

SALES SOAR 200% IN THE FIRST MONTH AFTER SWITCHING FROM FULFILMENT BY MERCHANT TO FULFILMENT BY AMAZON

OVERVIEW

An industry leader in Kona coffee was looking to increase their sales and presence on Amazon. Since the product shelf life is short, Awesome Dynamic had to determine if Fulfilled by Amazon (FBA) would impact the quality of the coffee.

OBSTACLES

- While the coffee was packaged using the latest techniques to preserve freshness, the manufacturer was worried that if they used FBA the product would sit in an Amazon warehouse too long and the taste of the product would be altered.
- The client was located in Kona, Hawaii, so shipping times were increased and Seller Fulfilled Prime was not a option due to cost and the minimum transit time of 3 days.
- While the goal was to get the Prime badge, Awesome Dynamic looked at the impact of FBM shipping verse FBA shipping to determine how much the Prime badge impacted sales, or if buyers were more concerned with the freshness of the coffee.

SOLUTIONS

- To test the FBA vs FBM, Awesome Dynamic built two offers on each listing. Once the sales were established using FBA, the FBA offer was paused and the FBM offer was allowed to run.
- Awesome Dynamic worked with the client to have just-in-time inventory so the product was as fresh as possible. An added benefit of the FBM offer was if the product ran out in FBA, there was still an active offer available on Amazon.



RESULTS

- During their first month of utilizing FBA sales increased by 200%.
- Due to this large growth in their Amazon account it enabled them to expand their selection, and create new products, much sooner than anticipated.
- When the client moved from FBA to FBM, there was a significant decrease in sales. This shows that, like most products, people care more about the shipping time than most other factors.