

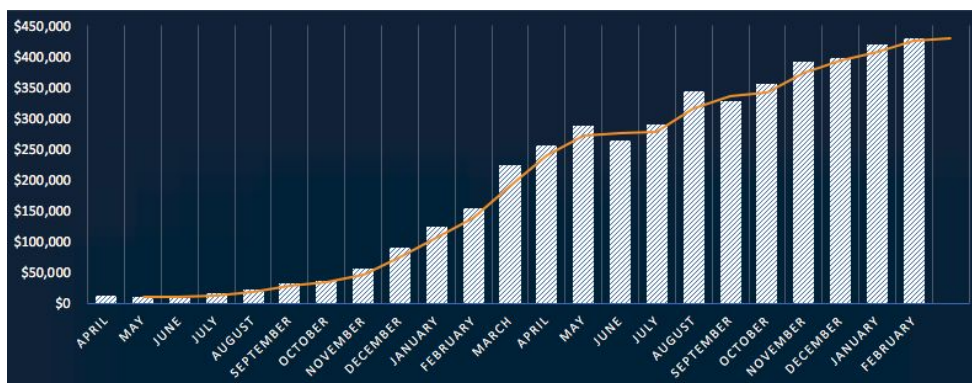
CASE STUDY **TECHNICAL & CONTENT OVERHAUL**

LEADING HEALTH & PERSONAL CARE BRAND'S SALES SKYROCKET

A leading health and personal care brand had been selling on Amazon for five years when they recognized further potential growth and partnered with Marketplace Strategy (MPS).

MPS began with a technical overhaul to ensure a smooth and intuitive consumer experience. Through the eradication of duplicate listings and creating consistent varieties, the brand saw an immediate and significant increase in revenue, marking 122% growth in the first three months of the program.

Next, MPS designed and implemented a product page optimization strategy, including keyword research, revision of all page copy, and the creation of A+ Pages.



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

Once Advertising strategies were implemented alongside ongoing monitoring and re-optimizations, growth continued.

For the 24 months prior to working with MPS, revenue was consistently between \$15,000 and \$25,000 per month. **Nineteen months into the program the brand surpassed the \$500,000 mark in monthly sales.**

122 PERCENT

account growth in the **first three months** of the program.

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