

OCEANX HELPS AVADIM HEALTH LAUNCH CATEGORY-LEADING THERAWORX RELIEF

A CASE STUDY ON LAUNCHING AND SCALING A
DIRECT-TO-CONSUMER BRAND IN 3 STAGES





The Client

Based in Asheville, N.C., **Avadim Health** is a rapidly growing life sciences company built on the concept of serving with a vision to take healing to the nation. Avadim Health's mission is to transform lives and communities by addressing unmet needs in unprecedented ways. The company offers a portfolio of advanced, safe solutions and has a strong pipeline across a broad range of health and wellness areas.

The Challenge

Avadim Health chose to partner with OceanX for fulfillment and call center operations to support the launch of **Theraworx Relief**, a topical therapy for muscle cramps and spasms, backed by national television and radio campaigns.

Avadim Health Vice President of Operations and Sales Rick Mazzei said, "The OceanX team has done a tremendous job helping us scale our OTC brand. They've provided full support and additional platform capabilities as sales of our product have accelerated. They've been a great partner – professional, responsive, and committed to continuous improvement!"



3 Stages of Scale
in the First 6 Months



June 2017: Launching Amazon Prime

Avadim Health wanted to make Theraworx Relief widely available by launching multiple sales channels including retail, Amazon, and direct-to-consumer. Avadim Health initially partnered with OceanX fulfillment and customer service teams to launch Theraworx Relief on Amazon. Within a matter of days, OceanX integrated with Theraworx Relief's Amazon marketplace, uploaded its inventory, and began taking orders and shipping them immediately.

In order to earn Amazon's Prime badge, Theraworx Relief had to meet or exceed all of the e-commerce giant's tight service-line agreements, which mainly centered on timely shipping and delivery as well as accurate tracking. With OceanX's help, Theraworx Relief earned the Prime badge within 60 days of its June 2017 Amazon launch.

Theraworx Relief quickly saw success, shooting up to the top of Amazon's category ranking and surpassing many well-established pain relief products.



October 2017: Adding Direct-to-Consumer Fulfillment and Customer Service Capabilities

After its initial success on Amazon, Theraworx Relief launched a national TV campaign in partnership with GuthylRenker. With the launch of TV, Theraworx Relief needed to expand its direct-to-consumer fulfillment and customer service capabilities to support growing order volume on its e-commerce website, TheraworxRelief.com.

The OceanX platform enabled Theraworx Relief to handle increasing volumes of orders from all sources — web, inbound telemarketing, customer care, and Amazon — without any delays.



January 2018: Adding Inbound Phone Sales Capabilities to Support Launching an Infomercial and Adding Subscription

In January 2018, Theraworx Relief went on-air with an infomercial, driving thousands of sales calls and direct web orders. The company's media planning allowed the OceanX call center team to handle call spikes with ease, and they followed approved scripts to generate a higher-than-expected number of phone conversions.

At the same time, Theraworx Relief added "subscribe and save" and auto-delivery options to the direct-to-consumer website ...

which enabled customers to have their orders auto-shipped at intervals ranging from every 30 to 120 days.



The Results

The first year of Theraworx Relief's partnership with OceanX was a success. The company went from having very little direct-to-consumer and brand presence to having a top-rated product in a very competitive category on Amazon. In addition, Theraworx Relief now has a thriving direct sales platform supported by OceanX call center operations and fulfillment teams.

If you're interested in aiming for similar success and would like to **learn more about what OceanX has to offer**

**say hello at 310-774-4088 or
hello@oceanx.com.**

