

How we achieved 15% increase in AOV and 52.1% revenue growth for Codesustain

NP Digital India partnered with Codesustain's marketing team. The goal now was to take overall online visibility and sales to new heights in India and Internationally. The campaign proved to be a massive success as Codesustain recorded a 15% increase in average order value and a 48.41% increase in the number of transactions. In 5 months we were successfully able to scale up the revenue by 52.1% with Rs. 20,77,192 ad-spends.



THEIR STORY



Codesustain is a curated marketplace for marginal artisans, nano manufacturers, and NGOs - with a vision to build an ethical and sustainable ecosystem for their discerning consumers.

Codesustain is a completely sustainable and 100% return-to-earth product company. They work with micro artisans across India to source completely eco-friendly products and their collections have everything from eco-friendly mats to tableware and decor. Each product line is targeted at socially conscious consumption and 10% of the proceeds go to their NGOs like Vidya India, on a yearly basis. Through Neil Patel Digital's Performance Marketing efforts and unique solutions, we were able to bump up their AOV by 15%

THE GOAL & PLAN OF ACTION

The goal was to take overall online visibility and sales to new heights in India and Internationally. However, with e-commerce in India being a highly competitive market, the challenge was to persuade the same audience space that is targeted by brands with better visibility and reach, to shop at Codesustain.

We aimed to achieve this through 4 key objectives:

- Engaging with prospective customers in the online shopping space, thus increasing traffic to the website resulting in increment in purchases.
- Utilized conversion rate optimization approach to tap into consumer segments that would otherwise slip through the funnel. Additionally, this also helped in reducing the bounce rate by 23.07%
- Retarget to non-purchasers who have interacted with the brand previously, and persuade them to make a purchase through personalized communication and marketing automation techniques owing to an increment in transactions by 48.4% over the period of five months
- Codesustain understood that there were several gaps in the existing market, high competition in the present market space and the brand also faced difficulties in increasing their presence in the international market. In response to these challenges, Neil Patel launched the campaigns throughout a funnel with a holistic approach to increase the user volume at each funnel level through view content, add to cart and conversion campaigns. This led to a 1.2x increment in overall new users.



THE SOLUTION

Considering the volume of Codesustain's key target audience and the velocity of ads in this space, we knew we had to take a more unique approach in order to achieve the desired results. So, through research, and a deep understanding of industry trends plus brand ideals, we zeroed in on the best way forward.

Channel Inventory Expansion: Expanding the inventory to Display, Video, Smart and Performance Max, in order to garner more sales.

Expansion of Target Audience: Expanded the target audience by exploring similar audience sets of qualified lower funnel audiences and discovering high potential prospects. Experimenting with different age groups with creative customization like targeting luxury shoppers and people interested in high value goods.

Creative and Placement Advantages: Identifying the best theme of creatives, basis account performance and executing them accordingly. Exploring different formats, for example, Dynamic creatives. Taking first mover advantage of experimenting on Instagram Reel placements with inventory relevant creative formats. By targeting new interest buckets, we were able to reach out to more potential customers. Re-targeting users with different ad formats was also crucial at the same time. We leveraged the Custom Intent audiences on Google.

We started off with top performing location campaigns to target luxury buyers which helped us increase the brand's AOV. We added frames to the creatives across channels to increase click through rate and worked only with the best theme creatives. We then kick started targeting users on Reel placement with innovative creatives to leverage the new inventory.

By targeting online shoppers and engaging online buyers with the wide range of collections offered by Codesustain, our goal was to approach this campaign through a problem & solution lens. We focused our communication and creative ideation on USPs of the brand's extensive range of products and centered the campaign around meeting the consumers' needs, first and foremost.

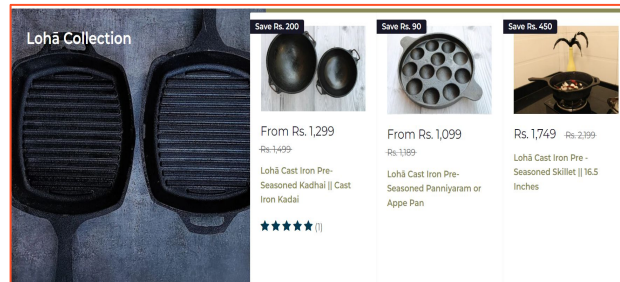
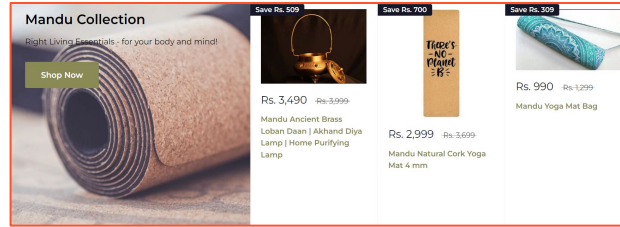
By targeting new interest buckets, we were able to reach out to more potential customers. Re-targeting users with different ad formats was also crucial at the same time. To ensure a healthy conversion ratio, the campaign used existing users and its lookalikes to create a precise and relevant TG. Continuous optimization through various data points and product and inventory analysis allowed us to bring this vision to life.

FOCUS AREAS

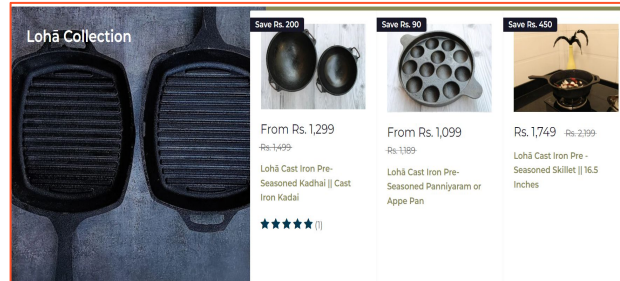
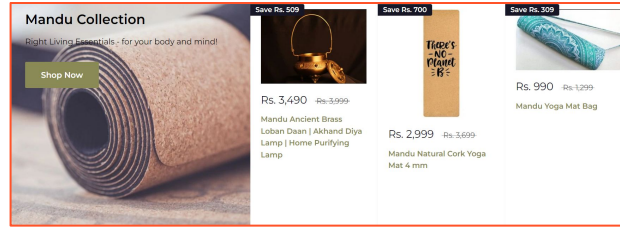
- SEM
- ANALYTICS & LEAD AUTOMATION

THE SOLUTION

- Re-strategize Media Planning for Branding and Remarketing, to counterbalance lack of campaign learning:
- The teams leveraged Feed Ads to reach out to new segments of the audience and also to increase their interaction with the website to help scale re-marketing campaigns smoothly.
- Remarketing campaigns during the Sale, focused on the acquired user base and prospecting to relevant bases as well, helped us increase the conversion rates while optimizing spends.
- We also did audience refreshes for different interest buckets, page engagers, add-to-cart abandoners, and look-alikes of past purchasers in order to uncover new potential audiences for Codesustain.
- Apart from this, exclusive offers and sitewide offers played a huge part in offering consumers something more and something exciting, whilst helping clear the inventory to make room for new collections as well.
- The campaign was structured to increase traffic to the website and also, BOF campaigns helped in converting this traffic to active purchasers. In these 5 months, we have successfully achieved a **15.65% increase in Add-To-Carts** by improving the TOF and MOF communication and agenda. Remarketing campaigns were not just run of the mill, but completely personalized to appeal to this already aware audience and make them feel like the brand really sees them.
- Whether it's a buyer who has a cart full but hasn't made a purchase, one who has browsed through the website but hasn't shopped, and more. We ensured each audience segment was targeted with communications that were unique to them and their patterns. Dynamic retargeting using catalog ad formats helped in retargeting, cross-selling, upselling, and purchase funnel abandoners were all addressed as well.
- Our aim was to take data-driven decisions and innovate faster with intelligent analytics for better and more long-term results
- In addition to this, we also leveraged video assets as that's one of the most consumed forms of content on the internet today, and thus we were able to make it more engaging and showcase the key brand and product USPs through a clear medium.



THE SOLUTION



- To get the ball rolling and get results that spoke of success, we had to focus on communication as well as technicalities.
- With the help of regular creative refreshes that had a more minimalistic approach, and was clean, it made it easier for consumers to engage with us.
- Content played a huge role as well. Targeting audiences with a higher spending power & home decor audiences with crisp communication, helped the agenda. They seemed to relate to content that spoke their language rather than what seemed overused in this ever-growing segment.
- Full-Funnel Strategy: A full-funnel advertising approach was planned to grow the brand's awareness and user base with increment in performance numbers across the stages of the funnel. The key target was to scale orders from online stores while keeping the top funnel reach intact. New sets of categories were explored to discover potential customers.
- Expansion of Target Audience: We expanded the target audience by exploring similar sets of categories to create awareness by discovering potential customers. The intention was to stay within the best possible search environment.

Growth in Average Order Value

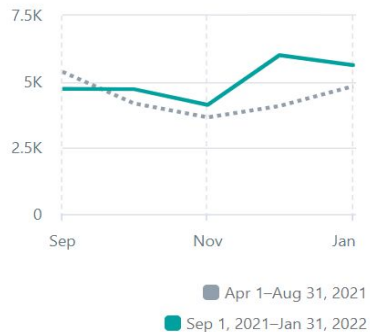
Average order value

[View report](#)

₹5,020.85

↑ 15%

ORDER VALUE OVER TIME



Month	Total sales	Orders	Average order value
Summary	₹6,843,415.90	1,363	₹5,020.85
Sep 2021	₹946,719.85	200	₹4,733.60
Oct 2021	₹1,959,199.77	415	₹4,720.96
Nov 2021	₹1,003,364.98	243	₹4,129.07
Dec 2021	₹1,453,399.81	242	₹6,005.78
Jan 2022	₹1,480,731.49	263	₹5,630.16

We saw a significant improvement in AOV from August to January month on month by **15%**. Which was a major problem statement for the brand to improve the overall ROAS

Growth in Revenue

User Type ?	Acquisition			Behaviour	Conversions	E-commerce ▾
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Transactions ?	Revenue ?
Paid Traffic	115.13% ↑ 152,454 vs 70,866	121.43% ↑ 142,923 vs 64,544	93.82% ↑ 182,517 vs 94,168	23.07% ↓ 1.19% vs 1.54%	47.69% ↑ 511 vs 346	52.10% ↑ ₹2,279,922.16 vs ₹1,498,932.81
1. New Visitor						
01-Sep-2021 - 31-Jan-2022	141,897 (85.00%)	142,923 (100.00%)	142,923 (78.31%)	1.07%	264 (51.66%)	₹1,141,722.41 (50.08%)
01-Apr-2021 - 31-Aug-2021	64,836 (80.17%)	64,544 (100.00%)	64,540 (68.54%)	1.24%	169 (48.84%)	₹759,751.75 (50.69%)
% Change	118.86%	121.43%	121.45%	-13.75%	56.21%	50.28%
2. Returning Visitor						
01-Sep-2021 - 31-Jan-2022	25,042 (15.00%)	0 (0.00%)	39,594 (21.69%)	1.61%	247 (48.34%)	₹1,138,199.76 (49.92%)
01-Apr-2021 - 31-Aug-2021	16,041 (19.83%)	0 (0.00%)	29,628 (31.46%)	2.20%	177 (51.16%)	₹739,181.06 (49.31%)
% Change	56.11%	0.00%	33.64%	-26.78%	39.55%	53.98%

There is an increment of **52.1% revenue** from paid campaigns, 118.86% in new visitors and 56.11% increase in returning users from Paid Traffic channels from September 2021 to January 2022

THE RESULTS

NPD campaigns proved to be a massive success as Codesustain recorded a **3 X ROAS** with Rs. 20,77,192 ad-spends

121.43%

Increase in New users

48.41%

increase in Transactions

52.1%

increase in Revenue

15%

increase in Average Order Value

ABOUT US

Thought-leadership and digital marketing built our business.

NP Digital was co-founded in 2017 by Neil Patel – a New York Times Best Selling Author and one of the world’s most influential marketers according to The Wall Street Journal and Forbes.

For over two decades Neil has been providing consulting and thought-leadership to the business and marketing community. NP Digital is the agency that brings his passion, innovation and insights to life for brands across the globe.



+10

AWARDS & MENTIONS

We like to make our client partners shine. And we're just getting started.



+450

CLIENTS

Long lasting partnerships that span industries and verticals across the globe.



+600

EMPLOYEES

Our 2021 employee satisfaction survey results are in- NP Digital is a great place to work.



9

OFFICES

We feel in-person collaboration is important, but not required to be successful.

Thanks

for your time.

Inc.
500
AMERICA'S
FASTEST
GROWING
PRIVATE
COMPANIES

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