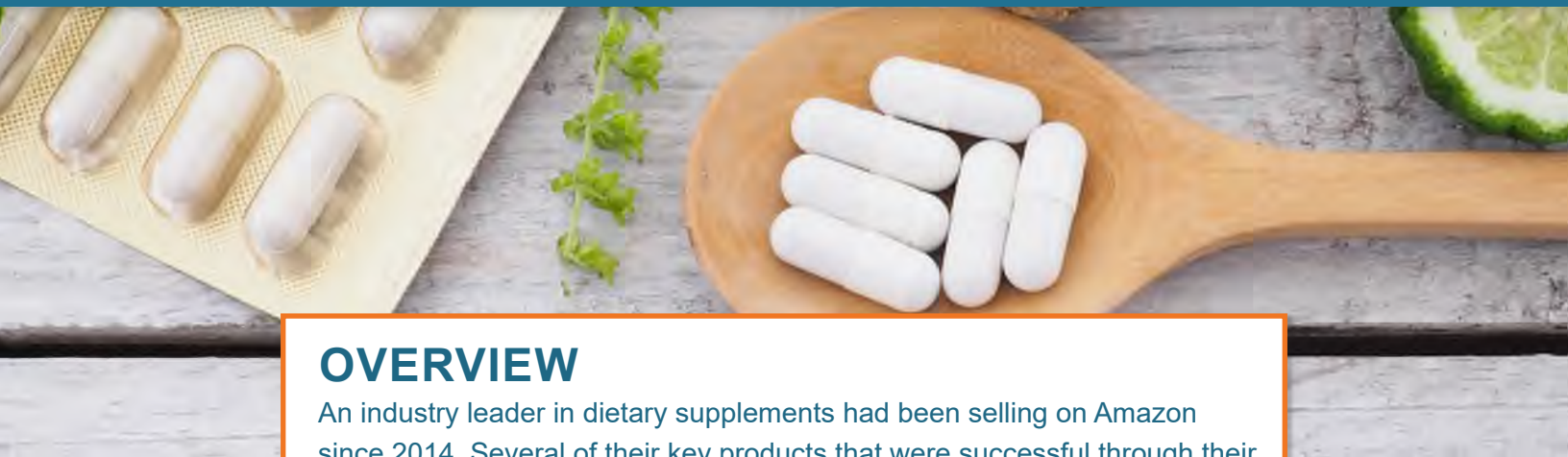


# AMAZON SALES INCREASED BY 64% IN ONE YEAR



## OVERVIEW

An industry leader in dietary supplements had been selling on Amazon since 2014. Several of their key products that were successful through their other online properties were falling short on Amazon

## OBSTACLES

- The client was interested in adding the remainder of their product line to their Amazon catalog, but they were concerned that the profit margin and sales velocity would not make it profitable.
- The top performing products were not doing nearly as well as their competition on Amazon.
- One listing had a vendor selling on it, even though their distributor agreement did not allow this. This resulted in a price war that Amazon was winning.

## SOLUTIONS

- Awesome Dynamic optimized all of the listings, which included keyword research, copy rewrites and updated images.
- Awesome Dynamic was able to utilize their resources to add additional listings. The client now has double the number of products on Amazon, with seven products in variations.
- Due to Amazon's non-interference policy (they won't get involved with distributor issues), Awesome Dynamic worked directly with the client to help establish policies and procedures to track which products were going to which distributors.

## RESULTS

- The additional products that were added, allowed the client more breadth in their catalog, enabling them to be more competitive with their listings and still maintain profit levels.
- Through cease and desist letters, distributors were prevented from selling to Amazon, leaving the client as the only seller of their products.
- Sales increased by 64% in one year through the combined effort of optimizing the listings, adding more products and preventing unauthorized distributor sales.