

382% INCREASE IN SALES FROM 2018-2020

OVERVIEW

An established Vendor Central seller was getting very little traction for their brand name sump pumps on Amazon. They wanted to figure out what was causing the lack of sales, improve their listings, and increase their presence on Amazon.

OBSTACLES

- The product catalog contained 100 units, each with its own unique listing content: copy, images, and A+ Content.
- Each product listing was only displaying 1-2 product images; leaving the additional image slots blank that could further define the specifications and general information about the product.
- A search of the brand name did not display any of this clients listings.
- Due to budget constraints, listing optimization needed to be spaced out over time.

SOLUTIONS

- Our team created a strategic plan that recommended optimizing product listings for the highest selling products first.
- After those high-potential listings were up and running, our team focused on working through the remainder of the catalog.
- Each listing was unique; copy was updated with informative text, specifications and keywords.
- New images and graphics were created to further display the differences between the models and to utilize all available image slots.
- A+ Content was developed for each individual product listing.
- PPC advertising began as soon as listings were updated and properly optimized to increase the client's presence in search results.

RESULTS

As each of the product listings were fully optimized with value-packed copy, including relevant keywords, and backed with a strategic advertising plan, the client started to see more exposure on Amazon and growth in their sales numbers. In 2018 the client sold 285 units. After enlisting the help of our team and following our recommendations, sales grew 210% in 2019 (selling 884 units). In 2020 their sales increased by 55%, ending the year selling 1,374 units. Additionally, through our strategic listing and keyword optimization plan, and a well-executed PPC strategy, their product listings went from literally hiding on Amazon's website (not showing up on any search for the brand name) to displaying on page one of search results.