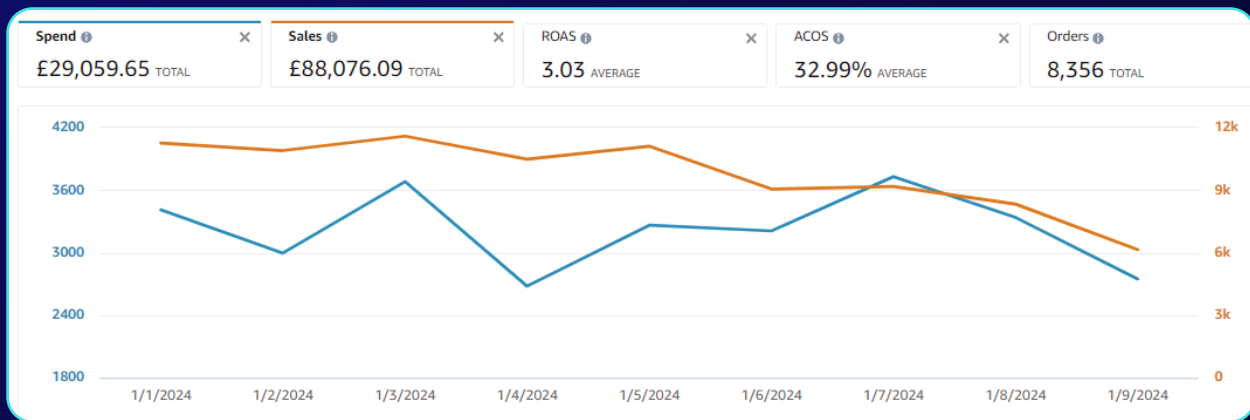




A 36% Reduction in Ad Spend Through Marketing Sprout Advertising Strategy



Introduction:

In an ever-competitive e-commerce landscape, managing advertising costs while maintaining growth is crucial for any brand. VAHDAM Teas India, a premium tea brand, faced challenges in optimizing their ad spend and improving overall [return on investment \(ROI\)](#). That's when they turned to [Marketing Sprout](#) for a strategic overhaul of their advertising efforts. By leveraging data-driven insights, precise audience targeting, and a holistic approach to [Amazon and digital advertising](#), Marketing Sprout implemented a refined strategy that led to remarkable results— a [36% reduction](#) in ad spend while driving substantial growth for [VAHDAM Teas India](#). This case study delves into the tactics, execution, and impact of the strategy that transformed VAHDAM's ad performance and efficiency.



Challenges We Faced High Ad Spend with Low ROI:

VAHDAM Teas India was experiencing high advertising costs without corresponding returns, which made it difficult to **maintain profitability**. Optimizing the balance between ad spend and revenue generation was a key challenge.

Over-Saturation in the Tea Market:

The tea industry, particularly on Amazon, is highly competitive. Standing out in a saturated market and driving visibility for VAHDAM's premium offerings required **innovative tactics** and continuous campaign optimization.

Underutilization of Amazon Advertising Tools:

Despite using Amazon Ads, VAHDAM was not fully leveraging advanced tools and features like Sponsored Brand ads and keyword refinement, limiting their campaign efficiency. Educating the brand on these features and implementing them effectively was essential.

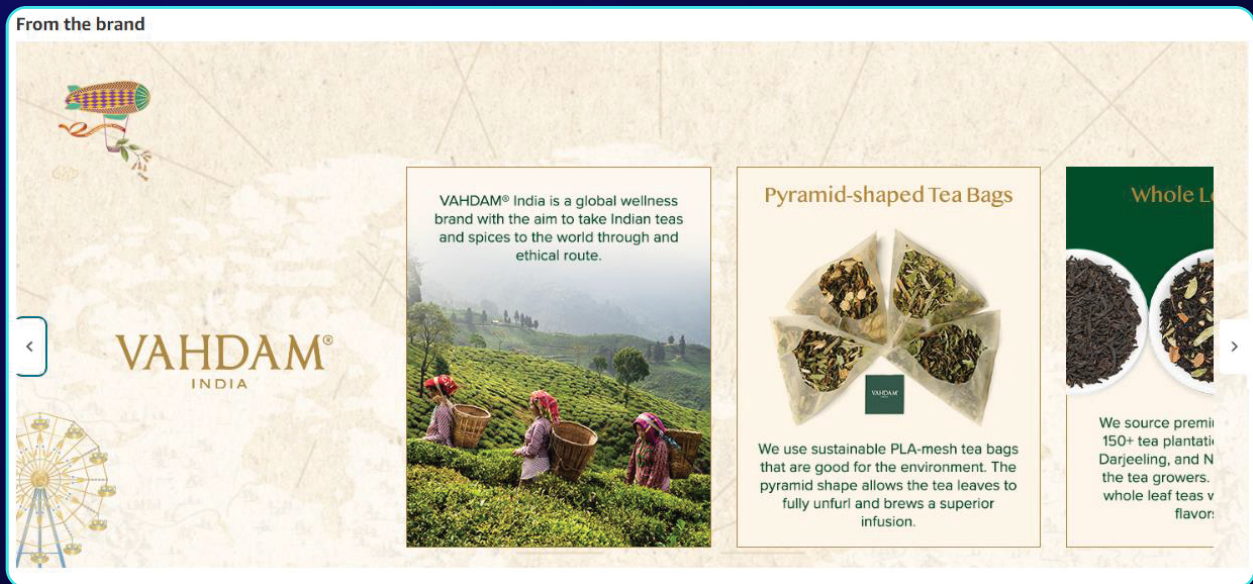
Complex Ad Attribution:

Accurately tracking and attributing conversions to the right campaigns And keywords proved to be challenging. Fine-tuning attribution models to measure success and make data-driven decisions was necessary to ensure the [strategy's success](#).

Strategies and Implementation:

Detail Page Optimization

We started with detail page optimization to increase conversion rate by using [CRO techniques](#) because advertising only drives traffic conversion totally depends on the quality of listing, images, pricing and reviews Added [high quality EBC content](#) with brand story and images showcasing our other products and feature of the product which we are selling. This creates authenticity in buyers mind and clear all doubts



From the brand

Whole Loose Leaf

We source premium tea leaves from 150+ tea plantations across Assam, Darjeeling, and Nilgiris, directly from the tea growers. The result is fresh, whole leaf teas with their authentic flavors intact.

Gifts Samplers

Our range of gift samplers has a select assortment of green teas, black teas, chai teas and more. Choose from loose leaf and tea bags selection suitable for all occasions.

Drinkware/Teaware

Choose from our thoughtful range of high quality drinkware and teaware range. From brewing accessories to insulated cups, find all your essentials from our collection.

Bala

I started VAHDAM make available indi & herbs to cons without unneces home-grown br consumers get fr value is retained at every farmer g

VAHDAM INDIA

Real Flavors
Enjoy the epitome of strength and briskness with pure second flush CTC Assam Summer Black Tea

Pure Ingredients
100% Pure Black Tea

A Premium Experience
Taste real tea in all their glory. Sourced directly from farmers, enjoy the authentic Assam tea full of rich flavors.

Straight From The Farms. No Middlemen Involved
For a home-grown brand like VAHDAM India, our farmers are a priority. We eliminate unnecessary middlemen and are loyal to producing estates. This ensures that all the earnings are retained in these regions and each farmer gets a better price and is empowered to take a step towards a brighter tomorrow.

Added Some Product Related QnA. This helps buyer to understand more about the product and clear the questions which are in their mind so they do purchase our product rather than jumping onto our competitor listing

- Q How do I brew your loose leaf teas?
- Q Are your loose leaf teas gluten-free and non-GMO?
- Q How are the Teas packaged?
- Q Where is this tea sourced from?
- Q What's the secret behind your premium blends' exceptional quality?

Not only that we optimized the title and bullet points made sure that they include all valuable info and keywords. Setup price which are competitive and added a coupon as well. Added 6 listing images and one product video showing how the product lookslike originally. Asked the client to add some more in listing main image like certifications, weight of product, extra feature like vacuum sealed which **boosted our CTR**.

VAHDAM, Assam CTC Black Tea Loose Leaf 340g (170+ Cups) STRONG, BOLD & RICH Assam Tea Loose Leaf | Pure Assam Chai Tea | Pure Unblended Single Origin Black Loose Leaf Tea | Vacuum Sealed

Visit the VAHDAM Store
4.3 ★★★★★ | 22,775 ratings | Search this page

£17.99 (€17.99 / count)

Save 5% on any 4 Qualifying items > | Terms

Flavour Name:
Assam CTC Black Tea

Brand: VAHDAM
Item form: Loose Leaves
Flavour: Assam CTC Black Tea
Tea variety: Black
Unit count: 1.00 count
Number of items: 1

About this item

- INDIA'S GIFT TO THE WORLD - Discover the epitome of strength and briskness in our Applause CTC Assam Black Tea. This premium loose-leaf tea is crafted from pure second flush CTC leaves, sourced from the finest estates in Upper Assam during the peak of summer. With high caffeine content, it's the perfect choice for your morning ritual. Enjoy it plain or with milk, as per your preference.
- DIRECTLY SOURCED FROM PREMIUM PLANTATIONS - Experience the finest Whole Loose Leaf Tea, sourced from premium Indian plantations. Vacuum-sealed and packed within 24-72 hours of harvesting, it offers garden-fresh aroma and taste. Savour 100% pure tea, packed in a 3-layered moisture-resistant resealable bag for lasting freshness. Preparation: 2g of loose leaf | 200 ml water at 100° C | 3 - 5 mins

Delivery | Pickup

One-time purchase: £17.99 (€17.99 / count)

FREE delivery Saturday, 28 September on your first order to UK or Ireland. Details

Or fastest delivery **Tomorrow, 26 September**. Order within 7 hrs 21 mins. Details

Deliver to Bradford BD11

In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from Amazon
Sold by VAHDAM Teas
Returns See Returns Policy

Packaging Ships in product packaging

See more

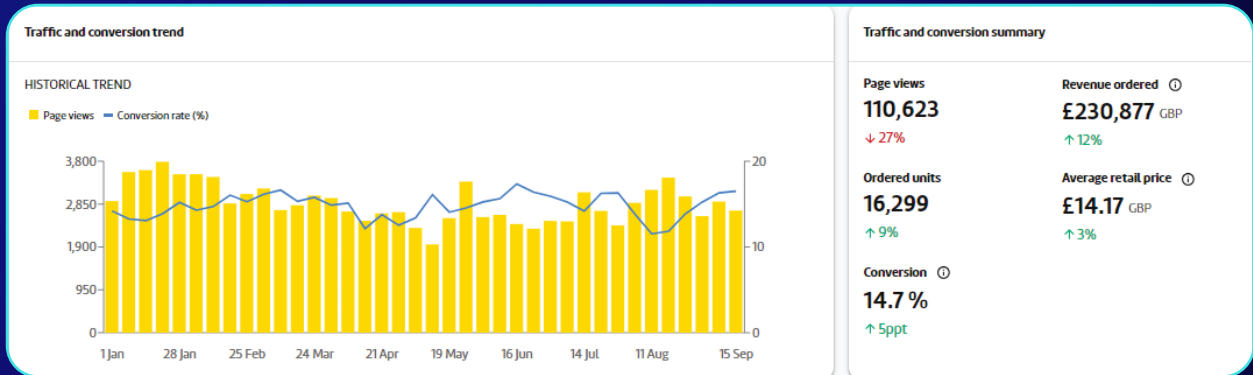
Add gift options

Subscribe & Save: 5% 10%
£17.09 (€17.09 / count)

FREE delivery Saturday, 28 September on your first order to UK or Ireland
Dispatches from Amazon
Sold by: VAHDAM Teas

Add to List

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



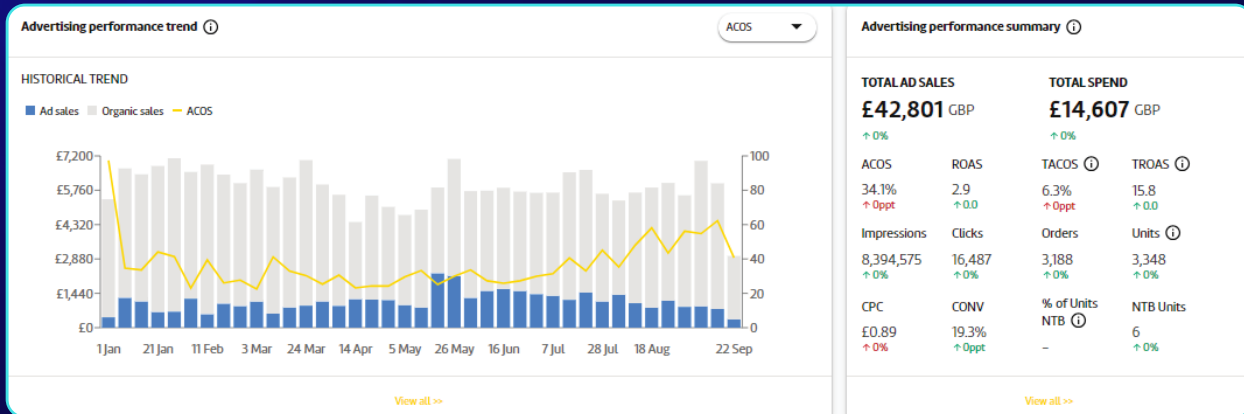
Advertising Strategy

- Advertising Campaign Audit:** We commence a thorough audit of all existing campaigns to pinpoint growth and development opportunities. This allowed us to understand the landscape and formulate a robust strategy.
- Campaign Restructuring:** We created a more controlled campaign structure by segregating high-frequency keywords into individual campaigns and expanding our efforts with the inclusion of previously clustered low-frequency keywords.
- Expanded Targeting:** Our approach included broadening our targeting to encompass competitor's ASINs, our ASINs, and specific categories to capture a wider audience.
- Enhanced Campaign Types:** We leveraged video campaigns and Product Collections, aligning them with our keywords strategy to maximize coverage across search results. Sponsored Display ads were also utilized for competitor's ASINs, categories, and our ASINs.
- Variation Optimization:** After reviewing advertised variations, we focused on those with the best CTR and conversion rates, optimizing our advertising spend.

BEFORE



AFTER



Conclusion:

Through **strategic PPC campaign** management, targeted advertising, and promotional tactics, Marketing Sprout not only navigated through a highly competitive market but also achieved **sustainable sales** growth and enhanced brand recognition for our clients. The case study underscores the importance of a multi-faceted approach to digital marketing on Amazon, demonstrating that with the right strategies, even products facing stiff competition, and low stock and market challenges can **achieve outstanding success**.