

CASE STUDY

Discovering Untapped Sales Potential



Project Overview

Growing sales through Amazon brand management fundamentals in sales and marketing.

The Problem

An industry-leading brand was experiencing low Amazon sales amidst growing private-label competition.

Stat 1

+100% YOY Sales Growth

Stat 3

250% Increase in SKU Count

The Solution

To help improve these numbers and support the company's sales goals, BrandCentric leveraged the legacy of the brand, built out keyword-optimized listings, expanded the available product selection, and managed advertisements. These streamlined, foundational Amazon strategies helped the brand see more than 10x improvement in its sales in year 1.

Stat 2

25:1 ROAS

Stat 4

2 Global Amazon Markets

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Project Overview

An industry-leading brand didn't know they had a problem. Without visibility into their Amazon sales, they could only guess how Amazon was performing as a sales channel.

BrandCentric shared key insights into the brand's sales compared to sales of their competitors to reveal a trend: private labelers were gaining ground, and their brand was underperforming. Drawing from years of experience in the category, BrandCentric was able to set a bold growth target: Amazon sales needed to grow 20x over the next two to three years.

Starting with redesigned listings built for search, BrandCentric revamped existing listings before deploying catalog expansion efforts. A catalog of listings that were on-brand was now in place, and began receiving increased traffic from organic and paid placements. During the next phase of the partnership, a custom store was built in tandem with Sponsored Brand advertisements.

In the partnership's first year, the brand saw sales increase by 10x. In the second year sales doubled again, achieving the original 20x growth target. Aside from sales growth, the partners worked closely together to find operational efficiencies that helped the brand cut costs in MAP policing and warehouse operations.

The partnership continues today, with initiatives to expand SKU count in key international Amazon marketplaces.