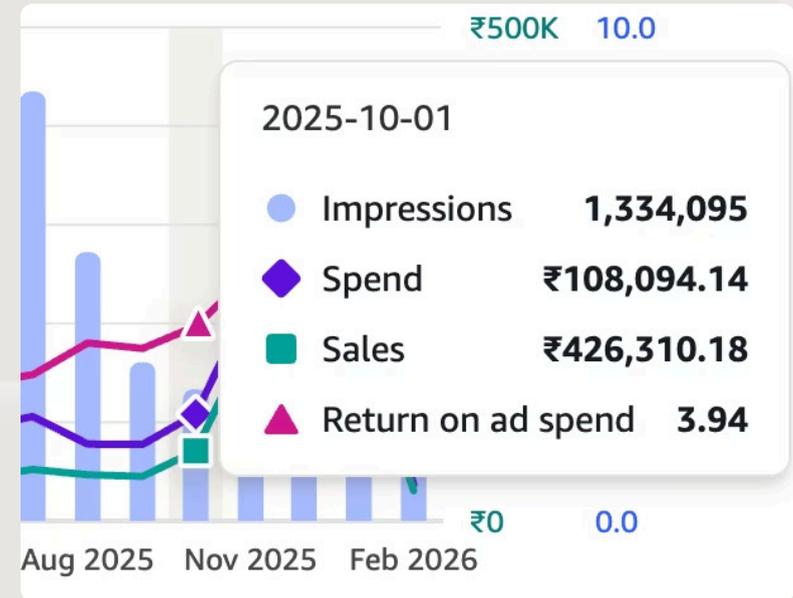
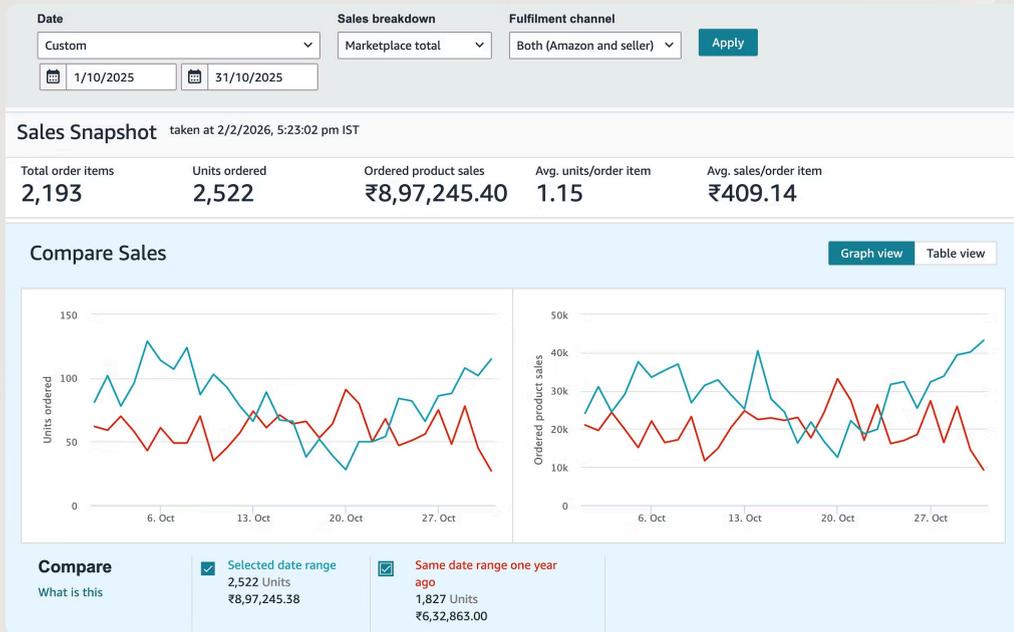
Main product now ranks in Top 3 on Page 1

## Adverts and Efficiency

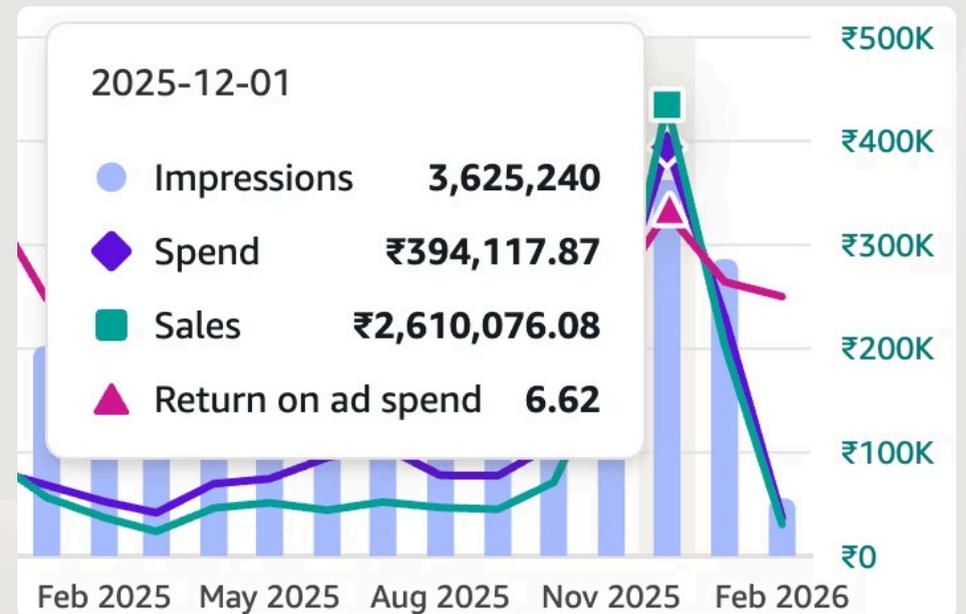
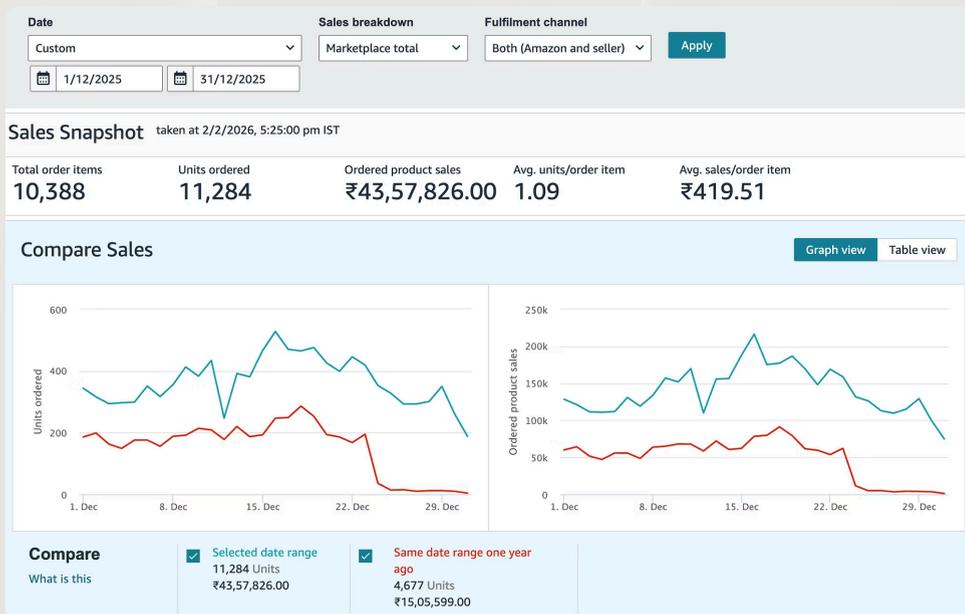


Built a sustainable generic and competitor sales engine whilst reducing overall advert costs as a percentage of sales.

# Data: Before



# Results: After



# Why This Worked: The Right Growth Sequence

Because growth was built in the right order. Success came from following a proven sequence, not from shortcuts or hacks.

## ✓ The Winning Formula



## ❌ What Doesn't Work

### Advertising First

Pouring money into adverts before fixing conversion

### Discount First

Racing to the bottom on price to drive volume

### Volume at Any Cost

Chasing sales without regard for profitability

# Key Insight for D2C Founders

If most of your Amazon sales come from branded keywords, you don't have scale. You have dependency.

Real scale starts when generic demand, competitor targeting, and organic visibility work together. Branded keywords protect your existing customers, but they don't create new growth. True expansion happens when you capture demand from customers who don't yet know your brand.

**Generic Keywords**  
Capture new customer searches



**Competitor Targeting**  
Win customers considering alternatives

**Organic Visibility**  
Build sustainable long-term presence

# Thank You!

This case study demonstrates that sustainable growth comes from building the right foundation first. By fixing conversion, expanding demand pools, and optimising efficiency, we achieved 5X revenue growth whilst actually reducing advert costs as a percentage of sales.

- **Want similar results for your brand?** The key is understanding that growth isn't about spending more — it's about building smarter systems that capture incremental demand whilst protecting profitability.

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