

# Complete Account Makeover

Revenue Nearly Triples

## Overview

A family business sold medical splints and braces on Amazon for a few years before partnering with Awesome Dynamic. Despite their potential, trademark issues and ineffective listings and advertising limited their growth.

## Obstacles

- Product listings were underdeveloped and not converting
- Storage restrictions and FBA inventory challenges affected a significant portion of the client's catalog
- Trademark review delayed completion of Brand Registry and resulted in hijacked listings
- Advertising campaigns were not performing
- Ineffective customer service and return processes compromised the client's brand reputation
- The client's overall account health was poor

## Solutions

- + Optimized listings to improve the user experience and drive traffic
- + Developed a self-fulfillment strategy to offset FBA inventory restrictions and consistently maintain in-stock inventory
- + Completed Brand Registry and resolved issues with hijacked listings
- + Implemented strategic advertising campaigns
- + Closely monitored overall account health
- + Developed a process and trained the client to effectively manage customer service, returns, and monitor metrics

## Results

With a complete account overhaul including listing optimization, advertising, Brand Registry, fulfillment, and customer service, our client experienced a steady increase in monthly revenue.

Within just a month of partnering with us, their revenue started to grow, and in under two years, it nearly tripled.