

CASE STUDY

# Recovering from an Unmanaged Amazon Presence



## Project Overview

Transitioning away from Vendor Central to take back control of pricing and branding on Amazon

## The Problem

The brand needed to recover from the damages of an unmanaged Amazon presence. Due to years of first-party selling on Amazon, retail prices were unsustainably low. An ungated third party seller network resulted in hundreds of duplicate listings, poor image quality, out-of-date products, and incorrect parent/child relationships.

### Stat 1

**35%** Avg. Increase in Retail Price

### Stat 3

**1000+** Listings Optimized

## The Solution

BrandCentric mitigated stock outs and influenced a higher retail price while transitioning away from Vendor Central. To improve branding, listings were de-duplicated and redesigned, improving visibility in search and consolidating reviews. The results: higher organic product rankings and a store that's easier for shoppers to navigate.

### Stat 2

**25:1** ROAS

### Stat 4

**0** Stocking Gaps on Key Products

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While the brand was happy with sales results from their Vendor Central relationship, retail prices were well below established pricing guidelines and years of contract renegotiations made the partnership unattractive to continue.

Before making a transition, the brand needed to see a plan to mitigate stock outs on Amazon, improve wholesale margins, and improve brand presence on Amazon. BrandCentric delivered a clear plan for execution, drawing from previous experience.

In order to mitigate stock out, BrandCentric coordinated a stocking order with the sell-through of stock held by Amazon first party. As Vendor Central offerings disappeared from the marketplace, retail prices had a chance to stabilize upwards.

After coordinating with the brand's marketing team, BrandCentric began a full-scale branding makeover which included listings being de-duplicated and redesigned, a custom store built, and advertising campaigns built and monitored.

The consolidated catalog improved visibility in search, earning "Amazon's Choice" on several key products for high volume search phrases. On-brand messaging throughout the listings has transformed Amazon into a search reference that benefits all distribution channels, especially those off Amazon.

The partnership continues today. BrandCentric maintains brand messaging while collaborating with the brand to improve sales through creative retail and advertising strategies.