

# O3M helps AmrutVeni achieve 476% YoY growth



AmrutVeni, an organic hair care brand fusing ancient traditions with modern biotech, had built a loyal fan base in offline retail. However, the story was very different online. They struggled to increase return on ad spend (ROAS) above 2.5 and believed that hero products like “Lice Qit” and “Hair Oil” had more potential. Determined to get help turning things around, they teamed up with Amazon Ads partner O3M to breathe new life into their digital strategy and set their sights on achieving a ROAS that exceeds 4.0.

O3M wasted no time in reengineering AmrutVeni’s approach. By integrating Amazon’s Partner Opportunities API with their proprietary AdAce tool, they unlocked real-time insights, razor-sharp automation, and smarter optimizations.



## Objectives

- Overhaul their digital strategy to help match their brick and mortar success
- Double returns and grow their customer base
- Surpass a 4.0 ROAS



## Approach

- Rebuild AmrutVeni’s digital presence into a smarter, faster marketing engine
- Pair advanced analytics with strategic automation
- Integrate Amazon’s Partner Opportunities API with O3M’s proprietary AdAce tool for real-time insights and granular automation
- Focus on Sponsored Products ads on Amazon.in to uncover untapped products
- Implement time of day optimization to help reach relevant audiences when they’re shopping



## Results

476%\*

YEAR-OVER-YEAR  
INCREASE IN ORDERS

254%\*

YEAR-OVER-YEAR  
INCREASE IN SALES

4.36\*

ROAS

Source: AmrutVeni, India, 2025

\*Campaign-specific

## From a brick-and-mortar favorite to an online upstart

AmrutVeni’s collaboration with O3M transformed its Amazon Ads performance, turning once-underperforming products into strong revenue drivers. By integrating Amazon’s Partner Opportunities API with O3M’s AdAce tool, the team gained real-time insights, automated campaigns, and fine-tuned targeting for maximum impact. These efforts focused on implementing time-of-day targeting, dynamic budget allocation, and capitalizing on weekend shopping patterns to create a nimble, responsive advertising framework. This insights-driven, flexible approach allowed AmrutVeni to shift from a reactive to a proactive advertising strategy, uncovering hidden opportunities and amplifying brand presence across Amazon.in. The partnership stands as a testament to how advanced tools, smart strategy, and agile execution can unlock a brand’s full sales potential.

“O3M's partnership has been truly transformative for AmrutVeni, enabling us to fully realize Amazon's sales potential .”

Renchu George  
Marketing Manager, AmrutVeni



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