

Case Study: - Product Visibility & Drive Sales

Challenge

Client has been in the business of selling fine grooming products for over 15 years. have partnerships with many of the leading grooming brands in the USA. Manufacture high-end shaving tools, accessories, and soft grooming products for all men. Client gave us the opportunity to manage their ecommerce online business after seeing our expertise in A+ Content; they expect us to provide expertise level operation to drive more sales on their various platforms and professional work for product optimization as per marketplace standards to make content SEO friendly and increase product visibility. They were having trouble managing multi-platform for US and Canadian channels, and they wanted to be able to oversee all inventories across all locations for a better result.

Solution

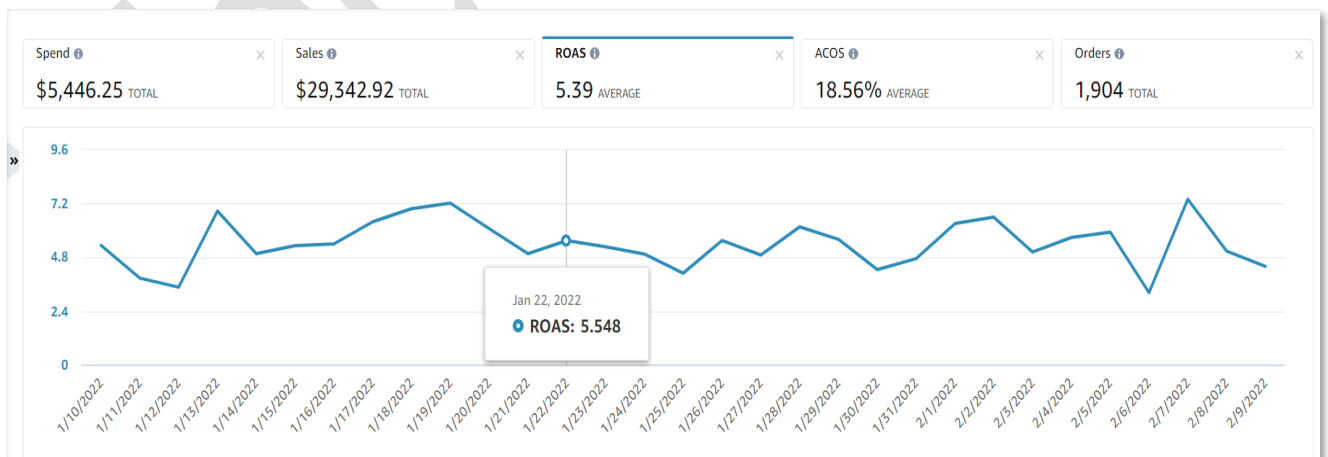
We strive to offer our clients a comprehensive solution and the best assistance, which we successfully deliver through our experienced team, who are adept in identifying and resolving client problems and delivering the best outcomes with efficiency.

- Starts by understanding client expectations and business processes.
- Preparing Analytic report of the previous listings structure.
- Categorized the products to use the universal content for the similar listing to save the time.
- Prepared the master file of the listings to utilize in different marketplaces as per the existing template.
- Finalize the data and get approval from the client on the template.
- Get done the optimization in batches to speed up the process.
- Explored the new sales boost opportunity on amazon seller central to boost up the sales volume.
- Compare the product Ranking over the amazon buyer page.
- Analyzed the Top competitors and suggested accordingly.
- Identify the Stand-Alone items in inventory and create parent to have better buying experience.
- Run PPC with optimized products and generated good amount of impression with our tactics.
- Utilized Helium 10 tool for high density keyword search and implemented into the respective ASIN for quick sessions.

Result

As a result, we established goodwill on the online marketplace within the intended period of time and our client appreciated the effort we put into completing this project on time with 100% accuracy. Below are a few examples of the sales numbers achieved.

Last 30 Days PPC MANGEMENT



Month wise Sales Data

<input type="checkbox"/>	Date [↑] ↓	Ordered Product Sales [↑] ↓	Units Ordered [↑] ↓	Total Order Items [↑] ↓
<input type="checkbox"/>	3/01/2021	\$154,010.25	9,366	8,852
<input type="checkbox"/>	4/01/2021	\$157,462.63	9,136	8,613
<input type="checkbox"/>	5/01/2021	\$150,976.87	8,676	8,092
<input type="checkbox"/>	6/01/2021	\$130,805.86	7,399	6,984
<input type="checkbox"/>	7/01/2021	\$124,901.85	7,489	7,042
<input type="checkbox"/>	8/01/2021	\$133,413.45	7,772	7,274
<input type="checkbox"/>	9/01/2021	\$130,960.11	7,652	7,176
<input type="checkbox"/>	10/01/2021	\$170,217.30	9,138	8,474
<input type="checkbox"/>	11/01/2021	\$199,643.83	10,745	10,098
<input type="checkbox"/>	12/01/2021	\$288,313.67	13,613	12,823
<input type="checkbox"/>	1/01/2022	\$171,471.26	10,037	9,421
<input type="checkbox"/>	2/01/2022	\$50,157.23	2,713	2,540
	Total	\$1,862,334.31	103,736	97,389

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<input type="checkbox"/>	Date ↑ ↓	Ordered Product Sales ↑↓ ↓	Units Ordered ↑↓ ↓	Total Order Items ↑↓ ↓	Shipped Product Sales ↑↓ ↓	Units Shipped ↑↓ ↓	Orders Shipped ↑↓ ↓
<input type="checkbox"/>	3/01/2020	\$43,712.30	498	146	\$45,992.96	519	149
<input type="checkbox"/>	4/01/2020	\$52,488.08	485	194	\$52,871.18	495	190
<input type="checkbox"/>	5/01/2020	\$70,512.01	790	235	\$67,857.51	761	214
<input type="checkbox"/>	6/01/2020	\$67,936.01	754	249	\$67,044.73	751	248
<input type="checkbox"/>	7/01/2020	\$71,614.80	873	283	\$74,400.28	894	280
<input type="checkbox"/>	8/01/2020	\$45,963.22	538	200	\$45,967.34	546	200
<input type="checkbox"/>	9/01/2020	\$45,683.27	592	187	\$40,496.94	509	175
<input type="checkbox"/>	10/01/2020	\$94,099.41	1,138	319	\$97,386.37	1,186	311
<input type="checkbox"/>	11/01/2020	\$95,071.56	1,230	342	\$95,672.88	1,244	337
<input type="checkbox"/>	12/01/2020	\$70,115.04	871	333	\$71,351.31	883	334
<input type="checkbox"/>	1/01/2021	\$82,577.62	1,081	365	\$71,476.93	945	331
<input type="checkbox"/>	2/01/2021	\$84,872.21	1,040	342	\$94,852.53	1,161	354
<input type="checkbox"/>	3/01/2021	\$79,968.07	961	304	\$80,473.79	969	308
<input type="checkbox"/>	4/01/2021	\$57,401.85	685	278	\$57,538.43	691	279
<input type="checkbox"/>	5/01/2021	\$58,538.82	598	243	\$56,380.07	569	227
	Total	\$1,476,420.63	17,383	5,881	\$1,473,090.13	17,356	6,512

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