

An Amazon 180 – Case Study

This client was on the brink of being suspended on Amazon. We joined their team and identified 3 main areas of improvement: (1) enrollment in Fulfillment by Amazon (FBA), (2) improve listing optimization and add Enhanced Brand Content (EBC), and (3) develop an effective advertising strategy to increase brand awareness and drive sales.

1,210% Year-Over-Year Growth
17% PPC ACoS
250k Sales Generated from PPC
98% PPC ACoS
Top 1% of Sellers by Sales Rank

