

CONTINUOUS GROWTH, YEAR OVER YEAR

SALES INCREASED BY 1,000%

WITHIN THE FIRST 6 MONTHS OF WORKING WITH OUR TEAM

OVERVIEW

A premier candy company approached Awesome Dynamic in October of 2017 with the goal of increasing their sales by 30%. At that time they were exclusively utilizing self-fulfillment and unable to keep up with Amazon's shipping targets. This created an unfortunate situation where they were at risk of having their ability to sell on Amazon limited.

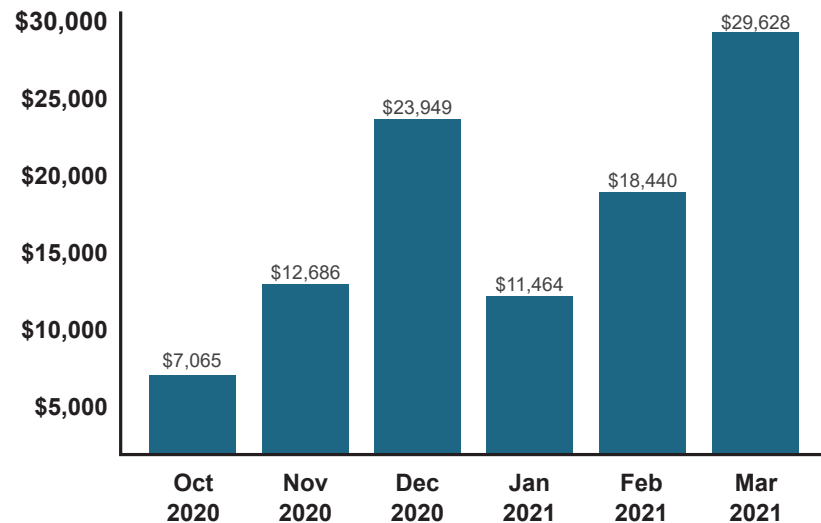


OBSTACLES

- Unable to meet Amazon's shipping requirements for self-fulfillment
- Negative feedback on their account was hurting their sales and ranking
- Inadequate customer service response times

SOLUTIONS

- Improved the client's brand reputation on Amazon by removing negative or neutral feedback, and taking over the management of all customer service
- Moved inventory to FBA in stages, orders were fulfilled quickly and the client received the coveted Prime badge
- Set up variations for holiday themes
- Promoted seasonal versions of their product
- Performed testing to determine the best products to include in their Amazon store
- Recommended and implemented multi-packs of popular items to lower costs while increasing their margin and sales
- Improved product listings with eye-catching and informational photos, and updated copy backed with relevant keywords
- Utilized Amazon PPC Sponsored Products to drive more traffic to their listings



RESULTS

- In 2017, sales were at \$1,219. The client saw a large spike due to holiday sales in October 2017 and quickly grew sales to \$11,273 by December 2017.
- From January to March of 2018 they saw a 1,000% increase in sales compared to the previous year.
- Every month after the first quarter saw a 400-700% increase, compared to the previous year (2017).
- Year over year sales have increased.
 - December 2017 compared to December 2020 the client saw a 112% increase.
 - March 2020 compared to March 2021 the client saw a 100% increase.