

# How a Gifting Brand Scaled 5X While Cutting Ad Waste

Platform — Amazon India

3-4 months | ₹20.1L → ₹90.7L monthly revenue

We didn't just optimize ads. We rebuilt their growth engine.



Made with GAMMA

# The Real Problem

## Discovery & Conversion Gaps

- Titles missing high-intent keywords
- Images lacked emotional positioning
- No category-wise variation structure

## Ads & Scale Gaps

- No campaign structure
- Ad budget wasted on low-rated products
- Generic + competitor demand untapped
- Campaigns with 100+ keywords → no clarity
- SQP data not leveraged

**Growth existed — but it was unstructured and inefficient.**

# The Strategic Shift

## What doesn't work:

Most gifting brands scale like this:  
Run ads on everything → Hope demand comes

## What works:

Scalable gifting brands grow like this:  
Occasion Demand → Hero SKUs → Then Ads Scale

When you try to scale your entire catalogue, you end up scaling nothing efficiently.

# Step 1: Fix Discovery + Conversion

Our initial focus was on enhancing how customers this brands products and converting those discoveries into sales.

01

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## SEO + SQP Listing Rebuild

Using competitor benchmarking

02

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## Complete Creative Refresh

Lifestyle + occasion storytelling

03

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## Category-wise Architecture

Better indexing + conversion

## Step 2: Structured Scaling Engine

Brand Campaigns

Generic Campaigns

Auto Campaigns

Competitor Campaigns

Retargeting Campaigns

Analyzed last 3 months SQP → Moved winning search terms into Exact Match scaling campaigns

# Step 3: Occasion-Led Demand Planning

Because gifting is event-driven:



# Execution Timeline

- Portfolio cleanup
- Listing rebuild
- Creative refresh

**Month 1**

1

2

**Month 2**

- Campaign restructuring
- Generic & Competitor expansion

**Month 3-4**

3

- Occasion-led scale
- AOV expansion
- Market share capture

# The Results



## BUSINESS GROWTH

- Monthly Revenue: ₹20.1L → ₹90.7L
- Sales Growth: ~5X
- AOV: ↑ 1.5X (via hampers & combos)



## MARKET IMPACT

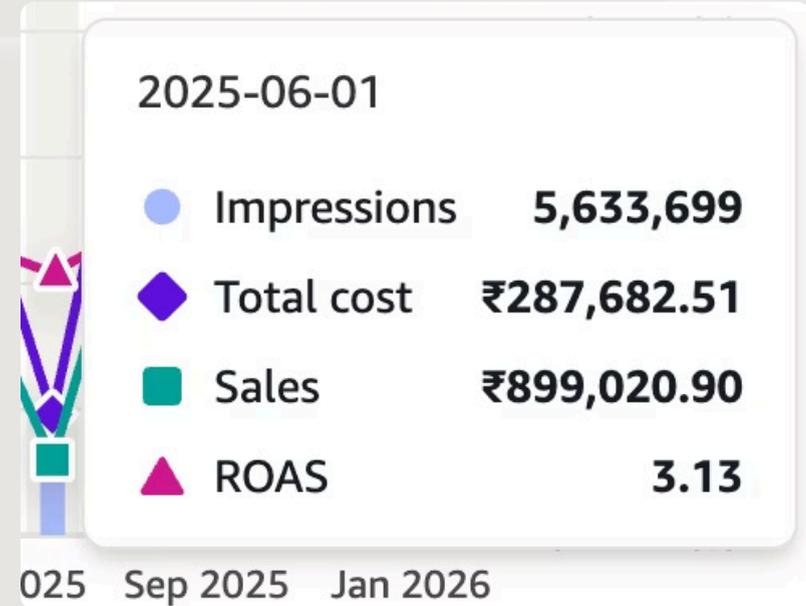
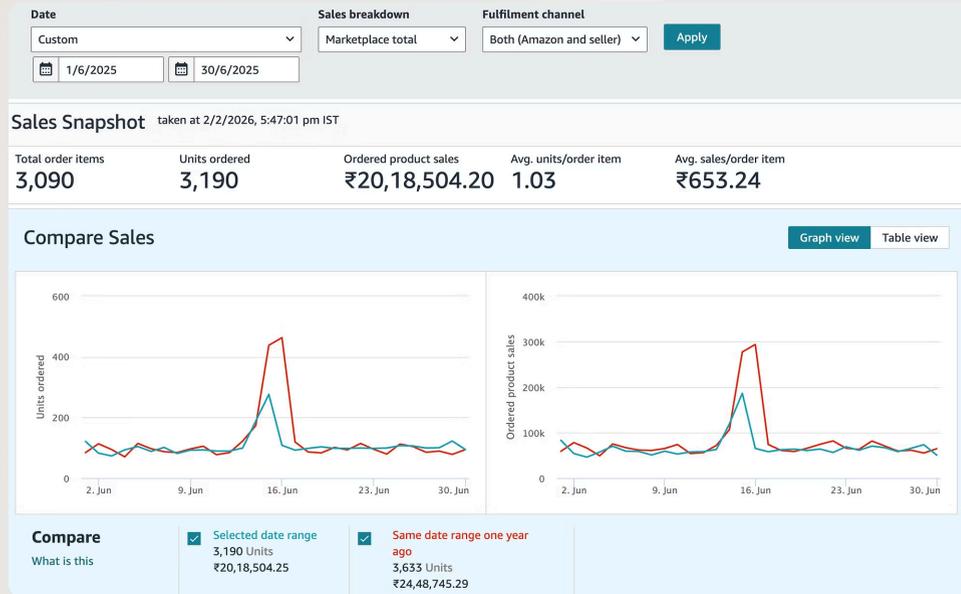
- Became Category Leader
- Achieved 80%+ Market Share in key segments



## EFFICIENCY IMPACT

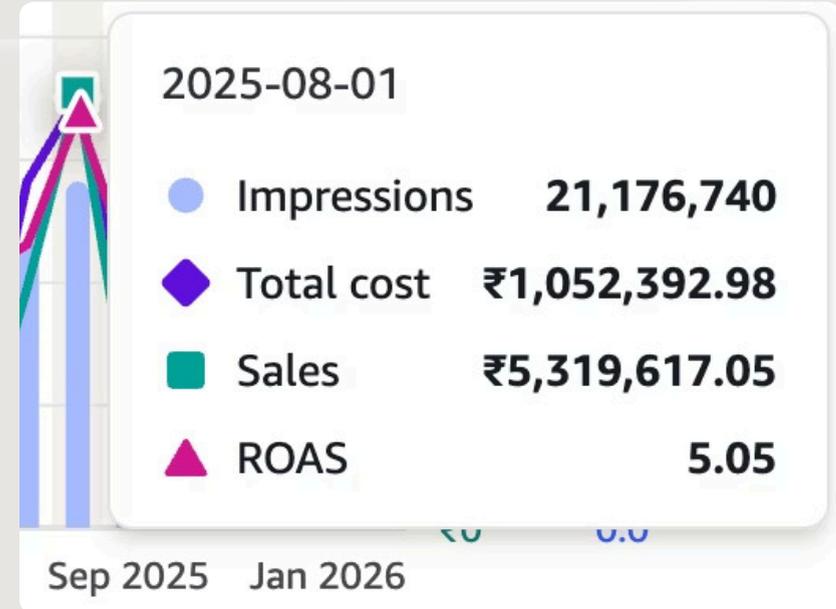
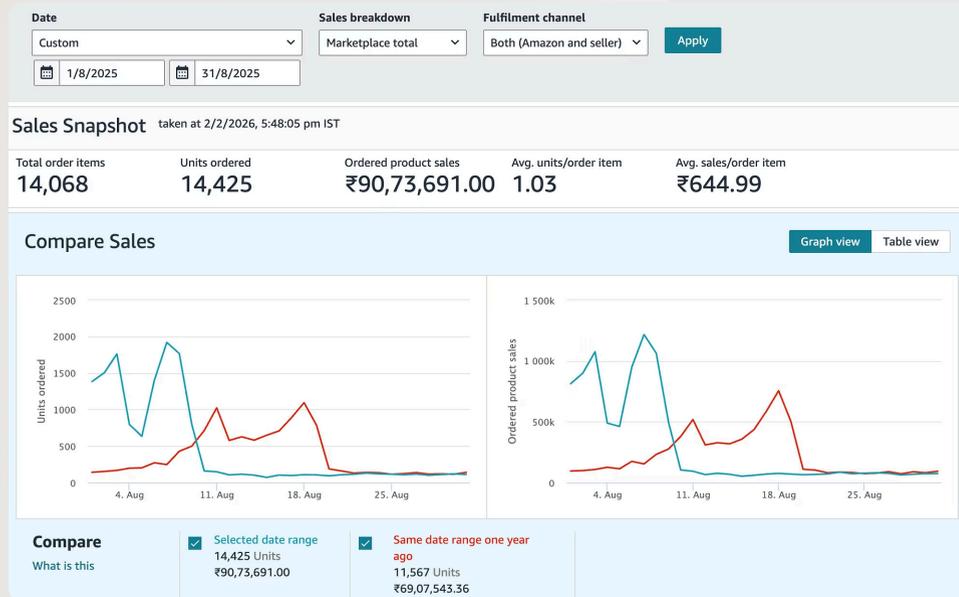
- Ad TaCoS: 14-24% → 11.6%
- Higher sales contribution from hero products
- Strong generic + competitor demand capture

# Data: Before



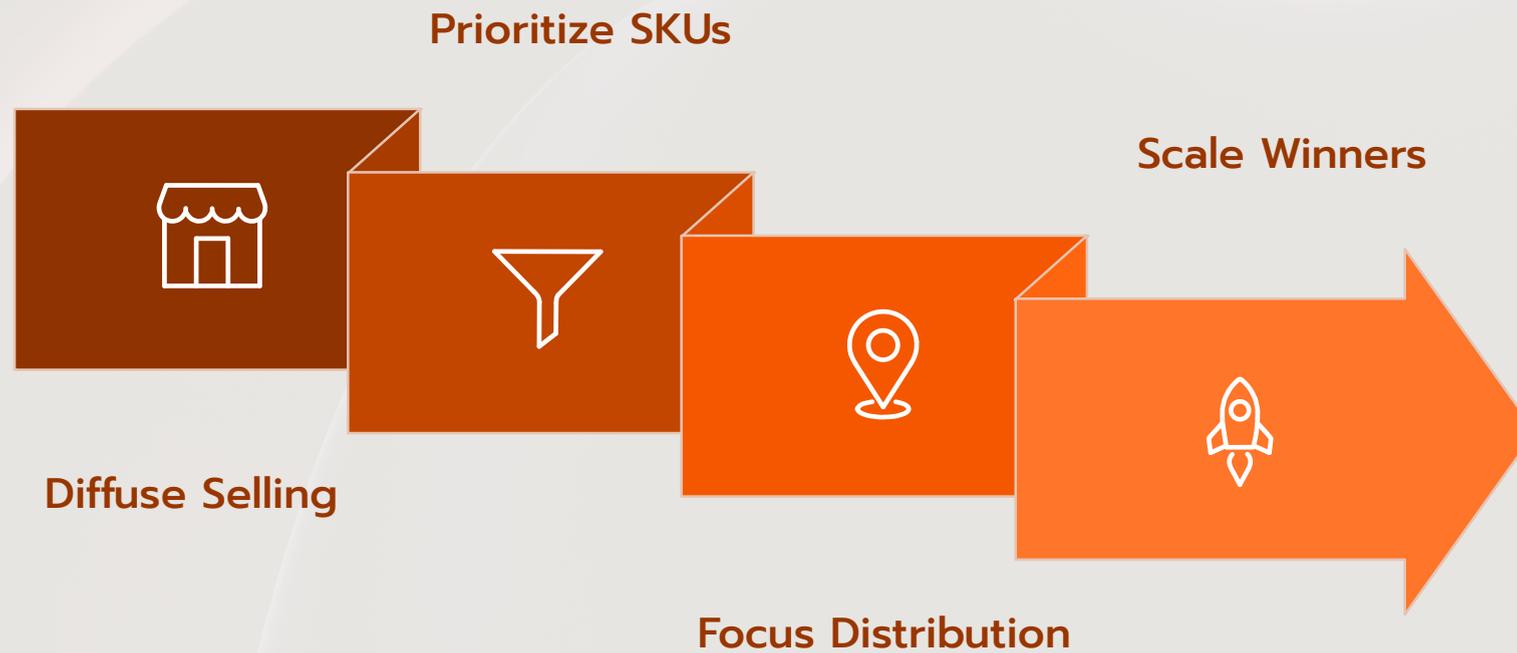
**TaCoS: 14.24%**

# Data: After



TaCoS: 11.6%

# The Shift



This strategic pivot transformed their market approach from diffuse efforts to focused, aggressive growth.

# Why This Worked

## What Doesn't Work

- ✗ Random always-on ads
- ✗ Portfolio-wide spending
- ✗ Last-minute occasion planning

## What Works

- ✓ Occasion-led forecasting
- ✓ Hero SKU dominance
- ✓ Category-wise ad + listing structure
- ✓ SQP-led keyword scaling

# The Biggest Learning

If you plan gifting campaigns only when the occasion arrives — You are competing for leftovers.

**Real scale happens when you  
build visibility 60–90 days before  
demand spikes.**

**Looking to scale your brand in the similar manner?**

**Please fill this form and talk to our experts:**

**<https://expgrowthdigital.com/contact/>**