

The logo for PAXCOM is displayed in a white, uppercase, sans-serif font. It is centered within a white rectangular frame that is slightly offset from the top and right edges of the image. The background of the image is a dark, moody portrait of a woman with curly hair, looking downwards. The overall color palette is dark blue and black with white and light blue accents.

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## Description

### About client:

**HipHop Skincare** is a growing name in the Indian skincare startup industry. A **women-led** company that manufactures and markets affordable personal care products, from blackhead removal strips, wax strips to make-up wipes, targeting multi-faceted women.

### INITIAL CHALLENGES:

- Wider targeting leading to lesser campaign relevancy
- Spend leaks
- Less Share-of-Voice (SOV)
- Limited campaigns running with limited features

### HOW PAXCOM AIDED HIPOP:

- **Launched all three types of campaigns** by utilizing previous data. Ensured placement level optimization and visibility across the platform.
- Ensured visibility and that no time is wasted on irrelevant search terms every week, **harnessed potential keywords via search terms and different keyword match types.**
- **Content optimization** included creating and adding lifestyle images, product descriptions with rich & relevant keywords, and titles emphasizing each product's features and benefits, which boosted their organic search ranking.
- In order to amplify brand goals, **ensured specific products (ASIN) appeared at specific ad slots.**



As a result of Paxcom’s adoption of these features, Hip Hop has steadily **grown their search share** and **doubled sales (both organic & inorganic)** over the course of the last 10 months, making the company’s brand as the category leader.

We started our engagement with Paxcom early this year and since then we have seen rapid growth in our eCommerce business. Paxcom has been helping us with end-to-end eCom services from AMS to eCom content management, all of which have helped us achieve many milestones in our journey. The team's proactiveness is a major advantage. Overall, working as a partner with Paxcom has been a great experience.

**- Pranav Singi, Head of Operations HipHop Skincare**

Want to see such exponential growth for your brand?

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Product Interest\* \_\_\_\_\_

Where did you find us from?\* \_\_\_\_\_

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