

LEADING HEALTH AND PERSONAL CARE BRAND'S SALES SKYROCKET

\$300,000 CHANNEL GREW TO \$6 MILLION CASH-COW IN ONE YEAR



A leading health and personal care brand had sold on Amazon for five years when it began work with Marketplace Strategy (MPS).

For the 24 months prior, revenue had settled between \$15,000 and \$25,000 per month. But the organization recognized the potential growth on Amazon, and partnered with MPS to bring that to fruition.

The first stage of the program was a technical overhaul, ensuring a smooth and intuitive consumer experience through the eradication of duplicate listings and the creation of consistency within varieties, alongside other tasks.

These initial efforts led to an immediate and significant increase in revenue, marking 122% growth in the first three months of the program.

From there, the growth was fueled further via MPS's product page optimization strategy, including keyword research and revision of all copy, and the creation of A+ Pages.

Optimizations and account management continued, and in the 12th month of the program the brand posted \$276,000 in sales, a growth factor of 1400% from the start of the program.

Perhaps most notably, this growth was fostered utilizing no investment in Amazon Marketing Services (AMS).

Once AMS strategies were implemented alongside ongoing monitoring and optimizations, growth continued, and 19 months into the program the brand surpassed the \$500,000 mark in monthly sales.

■ BEFORE:

24 months prior, revenue had settled between \$15,000 and \$25,000 per month.

■ INITIAL RESULTS:

Immediate and significant increase in revenue, marking 122% growth in the first three months of the program.

■ 12 MONTHS:

The brand posted \$276,000 in sales, a growth factor of 1400% from the start of the program.

■ 19 MONTHS:

The brand surpassed the \$500,000 mark in monthly sales.



■ NEXT 12 MONTHS:

MPS's work brought Amazon from a channel that was likely to gross less than \$300,000 during the coming year for the brand, to one that is slated to earn the brand more than \$6 MILLION OVER THE NEXT 12 MONTHS.