

New Brand On Amazon – Case Study

This client was a fresh brand with very little exposure breaking into a heavily competitive marketplace. We were able to introduce them to Amazon’s beauty category and within the first 6 months bring all products into the top of all targeted keywords. Within 2 years it was the top selling product of its type not only on Amazon but in North America as well.

We were able to launch a new product in March of 2018 that has accumulated 4.8 star overall rating with over 40 reviews. It can be incredibly hard to launch a new product on Amazon in 2018, but with the tactics we deploy we were able to not only immediately start selling 20+ units a day, we were also able to capture top ranking on many of the most competitive keywords for this product.

210%

Year-over-year sales growth

Best Seller

Badge in relevant categories

98%

Seller Feedback Score for last 12 mo.

4.5 stars

Average Product Review

26.8%

PPC ACoS

