

# Illuminating the Path to Success

Profit Surge 739% in 3 Months  
with Advertising

## Overview

A commercial lighting manufacturer partnered with Awesome Dynamic to elevate their performance on Amazon. Recognizing the importance of effective branding, optimized listings, and seamless variation setup, they turned to us for strategic guidance and execution.

## Obstacles

- Inconsistent product launches hindered market momentum
- Sporadic sales from a commercial-focused approach
- Limited consumer-based products restricted target audience growth
- Internal struggles maintaining a consistent Amazon strategy
- Difficulty developing FBA-friendly products

## Solutions

- + Increased profitability and satisfaction through advertising recommendations
- + Enhanced product visibility and sales performance with listing optimization
- + Implemented proactive account maintenance for a strong Amazon presence
- + Delivered quick issue resolution for a seamless customer experience
- + Expert setup and monitoring of variation listings for maximum sales potential
- + Elevated brand presence and customer engagement with a custom Brand Store
- + Strengthened brand identity, fostering recognition and loyalty among customers

## Results

Since partnering with Awesome Dynamic, our client has not only navigated the challenges of a low traffic period in commercial lighting demand but has also experienced remarkable growth in sales and page views within one year. Sales surged from \$384,000 to \$455,000, with page views increasing from 23,000 to 33,600. The impact of our strategic guidance is evident in the significant increase in profit margin, soaring from \$1,673.89 to \$14,029.92 within just three months of implementing major advertising recommendations.