

10X Ad Sales Growth in 3 Months

Boosting Brand Sales by 95%

Overview

NEXGEL, a manufacturer of hydrogel products, partnered with Awesome Dynamic to strengthen its Amazon presence and accelerate growth across its expanding portfolio. Despite a strong product lineup and strategic acquisitions, including Kenkoderm in 2023 and Silly George in 2024, they faced challenges with limited support and direction from their previous agency. Awesome Dynamic stepped in to optimize their Amazon strategy, enhance brand visibility, and manage product launches to drive long-term growth.

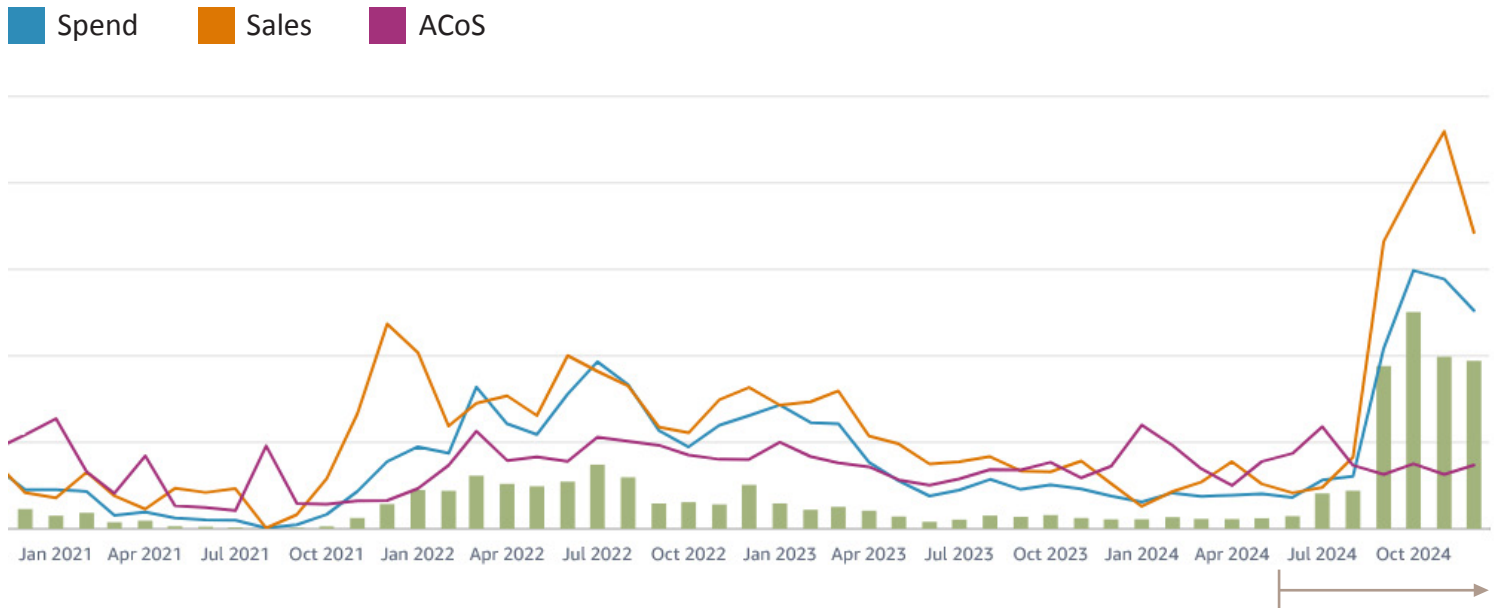
Obstacles

- The previous agency lacked the dedicated, high-level support needed
- Advertising campaigns underperformed, failing to meet ROI expectations
- Amazon brand presence lacked strategic direction, limiting visibility and growth
- Product launches were poorly managed, leading to missed opportunities
- Outdated optimization strategies hindered performance and customer engagement

Solutions

- + Fully managed Amazon advertising campaigns, driving higher ROI and enhanced brand visibility
- + Performed regular audits to maintain account health and identify untapped growth opportunities
- + Provided hands-on account management to streamline operations and unlock new revenue potential
- + Optimized product listings to improve discoverability, boost sales, and enhance customer satisfaction
- + Resolved product, listing, and account issues through proactive troubleshooting and strategic solutions
- + Utilized MerchantSpring to deliver actionable insights with improved reporting and performance tracking
- + Conducted weekly strategy meetings to align teams, ensure seamless execution, and achieve key business goals

Results



Through our partnership, we achieved impressive results for the client, boosting both their product performance and overall Amazon presence. Kenkoderm exceeded expectations, performing significantly better than the previous year, even during typically slow months.

The successful U.S. launch of Silly George Pop-On Lashes expanded the brand's reach, while the development and launch of HistaSolv, in collaboration with STADA, introduced a new histamine intolerance solution to the market.

The most remarkable success, however, came from the advertising efforts. After years of declining ad sales, our strategic changes led to a 10x increase in total advertising sales over three months. Overall, brand sales surged by 95% from 2023 to 2024, demonstrating the effectiveness of our optimized advertising and product launch strategies.