



CASE STUDY

How Herbal Me Scaled from ₹12L to ₹35L+ Monthly Revenue Using an Omni-Channel Growth Engine



Herbal Me achieved sustainable growth through an education-led, omni-channel performance strategy focused on retention, trust building, and profitable scaling.

THE STORY

Herbal Me is a natural personal care brand operating in the highly competitive hair color category. While the market is dominated by chemical-based products, Herbal Me carved its space with a 100% natural, dermatologist-tested hair color focused on safety, long-term usage, and visible results.

The product had strong early traction, but scaling wasn't straightforward. Low AOV, high education requirements, and trust barriers made aggressive scaling risky.

The real challenge wasn't demand it was scaling profitably and repeatedly.

In this case study, we break down how Herbal Me:

Scaled monthly revenue from:

- **₹12L to ₹35L+**
- **Built a repeat-purchase engine in a low-AOV category**
- **Used education-led creatives to unlock scale**
- **Combined D2C, Google, and marketplaces into one system**
- **Created sustainable growth instead of short-term spikes**

GOALS

The objectives included:

- **Scaling Revenue:** Grow monthly revenue without hurting margins
- **Efficiency:** Control CAC in a low-AOV category
- **Trust Building:** Overcome skepticism around natural hair color
- **Retention:** Increase repeat purchases and LTV
- **Omni-Channel Growth:** Reduce dependence on only D2C

CHALLENGES

01

Low AOV Constraints

Low AOV (~₹400–₹450) limited paid acquisition headroom

02

Trust & Effectiveness Doubts

Consumer doubt around effectiveness of natural hair color

03

Education-Heavy Product

Application-based product required education before conversion

04

D2C Dependency

Heavy dependence on D2C while marketplaces were underutilized

05

Untapped Male Audience

Untapped male audience despite strong product relevance

06

Repeat Purchase Unlock

Scaling first-time purchases alone was not sustainable without a strong repeat-buying system.

STRATEGIC TRIUMPH

Three key insights reshaped the entire growth strategy:

- **This is an LTV game, not an AOV game Efficiency:**

1. Hair color is a repeat-use category.
2. If CAC is controlled once, LTV compounds naturally.

- **Education beats aggression:**

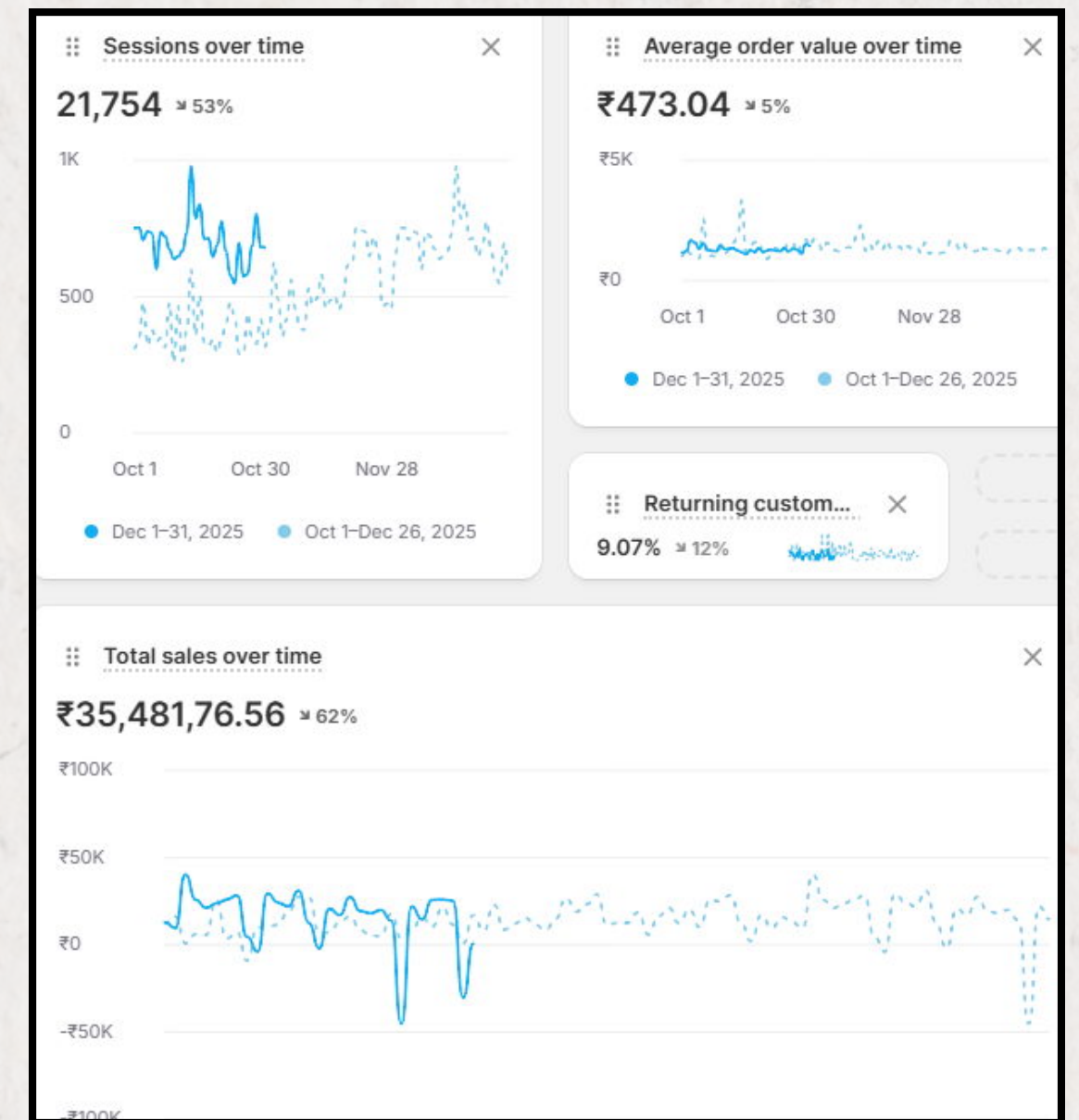
1. Consumers don't reject natural hair color — they reject misunderstanding how it works.

- **Omni-channel presence builds trust faster:**

Users:

1. Discover on social
2. Validate on Google
3. Convert on marketplaces

Trying to scale on one channel alone was limiting growth.



SOLUTIONS IMPLEMENTED

We rebuilt Herbal Me's growth using a full-funnel, omni-channel structure.

1. Top of Funnel (Discovery & Awareness)

- Influencer-led storytelling
- Podcast-style ads explaining ingredients & benefits
- Static creatives with clear pricing for scalable reach
- YouTube campaigns focused on audience building

2. Middle of Funnel (Education & Objection Handling)

Key objections addressed:

- "Natural hair color won't cover whites"
- "Results won't last"
- "Application is complicated"

We introduced:

- Videos explaining 2× application vs chemical colors
- Expectation-setting comparisons
- Q&A-style creatives with real usage context

3. Bottom of Funnel (Conversion & Retention)

- Retargeting with usage proof & testimonials
- Repeat-purchase nudges via retention tools
- Marketplace retargeting for high-intent users

Campaign ↑↓	CPC (cost per link click) ↑↓	CTR (link click-through rate) ↑↓	CPM (cost per 1,000...)	Amount Spent ↑↓
DEXO Festive Collection Sale Diwali ...	11,474	17,532	₹288.15 Per purchase	₹117,617.05
Dexo Prospecting ABO 28-07-25	28,595	43,592	₹159.77 Per purchase	₹116,956.29
DEXO 001 Creative testing 15-11-25	58,909	133,708	₹413.09 Per purchase	₹84,314.15
DEXO ASC-2 NSC 06/10/25	15,104	17,801	₹292.22 Per purchase	₹12,976.67
Dexo Creative Testing ABO 25-07-25	134,418	251,112	₹292.54 Per purchase	₹4,76,758.53
DEXO Prospecting ABO 03-11-25	319,095	446,457	₹208.48 Per purchase	₹98,885.18
DEXO ASC NSC 18/10/25	15,817	18,861	₹295.21 Per purchase	₹1,19,732.89
DEXO RM ABO 09-10-25	47,687	184,405	₹385.49 Per purchase	₹198,951.97
DEXO ASC NSC 22/9/25	16,574	23,376	₹180.32 Per purchase	₹1,12,186.65
Results from 211 campaigns ⓘ	805,052 Accounts Centre ac...	2,069,435 Total	— Multiple conversions	₹1,345,825 Total Spent

₹1,345,825
Total Spent



CREATIVE & MESSAGING SHIFT

What Changed:

- Moved beyond only female models
- Introduced male + female creators (age 35–40)

Positioned hair color as

“The closest thing to staying young naturally”

Formats That Worked Best:

- Influencer experience-led stories
- Podcast-style explanation ads
- Q&A videos addressing doubts
- Price-led statics for TOF scaling

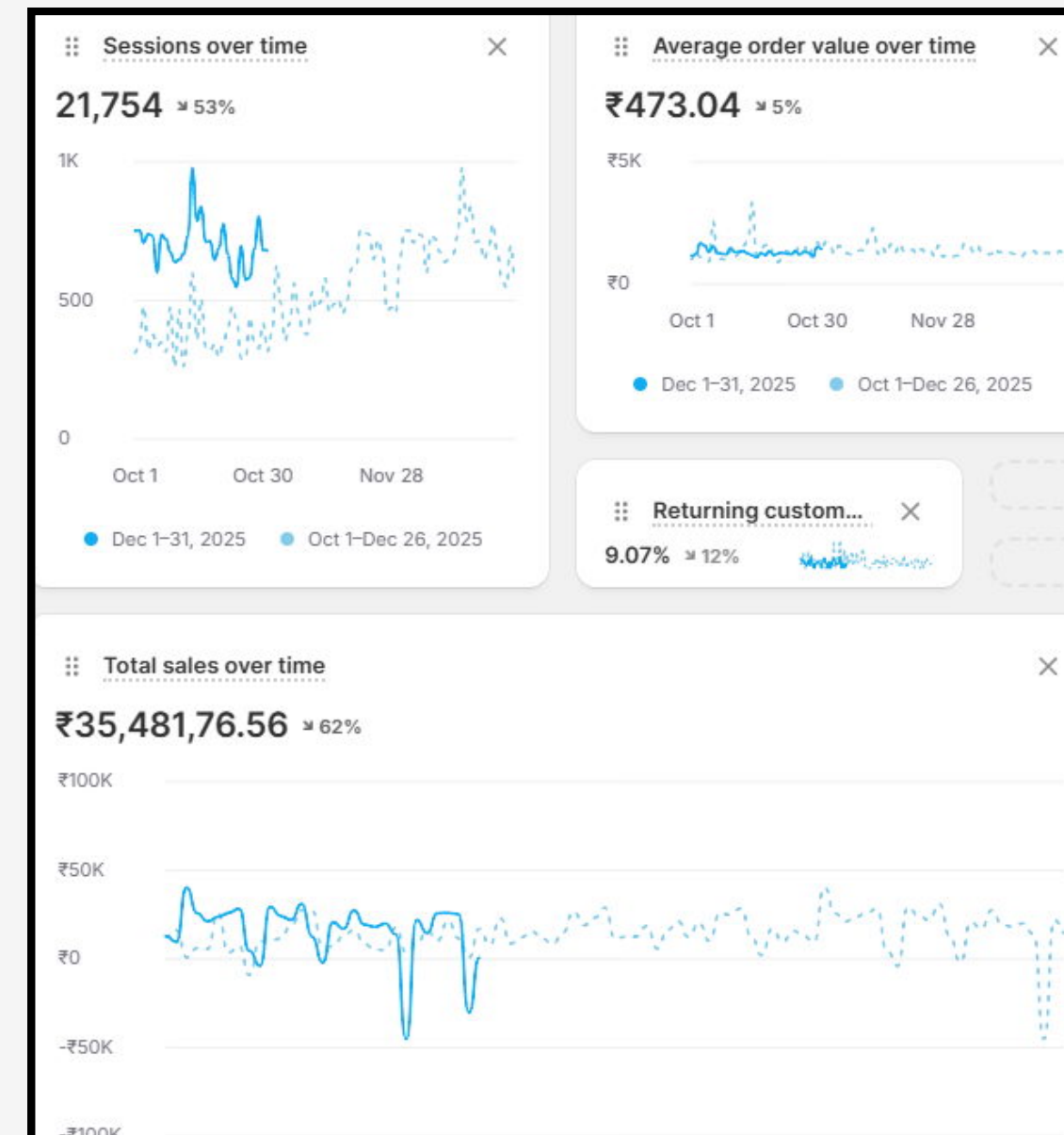
This unlocked both **emotional** trust and **rational clarity**.

STRATEGIC TRIUMPH

Despite category challenges and low AOV, the system delivered:

- Scaled from ₹12L to ₹35L+ monthly revenue
- ₹45L in sales over the last 90 days
- Built a 30–32% repeat purchase engine
- Created a stable omni-channel revenue mix
- Enabled expansion into new product categories

This wasn't aggressive scaling —
it was controlled, compounding growth.



STRATEGIC TRIUMPH

D2C Performance (Last 90 Days)

- ₹45L in total sales
- ₹473 average order value
- 25%–55% retention across cohorts

Paid Media Breakdown

Meta (Facebook & Instagram)

- ₹13.38L in sales
- 3X+ ROAS
- Core channel for education + scale

Google Ads

- ₹1.79L spend
- ₹147 CAC
- Search + PMAX + Display + YouTube
- High-intent keywords like:
 1. “100% natural hair color”
 2. “Ammonia free hair color”

Marketplaces (Amazon & Flipkart)

- Revenue comparable to D2C
- Very low incremental ad spend
- Leveraged Prime trust & fast delivery
- Optimised listings + marketplace ads

CONCLUSION

Herbal Me didn't scale by pushing harder on ads.

It scaled by:

- Fixing the education gap
- Treating hair color as a retention category
- Respecting how users buy across channels
- Aligning CAC, LTV, and creatives into one system

**“We didn't just scale Herbal Me's ads.
We built an omni-channel growth engine
that compounds with every repeat
purchase.”**

₹ 35L+
Monthly Revenue

₹13 Lakhs
Ad spend

8000+
Orders

₹473
AOV