

# B2B PRODUCT LINE CAPTURES BIG GROWTH, SALES ON AMAZON

## MPS HELPS BRING STAGNANT REVENUE TO NEW HEIGHTS



Cyalume is an industry leader in manufacturing industrial-grade light sticks and other chemical luminescent products for military forces, along with other commercial and law enforcement markets.

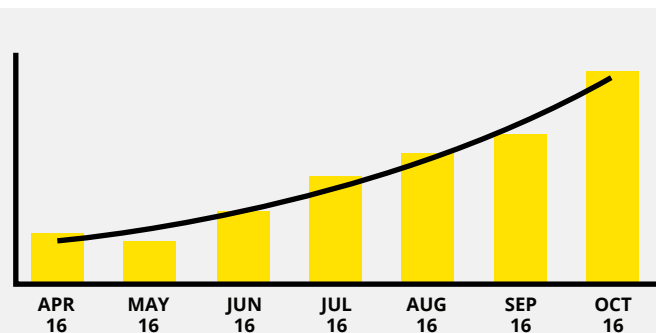
While not traditionally strong on Amazon, B2B-focused businesses are growing quickly on the channel.

Faced with a 50% decrease in revenue over several months, Cyalume hired Marketplace Strategy to take over management of its Amazon presence and resurrect sales.

MPS implemented an array of services, including optimization of product page copy, image library expansion, technical optimization, A+ page creation, and an Amazon Marketing Services strategy to “right the ship.”

In addition, MPS helped Cyalume identify a new, uncaptured B2C market and penetrate this audience via strategic, targeted ads.

In the third month of the campaign, Cyalume not only made up the ground it had lost, but posted its highest-grossing month ever on the channel. By the fifth month, it had doubled sales from the same month the previous year.



- **BEFORE:**  
Faced with a 50% decrease in revenue.
- **STRATEGY IMPLEMENTED:**



**6" SnapLight™**

- PORTABILITY: Individually foiled to ensure they fit snugly.
- RELIABILITY: Snaplights work when you need them most.
- 12 HOUR ILLUMINATION: Ultra-high intensity lights that don't fail.
- SHELF LIFE: Individually foiled to preserve an incredible 5 year shelf life.
- MAINTENANCE FREE: Requires no maintenance to ensure performance.




**CYALUME TECHNOLOGIES**

- RELIABILITY: Snaplights work when you need them most.
- 12 HOUR ILLUMINATION: Ultra-high intensity lights that don't fail.
- 5 YEAR SHELF LIFE: Individually foiled to preserve an incredible 5 year shelf life.
- MAINTENANCE FREE: Requires no maintenance to ensure performance.

IT'S NOT JUST BRIGHT IT'S BRILLIANT™



MADE IN USA UNDER STRICT QUALITY GUIDELINES  
 NON-TOXIC / NON-FLAMMABLE CHEMISTRY  
 WATERPROOF  
 SOLE PROVIDER OF CHEMICAL LIGHT TO THE US MILITARY

**CYALUME TECHNOLOGIES**



- **3 MONTHS:**  
Cyalume posted its highest-grossing month ever on the channel.
- **5 MONTHS:**  
Sales doubled from the same month the previous year.