

# WEEKLY SALES INCREASED 4,701% AFTER HIRING AWESOME DYNAMIC

## OVERVIEW

A leading manufacturer of extruded plastic and rubber approached Awesome Dynamic after their primary retail distributor canceled their product line. The company was left urgently searching for a replacement revenue stream and hoped that Amazon could fill that gap. Currently selling through Amazon's Fulfilled by Merchant program (FBM) and unconvinced they could yield the return needed on their own, they contracted with Awesome Dynamic to achieve their goals.



## OBSTACLES

- The client had two milestones they needed to reach by the end of the year (2018) to make up for the lost revenue. The first goal was \$28,000 average sales per week, and the second was \$8,000 in sales per day.
- Fortunately, the seller had a number of new products that could be added to their catalog to assist in generating more sales. The problem was that they all needed to be added quickly, but no content had yet to be generated.
- Encouraging the client to utilize FBA after a previous bad experience took more than a little convincing.
- Most of the client's products were in the oversize storage category, leaving room for only 2,000 units in FBA. Adding new products, while critical to the achievement of the seller's goals, would prove next to impossible.
- Slow-moving FBA inventory threw another wrench into the mix. With the new FBA inventory storage limits to take effect on July 1, 2018, the client's Inventory Performance Index (IPI) was at 300 on May 19, 2018 and it needed to be raised to a minimum of 350 to allow unlimited storage.

*Awesome Dynamic has been nothing short of amazing for us. As a new, growing brand we were not well-versed at all in the labyrinth that is Amazon. We tried over several months to get listed on Amazon but were unable. Awesome Dynamic was able to get us listed within three days: unbelievable. They have helped us grow and thrive on Amazon. We have continued, and will continue, the use of their services and assistance. We recommend wholeheartedly Awesome Dynamic for any business trying to join and prosper in the Amazon Marketplace.*



## SOLUTIONS

- Awesome Dynamic pulled additional resources to make sure the client's content was being created as quickly as possible in order to swiftly add new listings to their Amazon catalog.
- The client was trained on how to take high quality product and lifestyle images in their onsite photo studio. As they grew they found it advantageous to hand over the photography to the team at Awesome Dynamic.
- To combat the cap on the number of units the client could send into FBA (set at 2,000 units) Awesome Dynamic took a multi-pronged approach:
  - Awesome Dynamic worked with Amazon to try and increase the storage limit - at the time Amazon would only let you increase your storage if your trailing six weeks sales were 8% of your current inventory.
  - Awesome Dynamic, with the client's input, established a just-in-time shipping schedule so none of the products ran out of FBA stock.
  - As a backup, all of the listings also had FBM offers created. This was to ensure the listings would stay live even if FBA stock ran out.

- The FBA sell-through rate was the lowest metric, pulling down the overall IPI. To combat this, several of the slow-moving products were removed from FBA to make room for hotter selling items.
- The budgets on Pay-Per-Click advertising campaigns were also increased, monitored and adjusted several times weekly to help increase sell-through rate.
- Additionally, due to the consistent increase in sales, the client was able to add more new products to their catalog and continued to remove products which were not profitable. This allowed them to take advantage of the increase of traffic Amazon saw during the onset of the 2020 pandemic.

## RESULTS

- The client saw a 684% increase in sales from March (\$4,500/week) to June (\$35,000/week) 2018.
- Awesome Dynamic was able to create, upload, and/or update 40 different products across five product lines in less than two months.
- By adding the just-in-time shipping process, the client was able to keep all of their products in stock.
- Working with Amazon, Awesome Dynamic was able to increase the oversize storage limit to 3000 units.
- Within four weeks, the client's IPI score went up to 361, enabling them to have unlimited storage starting on July 1, 2018. They have steadily increased their IPI score and today their score sits at 400.

