

# Performance Marketing Case Study

**Client:** Healthy Snacks

**Agency:** Digital Supremacy





**Focus:** Scaling Revenue & ROAS via Ads 💡

**Result:** ₹1 Cr+ Revenue | 3X+ ROAS | 100% Product Approval





# The Challenge

-  Frequent **Google Merchant Center disapprovals** under “Personal and Hardship Advertising”
-  Poor product visibility on Google Shopping
-  Underperforming campaigns with no clear structure
-  Difficulty in scaling ad spend due to low conversions





# Objectives

🎯 Our goals at Digital Supremacy were to:

- ✅ Resolve Merchant Center disapprovals
- ✅ Improve product visibility and CTR
- ✅ Restructure campaigns for better targeting
- ✅ Achieve scalable and sustainable ROAS
- ✅ Help Healthy Snacks hit ₹1 Cr+ in ad-driven revenue




# Feed & Policy Optimization


We implemented:

-  A **supplemental feed** to fix policy issues
-  Full audit of titles, descriptions, and images
-  100% product approvals achieved
-  Products made eligible and competitive on Google Shopping

# Campaign Restructuring


Digital Supremacy restructured the ad account into:


-  **Branded Search Campaigns**
-  **Generic Keyword Campaigns**
-  **Product-Focused Smart Shopping + Performance Max**

 Each campaign was aligned with specific buyer intent and conversion stages.



## Smart Scaling with Metrics

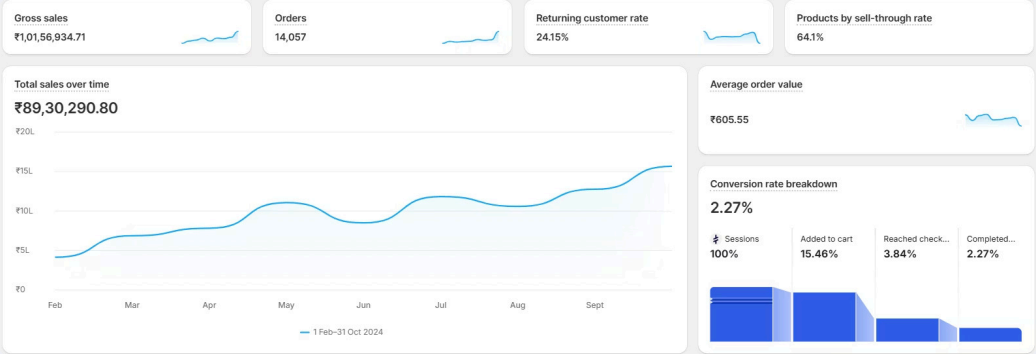
 We scaled strategically using real-time data:

- CTR, CPC, ROAS & Impression Share
- Identified **top-performing SKUs**
- Controlled spend on branded terms
-  Gradually scaled ad budget where results were proven

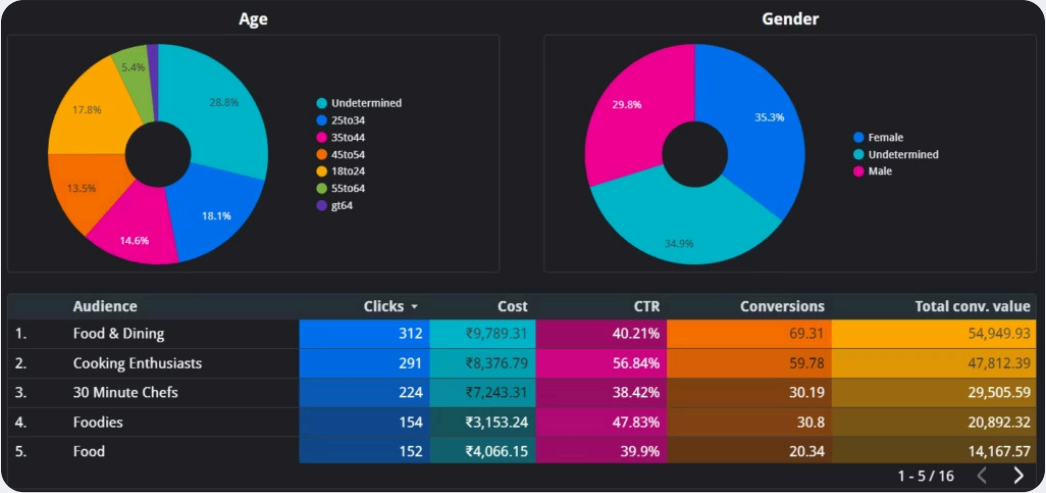


# Key Results

- 🏆 Results delivered by Digital Supremacy:
- 💰 ₹1 Cr+ in revenue through Google Ads
- 📈 3X+ consistent ROAS
- ✅ 100% Product approval in Merchant Center
- 🔄 Reduced ad wastage through smart targeting



<input type="checkbox"/> Campaign	Budge	Sta	↓ Cost	Conversions	Conv. value	Conv. value / cost
Total: Campaigns in your current view ⓘ						
June 2024			₹26,205.12	70.77	50,132.33	1.91
July 2024			₹56,851.42	245.62	181,193.22	3.19
August 2024			₹62,939.05	223.41	160,403.90	2.55
September 2024			₹68,651.31	265.83	203,625.07	2.97
October 2024			₹78,333.53	343.39	314,160.08	4.01








# About the Brand

**Healthy Snacks** is a Satvik, clean-label brand committed to:

- 🌿 No palm oil, maida, preservatives, or chemicals
- 🧘 Snacks aligned with ancient Indian food culture
- 🦘 Farm-to-packaging freshness
- 💡 Modern health + ancient wisdom in every bite

# Digital Supremacy's Impact

Through strategic paid marketing, policy compliance, and precise campaign architecture, **Digital Supremacy** helped Healthy Snacks:

-  Overcome platform hurdles
-  Scale revenue profitably
-  Build a stronghold in the competitive healthy snacking space

We don't just run ads — we engineer performance.