



~ Every Click Sparks Transformation ~



Who We Are?

Driving product-led growth for eCommerce brands, including D2C & B2B, we are a full-stack product growth consultancy offering actionable strategy, performance first-thinking, & measurable results. Our approach is a fine blend of data-led product innovation, user experience, market research, & growth experimentation, tailored for a meaningful impact.

Our Vision

To be the leading product-led growth partner for eCommerce brands, empowering businesses to scale sustainably through innovation, experimentation, and measurable impact.

pRōwth

Our Mission

To drive meaningful growth by blending data-driven strategy, user-centric design, and agile execution. We deliver end-to-end solutions that unlock product potential, optimize performance, and build future-ready digital experiences tailored to every brand's unique journey.



Our Clients

Kulsum's
HERBALS Kaya Kalp
ESTD. 1993

DigiTek

HECTOR

AACHHO

CHOKORE™

Lavanya
The Label

VAHDAM®
TEAS

IndiGo

VIA
INDIGOS
Supply Chain - Detangled

yellowslice

ALLURE

Peping

Hippo
Homes

CRED

amazon ads

KUBERBOX

SPRIG
ULTRA CLEAR

MK!

Full-Stack Product Consultancy



Ad-Free Accelerator

Grow sustainably without relying on ads. We optimize keywords & organic channels to boost visibility and conversions.



Conversion Catalyst

Turn traffic into loyal customers with optimized journeys. We refine UX and funnels to increase engagement & conversions.



Performance Pro

Maximize ROI with high-impact performance marketing. Our data-led strategies ensure every ad dollar delivers measurable growth.



Growth Engine

Build & scale with full-stack product development solutions. We combine innovation, data, & tech to drive long-term, scalable growth.



Power Connect

Fuel growth through strategic partnerships & alliances. We connect you with top brands to unlock new opportunities and innovation.

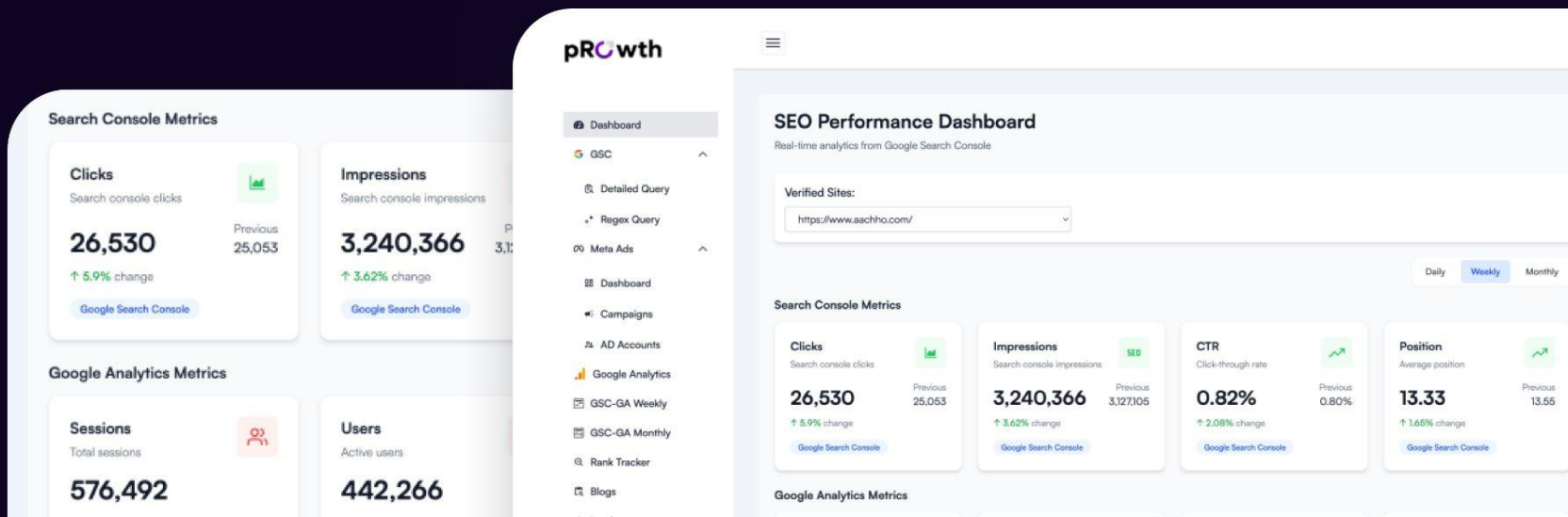


Brand Spotlight

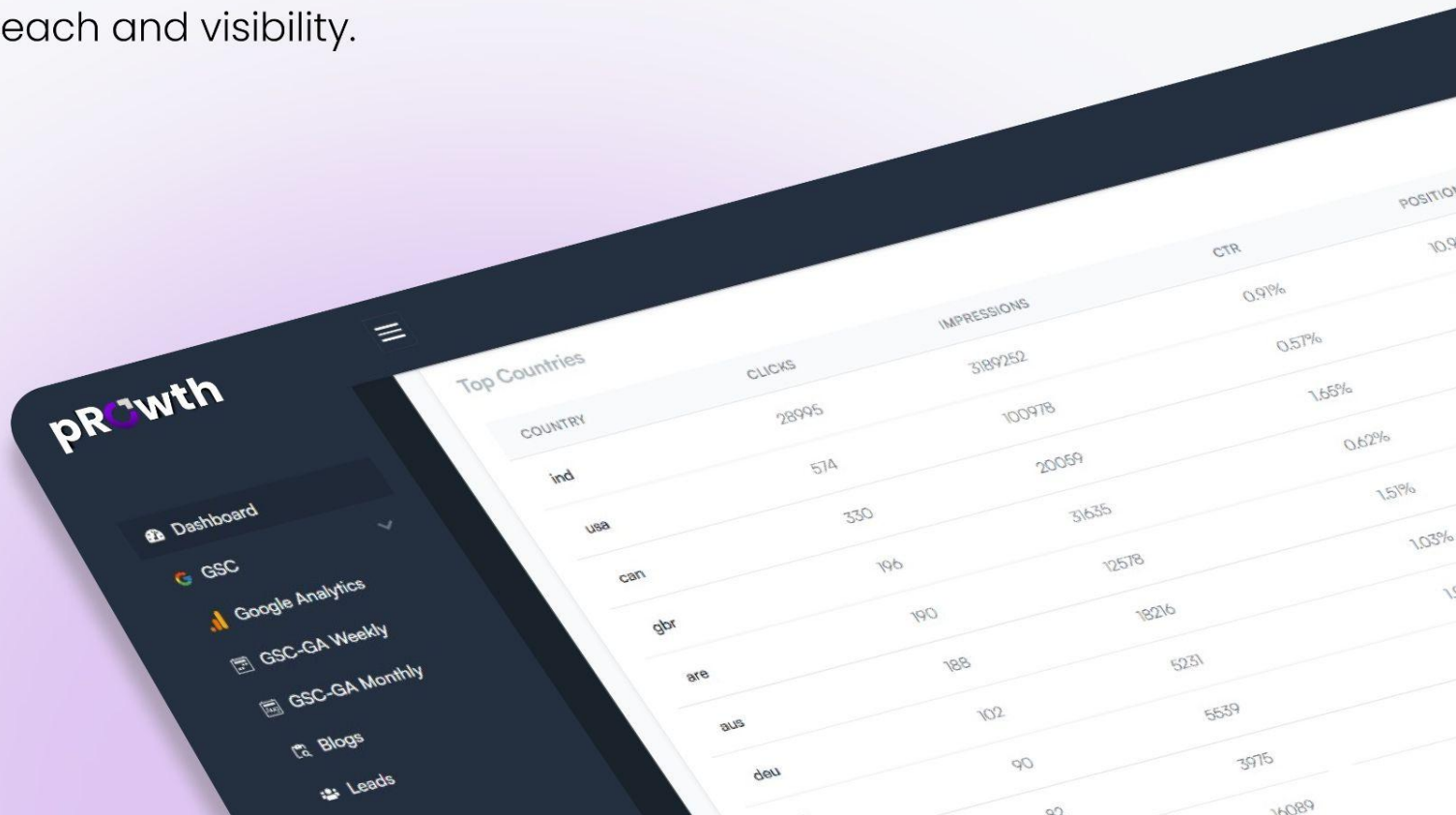
Elevate your brand through strategic digital PR. From media outreach to storytelling, we help you build authority and trust.

pR0wth Performance Visualization Dashboard

Unify your performance view with our **visualization dashboard** — the all-in-one growth dashboard that merges organic and ad analytics data into one real-time command center. From clicks to conversions, this is where signals become strategy, and data becomes decisive action. Powered by insights, engineered to scale.



Our dashboard showcases top traffic-contributing countries, highlighting **clicks, impressions, CTR, and positions** to reflect the brand's global reach and visibility.



Strategy. Execution. Scale.



1.2 billion
impressions created

9.2 million
total visitors generated

A result of tested growth frameworks, precision targeting, and repeatable processes for sustainable scaling.

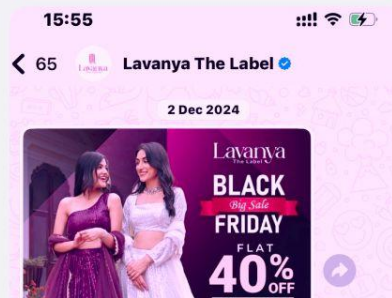
Retention

That Drives Repeat Revenue

We power retention-led growth. From WhatsApp journeys to loyalty workflows, we help brands boost repeat purchases with smarter segmentation & sharper communication. We integrate retention SaaS platforms and own your WhatsApp game, so customers don't just buy, they come back.

Key Growth Highlights for a Skincare Brand

- **Repeat customers generated 2.36x more revenue** than new customers
- **100% of sales were attributed to WhatsApp as a channel**, confirming strong channel performance
- **Steady spike in revenue** during Oct–Dec 2024 and May 2025 via both Campaigns & Automations



gROwth Narratives

Every success story begins with a challenge. Our gROwth Narratives capture these stories, revealing how we transform obstacles into opportunities and opportunities into sustained growth.

gROwth Narrative : Kulsum's Kaya Kalp Herbals



Kulsum's Kaya Kalp Herbals is a trusted Ayurvedic skincare brand rooted in over 30 years of heritage & herbal care. Blending time-tested Ayurvedic wisdom with modern science, the brand offers herbal, safe, and effective skincare & haircare solutions. Every product is cruelty-free, paraben-free, and AYUSH-certified, crafted to nurture beauty from within.

The Challenge

Kulsum's Kaya Kalp Herbals struggled with **inconsistent ROAS** and **low purchase intent**, making it difficult to sustain performance at scale. They faced **learning phase disruptions** and audience fatigue due to overlapping targeting. Additionally, there was a **lack of structured testing**, limiting their ability to optimise retention efforts effectively.

Solution - pROwth Performance Pro

- Offer & messaging optimization
- Creative refresh strategy
- Broader targeting with first-party data
- Enhanced conversion tracking
- Budget scaling rule

gROwth Trajectory From Dec 24 To Mar 25



ROAS

+2.54

Conversion Value

+20.39M

Sessions

+1.2M

Conversion Rate

+3.9%

gROwth Narrative : Aachho



Aachho is a homegrown ethnic fashion brand celebrating Indian craftsmanship with a contemporary twist. Known for its vibrant hand-painted & handcrafted designs, it blends traditional artistry with modern silhouettes. It offers a curated collection of apparel, accessories, and lifestyle products rooted in culture.

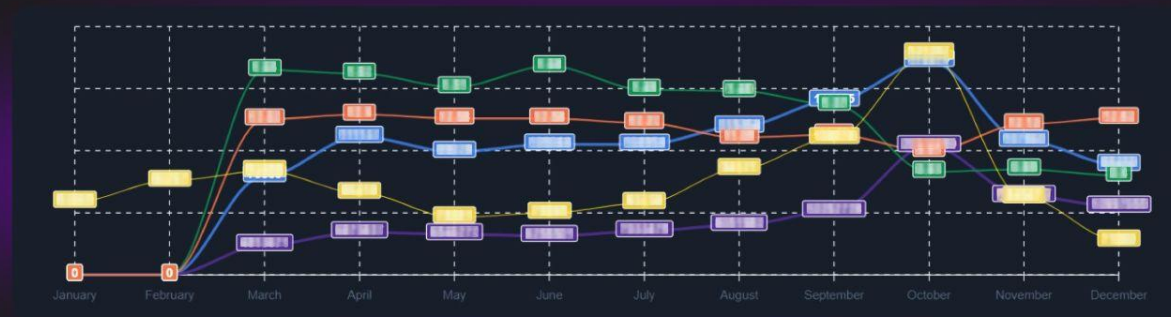
The Challenge

Aachho struggled with stagnant **organic traffic & low visibility** on non-branded keywords, limiting its ability to scale organic growth. The website **lacked keyword theming & historical data**, which disrupted strategic targeting. Additionally, minimal content presence & weak internal linking further constrained discoverability & performance across SERPs.

Solution - pROwth Ad-Free Accelerator

- In-depth keyword research with market & logistics focus
- Pillar & cluster content strategy
- Existing page optimization for rich results (FAQs, Snippets)
- Deep internal linking & content hierarchy building
- Authority link building through PR & Outreach

gROwth Trajectory From Jan 24 To Dec 24



Clicks

+120.4%

Conversion Value

+45.7%

Impressions

+524.4%

Revenue

69.1% YoY

gROwth Narrative : Hector



Hector offers a unified dashboard built for modern Amazon & Flipkart advertisers, streamlining insights across Seller Central, Vendor Central, and Ad Console. It empowers teams to make data-driven decisions and optimize ad spend effectively. With ASIN-level tracking and organic share analysis, Hector simplifies performance evaluation in one seamless interface.

The Challenge

Hector entered the market with no existing traffic and was **targeting low-volume, B2B-specific keywords**, making organic visibility difficult from the start. The niche audience required highly relevant content, but competitors dominated with high-traffic landing pages and at-scale AI-driven blogs. With **limited content velocity, fewer keyword opportunities, and strong competition**, Hector needed a deeply differentiated strategy to build authority and improve **SERP visibility**.

Solution – pROwth Ad-Free Accelerator

- Targeted high-intent keywords for niche B2B reach
- Created decision-maker-focused content
- Built conversion-optimized landing pages
- Cracked GEO & AEO for stronger SERP presence
- Showcased unique features via forum community & use-cases
- Strengthened E-E-A-T with expert-led, in-depth resources

gROwth Trajectory From Jan 25 To Aug 25



Clicks

+188.5%



Users

+128.5%



Impressions

+784.9%



Lead Acquired

35% MoM



gROwth Narrative : Digitek



Digitek is a leading brand empowering content creators with high-quality cameras & mobile accessories designed to elevate creativity. With a wide range of innovative products, the brand helps you capture every moment with clarity & precision. Backed by expert support, Digitek delivers a personalized experience to fuel your creative journey.

The Challenge

Digitek had strong brand authority & was widely recognized on Google, making quick organic wins difficult. With most low-hanging keywords targeted, the **competitive landscape** included brands with equally strong authority. **SERP visibility** and **CTR uplift** were priorities, as **technical product elements** like **canonicals, indexing, site speed, and structured data** needed refinement, but results were harder to achieve due to established rankings.

Solution - pROwth Ad-Free Accelerator

- CTR uplift via meta titles, snippet targeting & link strategy
- Optimised existing high-value pages for depth & relevance
- Research-driven content (comparisons, FAQs, how-tos)
- Rich media & schema to improve SERP visibility
- Fixes for site speed, broken links & mobile usability
- Improved canonicals, structure, indexing & internal linking for better crawlability

gROwth Trajectory From May 25 To Aug 25



Clicks

+86.5%



Impressions

+135.8%



Conversion Rate

+0.8%



Conversion Value

+37.5%



gROwth Narrative : Kuberbox



KuberBox is an online fine jewellery brand offering BIS hallmarked gold, diamond, and gemstone jewellery. Known for modern designs, transparent pricing, and certified quality, it serves customers across India with customizable pieces, blending craftsmanship with the convenience of online shopping.

The Challenge

KuberBox struggled to compete with established jewellery brands dominating search rankings, making **non-branded keyword visibility** a challenge. Following a **URL restructure**, **sustaining organic traffic** was difficult, while the brand also aimed to expand its **geographic reach** to secure a larger share of the competitive online jewellery market.

Solution – pROwth Ad-Free Accelerator

- Targeted jewellery keywords to boost non-branded visibility
- Restructured URLs for better navigation & indexing
- Expanded reach to grow market share
- Monitored & optimised for weekly traffic growth over 3 months

gROwth Trajectory From Feb 24 To July 24



Clicks

+11815.38%

Impressions

+519.37%

CTR

0.7%

Avg. Position

15.5

gROWth Narrative : Peping

Peping

Peping is a leading digital gastrointestinal care clinic in India, offering comprehensive care plans designed by top gastroenterologists and nutritionists for conditions such as constipation, bloating, and acidity.

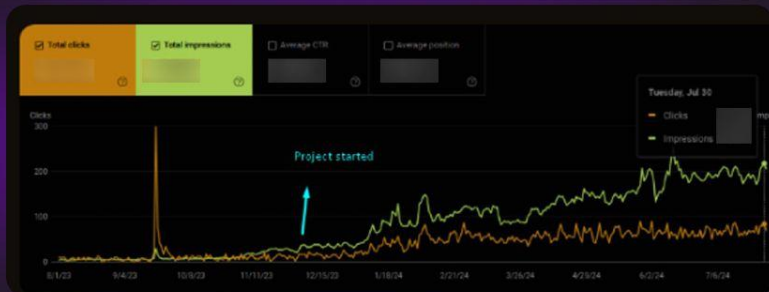
The Challenge

Peping needed to boost organic visibility for niche market segments while competing in a specialised healthcare space. **Site speed** and **mobile-friendliness** optimisation posed challenges in a dynamic content environment. Additionally, resolving issues with **indexed pages** that failed to rank well was essential for **improving search performance**.

Solution – pROWth Ad-Free Accelerator

- Enhanced keyword rankings for niche healthcare terms
- Optimised site speed & mobile usability for better engagement
- Resolved indexing issues with low-performing pages
- Expanded content reach in SERPs for targeted market segments

GROWth Trajectory From Dec 23 To July 24



Clicks

+627.27%



Impressions

+761.41%



CTR

1.8%



Avg. Position

14.1



What We Bring To The Table?

1

Full-Stack Growth
Expertise

2

Seamless Onboarding &
Collaboration

3

ROI-Driven Strategy &
Execution

4

Dedicated POC & Cross-
Functional Team

5

Smart Integrations &
Ecosystem Thinking

6

Data-Led Decision
Making



ThankYou

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