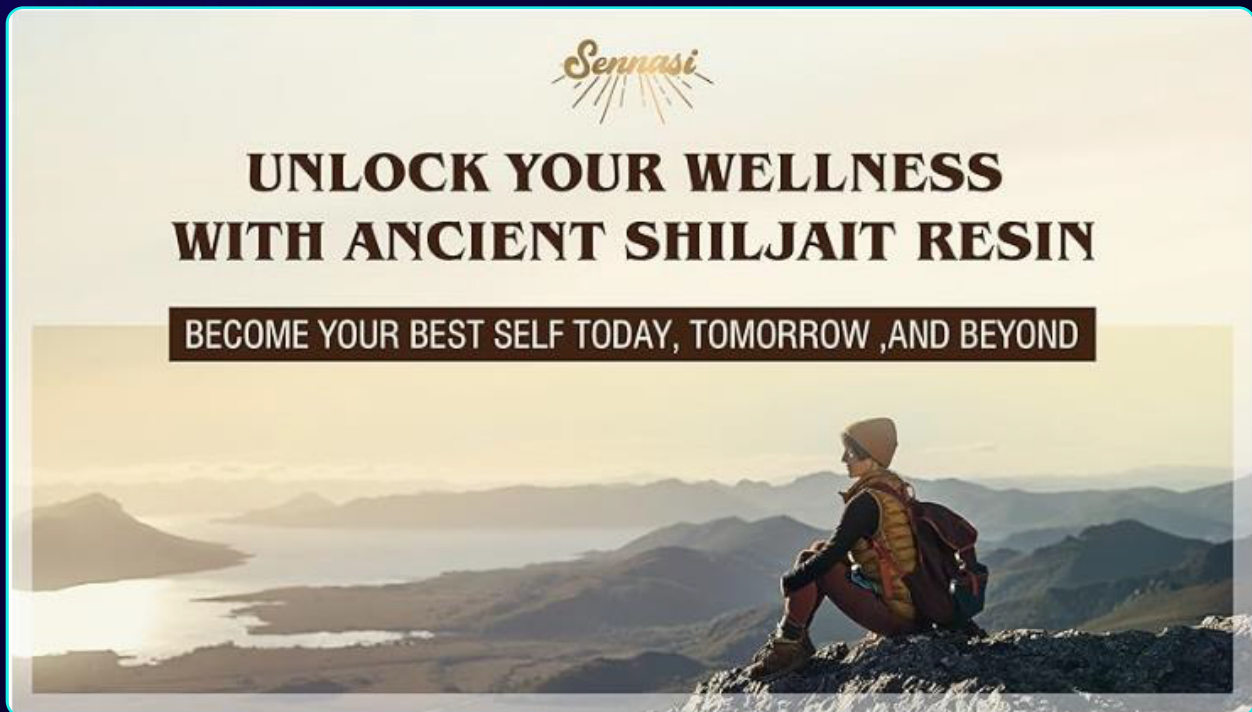




89% Increase in Total Revenue Annually through Marketing Sprout Sales Hack



Introduction:

In today's fast-paced e-commerce market, they were staying competitive means finding the perfect balance between ad spending and business growth. **Sennasi**, a premium Shilajit brand, was facing a tough challenge—how to scale up its sales without letting its advertising budget spiral out of control. That's when they teamed up with Marketing Sprout, seeking a smarter, more efficient solution.

Marketing Sprout took a deep dive into **Sennasi's** advertising efforts, focusing on key areas like refining their ad placements and zeroing in on the right audience. With a clear, data-driven approach, they crafted a new strategy that didn't just reduce unnecessary costs—it delivered results. In just one year, **Sennasi** saw an **89% increase in sales**, all without inflating their budget.

This case study highlights the strategies and decisions that helped turn things around for **Sennasi**, proving that with the right guidance, significant growth can be achieved without overspending. The results speak for themselves—efficiency and growth, are perfectly aligned.

Challenges we faced:

Rising Advertising Costs:

The increasing costs of ad campaigns posed a significant challenge, making it difficult for **Sennasi** to sustain profitability while trying to grow. This led to a pressing need for a more cost-effective strategy that could yield better returns on investment without sacrificing exposure.

Inefficient Audience Targeting and Keyword Use:

The brand struggled with effectively reaching its target audience, as ads often fell flat in engaging potential customers. Additionally, product listings lacked proper keyword optimization, which limited their visibility in search results and made it challenging to attract organic traffic.

Incomplete and Unconvincing Product Listings:

Many product descriptions were missing key details about features and benefits, making it hard for customers to understand what set **Sennasi** apart from competitors. Weak bullet points failed to convey the unique selling propositions, leading to lost sales opportunities.

Subpar Visuals and Low Customer Engagement:

Product images did not effectively showcase the quality and appeal of **Sennasi's** offerings. Combined with a low volume of customer reviews, this lack of engaging visuals contributed to reduced buyer trust, ultimately impacting conversion rates and overall sales performance.

Inconsistent Branding and Strategy Across Channels:

Without a cohesive strategy for advertising and branding, **Sennasi** faced fragmentation in its marketing efforts. This inconsistency led to mixed messaging across different platforms, resulting in diluted brand identity and underperformance in both advertising campaigns and product listings.

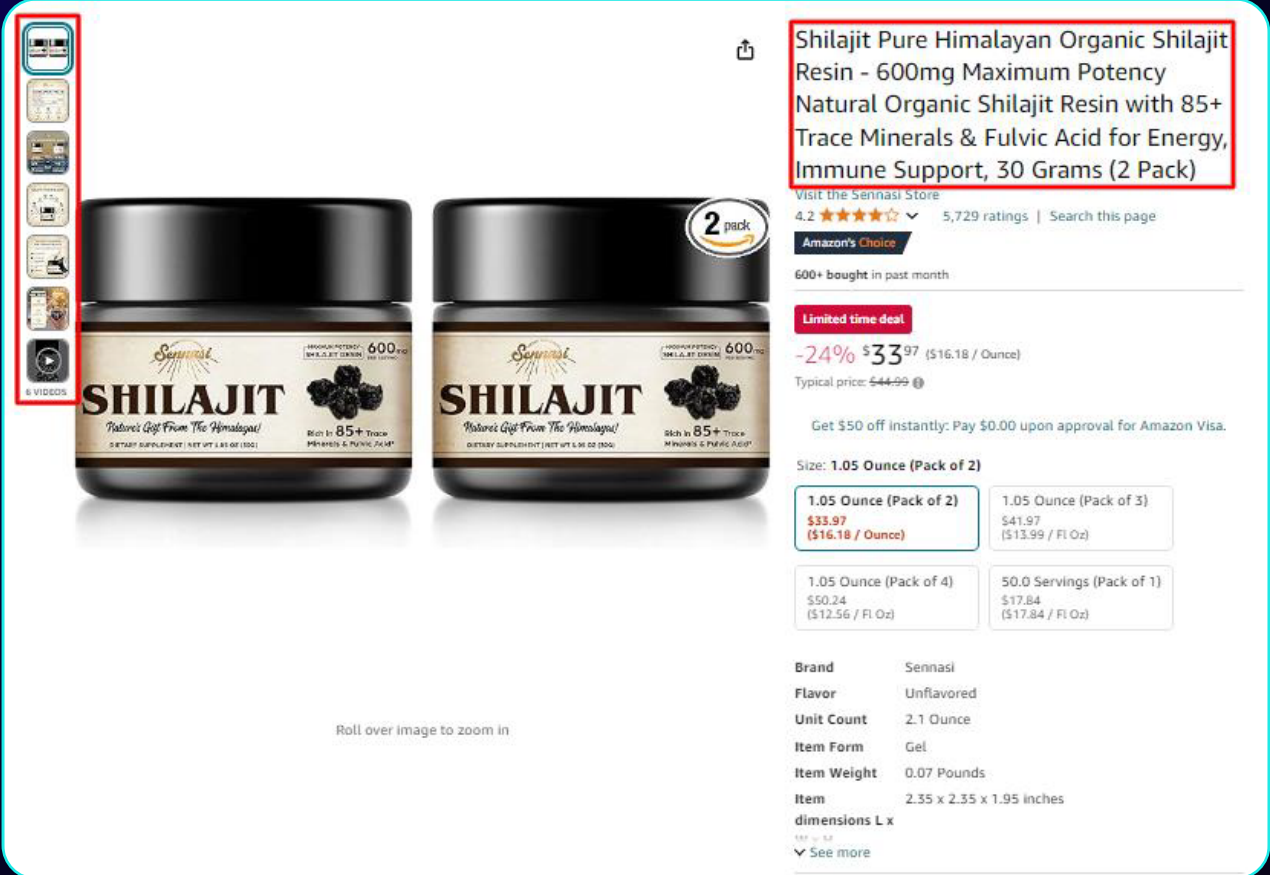
Strategies and Implementation

Data-Driven Audience Targeting:

We conducted thorough market research to identify and segment the ideal customer base for **Sennasi**. By leveraging advanced analytics, we refined audience targeting in ad campaigns, ensuring that ads reached the most relevant consumers, which maximized engagement and conversion rates.

Keyword Optimization and Listing Enhancements:

Our team revamped product listings by incorporating effective keywords that improved search visibility. Detailed descriptions were created to highlight the unique qualities of **Sennasi's** Shilajit, while compelling bullet points were crafted to emphasize key



Shilajit Pure Himalayan Organic Shilajit Resin - 600mg Maximum Potency Natural Organic Shilajit Resin with 85+ Trace Minerals & Fulvic Acid for Energy, Immune Support, 30 Grams (2 Pack)

Visit the Sennasi Store
4.2 ★★★★★ 5,729 ratings | Search this page
Amazon's Choice
600+ bought in past month

Limited time deal
-24% **\$33.97** (\$16.18 / Ounce)
Typical price: ~~\$44.99~~

Get \$50 off instantly. Pay \$0.00 upon approval for Amazon Visa.

Size: **1.05 Ounce (Pack of 2)**

1.05 Ounce (Pack of 2) \$33.97 (\$16.18 / Ounce)	1.05 Ounce (Pack of 3) \$41.97 (\$13.99 / Fl Oz)
1.05 Ounce (Pack of 4) \$50.24 (\$12.56 / Fl Oz)	50.0 Servings (Pack of 1) \$17.84 (\$17.84 / Fl Oz)

Brand: Sennasi
Flavor: Unflavored
Unit Count: 2.1 Ounce
Item Form: Gel
Item Weight: 0.07 Pounds
Item dimensions L x W x H: 2.35 x 2.35 x 1.95 inches
See more

Roll over image to zoom in

Unified Branding and Multi-Channel Strategy:

A cohesive branding strategy was established across all platforms, ensuring that **Sennasi** presented a consistent image and message. To enhance brand visibility and recognition, we coordinated advertising efforts across various channels, including social media and Amazon.



Customer Review Strategy:

To build trust and credibility, we implemented a strategy to encourage satisfied customers to leave reviews. This included follow-up emails post-purchase and incentives for leaving feedback, which helped increase the number of reviews on product listings.

High-Quality Visual Content:

We invested in professional photography to showcase **Sennasi's** products in the best light. High-resolution images were included to highlight the quality and elegance of the Shilajit, helping to create a more \ appealing shopping experience for potential customers.



PURE ORGANIC HIMALAYAN SHILAJIT RESIN

Wildcrafted from Himalayas in Gilgit Baltistan
at altitudes above 16,000~18,000 feet.



VEGAN



NON
GMO



GLUTEN
FREE



ARTIFICIAL
FREE



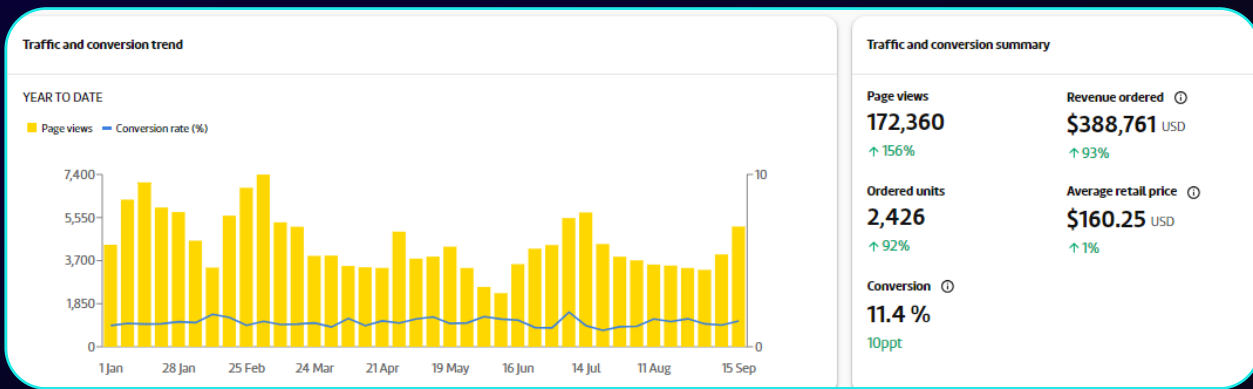
Introduction of a New Product Line:

Recognizing the opportunity to cater to a broader audience, we added a new product line featuring unique flavors and blends. This expansion not only diversified **Sennasi's** offerings but also attracted new customer segments, contributing to overall sales growth.

The image displays five Amazon product listings for Shilajit Pure Himalayan Organic Shilajit Resin - 600mg. Each listing features a 'Limited time deal' badge and a 'Subscribe & Save' button. The products are shown in various quantities and bundles, including jars and sticks. The prices and discounts are as follows:

- Listing 1:** 22% off, Limited time deal. Price: \$17.94 (\$17.84/Fl Oz). Original price: \$22.99 (22% off).
- Listing 2:** 24% off, Limited time deal. Price: \$33.97 (\$16.18/Ounce). Original price: \$44.99 (24% off).
- Listing 3:** 25% off, Limited time deal. Price: \$41.97 (\$13.99/Fl Oz). Original price: \$55.99 (25% off).
- Listing 4:** 25% off, Limited time deal. Price: \$50.24 (\$12.56/Fl Oz). Original price: \$66.99 (25% off).
- Listing 5:** 36% off, Limited time deal. Price: \$17.97 (\$16.95/Ounce). Original price: \$27.99 (36% off).

These changes not only boosted our CTR but also improves our conversion rate as shown below



Advertising Strategy

Optimized Product Listings:

We ensured that product listings were fully optimized with high-quality images, detailed descriptions, and well-crafted bullet points. This made the ads more appealing and informative, encouraging potential buyers to click through and make a purchase.

A/B Testing:

We conducted A/B testing on various ad creatives and messaging to determine what resonated best with the audience. This iterative approach allowed us to refine our ads based on performance data, ensuring we were using the most effective strategies.

Utilization of Amazon Brand Analytics:

By leveraging Amazon Brand Analytics, we gained valuable insights into customer behavior, keyword performance, and competitive landscape. This data informed our advertising decisions, helping us to make strategic adjustments that enhanced campaign effectiveness.

Seasonal Promotions and Campaigns:

We aligned advertising campaigns with seasonal trends and promotions, creating urgency and relevance around our products. These time-sensitive ads attracted attention and encouraged immediate purchases, boosting sales during peak shopping periods.

