

# 440% INCREASE IN SALES WITHIN THE FIRST 60 DAYS

AFTER BEING FLAGGED BY AMAZON FOR EPA REGISTRATION



## OVERVIEW

A leader in mold and mildew products initially came to Awesome Dynamic in 2016 to optimize their product listings. After setting up their account for success and seeing their sales grow exponentially, they decided to hire staff to manage their account in-house.

Fast forward four years and they were faced with a major issue affecting their sales. Amazon was now flagging all of their products as needing EPA registration and pulling their listings down one by one.

## OBSTACLES

- The listings had been effected and down for five months, which created a downward spiral of sales prior to engaging the help of Awesome Dynamic.
- The client tried relisting several products with new UPCs but those were also flagged and pulled down.
- The client was assigned an Amazon SAS account manager when they contacted Amazon's Strategic Account Services, however, the account manager was unable to get the listings reinstated.

## SOLUTIONS

- Using a systematic approach, Awesome Dynamic was able to do a deep dive into the listings and find the incorrect information used by Amazon to determine the products were not compliant with their guidelines.
- Our team worked with Amazon Seller Support to remove the incorrect information and get the products relisted.
- A case for each product was opened, one at a time, which allowed Awesome Dynamic to move through the account and relist all the products without raising any additional red flags at Amazon.

## RESULTS

Within 11 days Awesome Dynamic was able to relist the client's top selling product. Within 30 days all products were relisted on Amazon. The client saw a 440% increase in sales over the first 60 days of re-engaging services with Awesome Dynamic - an accomplishment neither themselves nor Amazon could achieve!