satsuma.

Case Study MAULI RITUALS

REVENUE GROWTH VIA GOOGLE & META ADS

Mauli Rituals offers organic skincare, wellness, and beauty products. Known for their high-quality products and sustainability efforts, Mauli Rituals has built a loyal following.

Mauli Rituals sought Satsuma Digital's expertise to drive sales after experiencing little growth over a few years. Despite the highly regarded products and dedicated customer base, the brand had struggled to reach new audiences or achieve a good conversion rate.

We aimed to utilise website Conversion Rate Optimisation (CRO) and both Google and Meta ads to increase brand visibility, attract quality leads, and ultimately increase revenue.

Google Ads Results

ROAS	Purchases	Purchase Conv. Value
up 95%	up 49%	up 40%

Meta Results

ROAS	Purchase Conv. Value	Purchases
up 40%	up 791%	up 991%

Website Results

Total Sales	Total Orders	Conversion Rate
up 60%	up 96%	up 30%

satsuma.

Case Study MAULI RITUALS

STRATEGY

Following our full website audit and CRO work to restructure the home page and product pages, Satsuma Digital crafted a comprehensive digital advertising strategy tailored to the brand identity and audiences. We utilised both Google and Meta ads to expand reach and drive conversions across platforms.

KEY COMPONENTS

Audience Segmentation: Through market research and data audits, we pinpointed Mauli Rituals' core demographics and audience preferences, enabling high-quality, targeted ad campaigns on both platforms.
Creative Development: We created visually compelling ad creatives including video and catalogue ads to convey the brand's emotional essence and product benefits.
Lead Generation: Promoted teaser campaigns and product recommendation quizzes allowed us to economically stream high-quality traffic into the email and digital marketing funnels.
Keyword Optimisation: We conducted thorough keyword research to optimise ad copy and landing pages, enhancing relevance and visibility.
Retargeting Strategies: We re-engaged past website visitors with personalised content, nurturing leads toward conversion.
Performance Tracking: Advanced analytics helped us to make data-driven adjustments in real time.



Natasha Fitzpatrick
Google Ads Specialist



Katharine Gillam
Meta Ads Specialist



Julia Leech-Howlett
Meta Ads Specialist &
Shopify Expert

satsuma.

Case Study MAULI RITUALS

SUMMARY

Our work in collaboration with Mauli Rituals demonstrates the power of data-driven strategies in achieving measurable results. Ultimately, we work together to deliver high-quality, interested audiences to an optimised website, allowing us to continuously expand the brand's loyal, happy customer base – who return to buy again and again.

WHAT MAULI RITUALS HAS TO SAY:

We appreciate the expertise of Satsuma Digital in managing Mauli's Meta and Google ads. Since they joined our team, we have experienced significant year-over-year growth. Through ad and website optimisation, along with a strategic approach to key commercial events and product launches, we observed a positive increase in both ad ROAS and website conversions. Their transparency and flexibility have contributed to the establishment of an effortless and efficient working relationship.

Indre Velaviciute, E-commerce & Digital Marketing Manager



Get in touch

Book in a call
Natasha Fitzpatrick
Meta & Google Ads Specialist
Founder satsuma.