

# CASE STUDY

**How Well We Understand Customer Business and Delivered Fruitful Results**

## Online Business Establishment for One of the most Popular Biscuit/Cookies Manufacturing Company in India @Amazon India within 90 Days

- **Business Type:** Manufacturer and Distributor
- **Client Requirements:** Account Management, Visibility, Sales Boost and Brand Renovation
- **Our Goal:** Providing Commendatory Results

### CLIENT EXPECTATIONS:

“**Cookies Manufacturer**” is a highly well-known Brand in India due to its offline business in “**Cookies**” Category with different varieties, amazing taste, and flavors. And as per current marketing analysis, there has been hike in online business now-a-days, so client wanted to expand his business in online marketplaces as well. Only then, the client came to us with newly launched Amazon.in account for Account Management, Listing, Optimization, Sales Boost, Brand Registry, and with a focus on the Brand renovation in online marketplaces.

### OUR SOLUTION:

For giving the best solution to our client and comprehensive support to his business, we started with the help of our experienced team who is expertise in solving the client queries and concerns, to successfully deliver the expected results with efficiency.

### OVERVIEW OF SELLER ACCOUNT:

- Understand the products, its content, and images.
- Understand the inventory and pricing scenarios according to the competitors.
- Understanding customer requirement for the products
- Understanding how we represent the products to the customer with its contents and images.

## HOW WE EXECUTE PLAN

### HOW IT BEGINS:

- **DAILY CALL:** Begins with day-to-day communication.
- **PRODUCT USP:** Understanding customer requirement for the products and how well we can assist them to re-purchase from same seller.
- **DOCUMENTATION:** Account registration with all the required documents.
- **PRODUCT CONTENT MANAGEMENT:** Listing the new products with relevant product details, Meta description, suitable pricing as compared to competitors, etc.
- **CONTENT ENHANCEMENT:** Optimized the product listings and product details that would have strong conversion rates with most searchable terms and keywords to increase the product visibility and convert it into sales.
- **IMAGES:** Enhanced images quality with the help of Tech2Globe photo editors’ team.
- **RESPECTING TAT:** Quick response on the new received orders for scheduling the order on time.
- **ORGANIC TRAFFIC:** Focused on organic sales to make the brand known in online market as well.
- **PPC:** Create effective, low-cost advertising campaigns for the consistent selling products. Best strategy for PPC and tracking on daily basis.

## Initial Challenges



### Not gaining buy box

Only showing for 22% of total traffic.



### Poor AMS sponsored ads

Under-performing and underutilized.



### Few reviews and feedback

Insufficient product reviews and seller feedback.



### Low page conversion rates

Product pages not presented in optimal form.



### Poor Amazon SEO

Limited organic Amazon search rankings for primary and popular keywords.

## Recommendations



### Optimize product pages for SEO and conversion

Includes improved product image quality, modified titles, modified bulleted content, modified product descriptions, competitive keyword analysis, and Enhanced Brand Content.



### Ads for increasing and incremental sales gain

Establish successful campaigns in Sponsored Ads and Headline Ads to drive traffic on keywords that best convert to sales.



### Earn buy box

Help client tighten reins on distribution to rogue sellers, establish strong seller feedback, and implement measures for inventory maintenance.



### Help grow product reviews and seller ratings

Proactively pursue customers to leave reviews and ratings within Amazon's TOS.

## THE RESULTS:

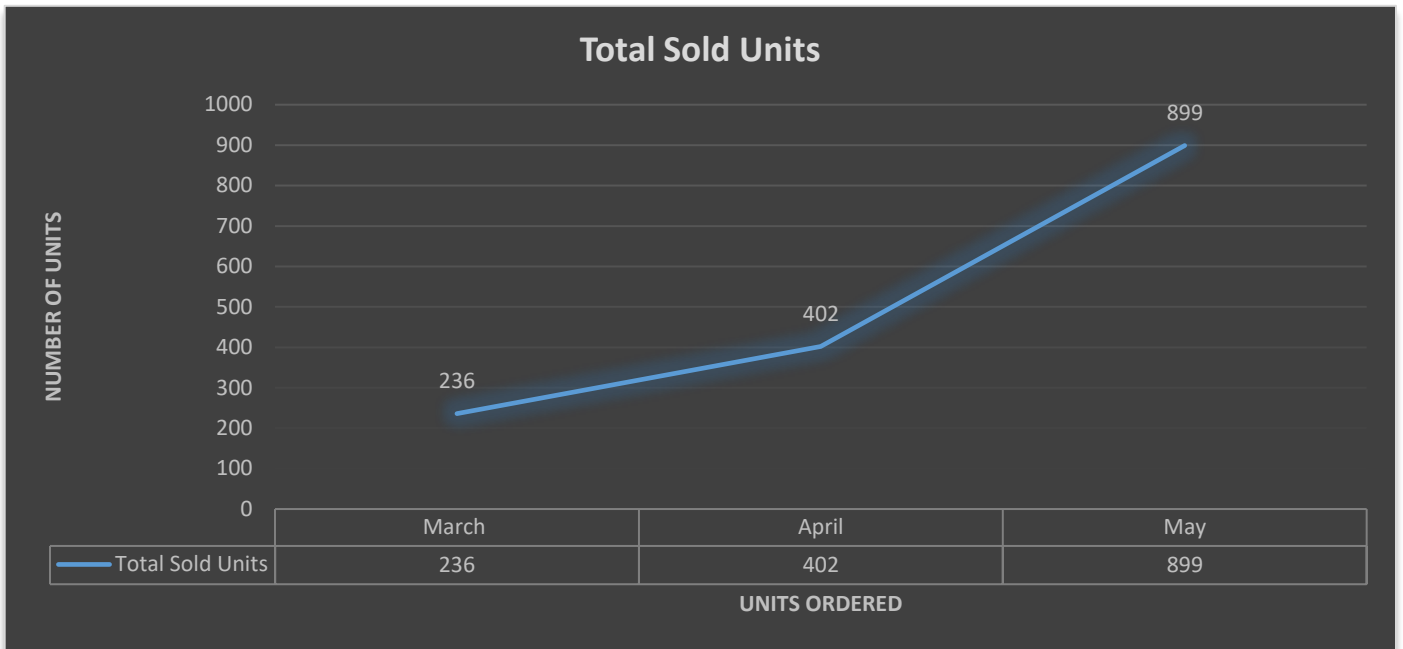
Only scores and sales trend can show how well we have understood client's business and able to provide fruitful results. So, in case of X brand, result tells everything:

It really motivates us that how well and successfully we able to develop his business in just initial 3 months which can be seen in below report, where we started with Rs. 56,215 and increased to Rs. 2,09,180.

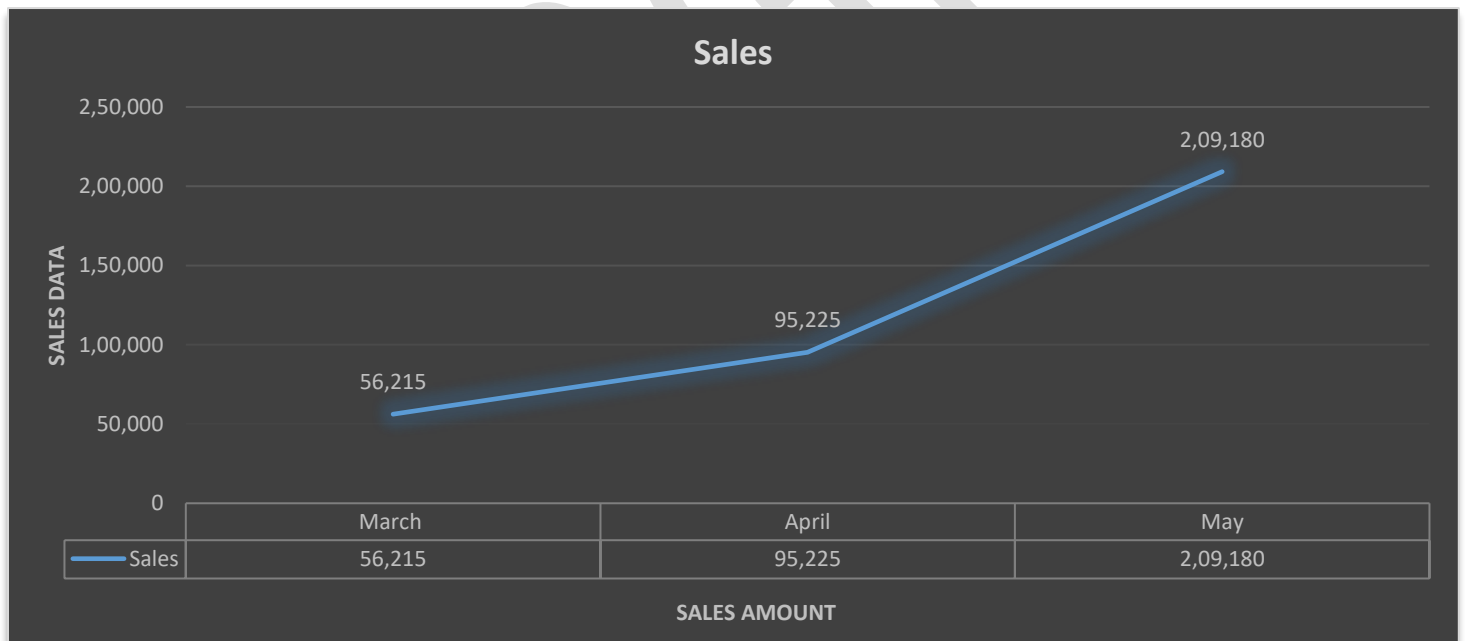
## SALES DATA -

Sr. No.	3 Months Record	Monthly Record	Total Sold Units	Sales	% Increased
1	1st Month	March 2021	236	INR 56,215	-
2	2nd Month	April 2021	402	INR 95,225	69.39%
3	3rd Month	May 2021	899	INR 2,09,180	119.66%

## GRAPHICAL VIEW OF UNITS SOLD -



## GRAPHICAL VIEW OF SALES



## IMAGES OF SALES REPORT-

Some images of SALES REPORT to see how well we have taken customer business up and still we are on the same track:

## MARCH-

Sales Dashboard [Learn more](#) Refresh Download

Date: Custom  -  Fulfillment channel: Both (Amazon and seller) Apply

Sales snapshot taken at 9 July 2021 1:07:02 PM GMT+05:30

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>203</b>	<b>236</b>	<b>Rs. 56,215.00</b>	<b>1.16</b>	<b>Rs. 276.92</b>

## APRIL-

Sales Dashboard [Learn more](#) Refresh Download

Date: Custom  -  Fulfillment channel: Both (Amazon and seller) Apply

Sales snapshot taken at 9 July 2021 1:07:32 PM GMT+05:30

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>332</b>	<b>402</b>	<b>Rs. 95,225.00</b>	<b>1.21</b>	<b>Rs. 286.82</b>

## MAY-

Sales Dashboard [Learn more](#) Refresh Download

Date: Custom  -  Fulfillment channel: Both (Amazon and seller) Apply

Sales snapshot taken at 9 July 2021 1:07:50 PM GMT+05:30

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>719</b>	<b>899</b>	<b>Rs. 2,09,180.00</b>	<b>1.25</b>	<b>Rs. 290.93</b>

## Advertising & Promotional Management

We use Amazon's advertising platforms to drive product discovery and move retail ready products at a profitable return on ad spend. We couple our advertising with a promotional strategy to improve visibility and conversions on your catalog. Our process involves:

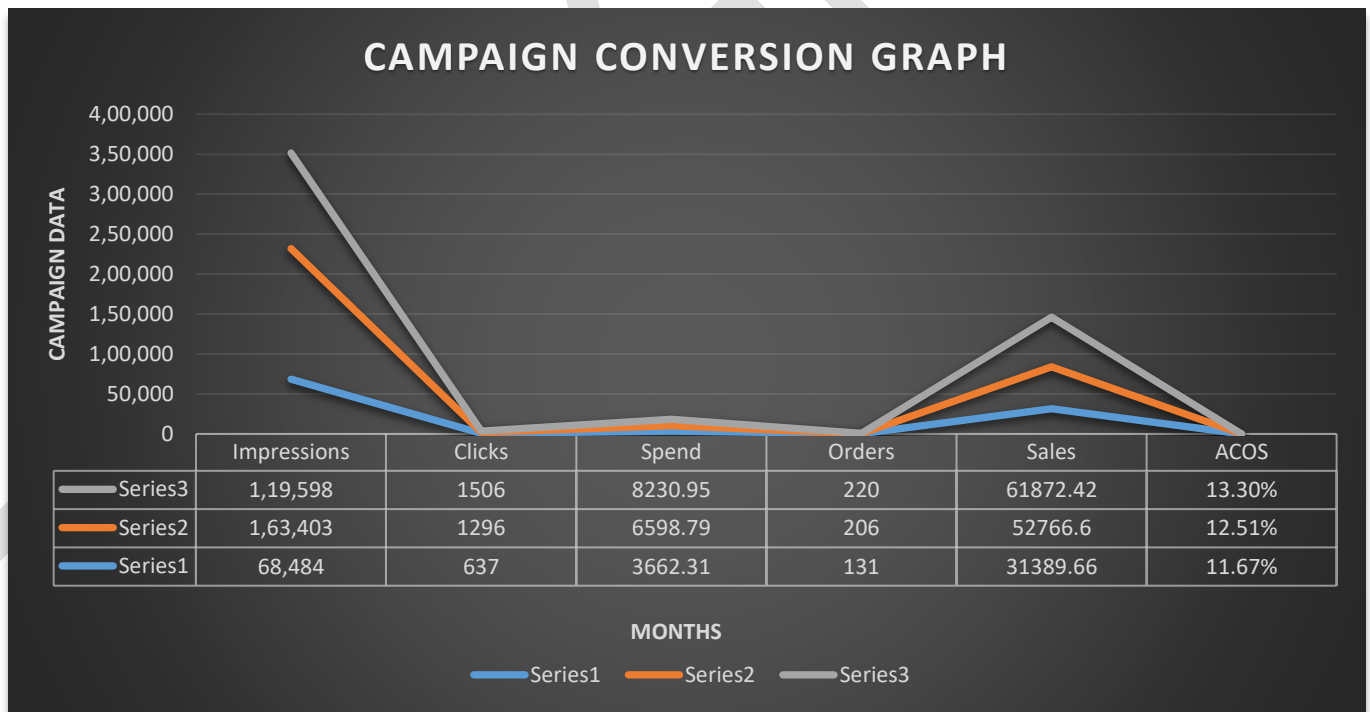
- Launch automatic and manual sponsored product campaigns.
- Harvest keywords from advertising reports and incorporate them into existing campaigns.
- Leverage category and product targeting ads to target competitor products and relevant categories.
- Launch Sponsored Brand ads to showcase brand and catalog.
- Routine reporting with regular forecast setting accountability targets.

CAMPAIGN DATA –

Our one of the main goals is to achieve ACoS less than 15% and increase the sale on regular basis. And we are regularly working towards achieving our aim –

Sr. No.	3 Months Record	Impressions	Clicks	Spend	Orders	Sales	ACOS
1	1st Month	68,484	637	3662.31	131	31389.66	11.67%
2	2nd Month	163,403	1296	6598.79	206	52766.6	12.51%
3	3rd Month	119,598	1506	8230.95	220	61872.42	13.30%

GRAPHICAL VIEW OF CAMPAIGN CONVERSION –



OTHER ACHIEVEMENTS:

- 1) Instant POA for Website & Mobile App Development and Promotion
- 2) Enrolled in Seller Fulfilled Prime for Easy Ship Orders
- 3) Enrolled in Amazon Brand Registry.
- 4) Enrolled in FBA and help in preparing APOB document.
- 5) Enrolled in Seller Flex and its work process.

### [Amazon Profile/Seller Account Rating](#)

Amazon customer reviews/seller rating about the products are one of the main reasons to attract customers on Amazon. It basically helps them understand almost every detail of the product therefore, it is very important for new sellers to understand that Amazon customer reviews can make or break their e-commerce careers from the sellers who has good seller rating, and here for this client, we helped him to get the good customers review and seller rating which can be seen in below image, as we help him to get the

## Feedback Rating 0 to 4.3.

### Feedback Manager

Use the Feedback Manager to track buyer satisfaction with your service. You can view short- and long-term metrics, as well as detailed feedback entries, including buyer e-mails and Order IDs. Click the Order ID to view transaction details within the Manage Orders section of Seller Central. [Learn more](#)

Feedback Rating: ★★★★★

4.3 stars during time selling on Amazon. (23 ratings)

	30 days	90 days	365 days	Lifetime
Positive	100 %(1)	64 %(7)	83 %(19)	83 %(19)
Neutral	0 %(0)	18 %(2)	9 %(2)	9 %(2)
Negative	0 %(0)	18 %(2)	9 %(2)	9 %(2)
Count	1	11	23	23

This table displays the corresponding feedback percentages and feedback counts. [See how your feedback displays to buyers on Amazon.](#)

Due to rounding, the values displayed may not add up to 100%.

### [Instant POA for Customers Complaints –](#)

In June 2021, we received performance notification from Amazon that two of the most selling ASINs are blocked by Amazon due to customer complaints. We followed up with Amazon with Plan of Actions to reactivate the listings, and same was approved.

ASIN - **B08Y1FCWRT**

Product - **Rich Vanilla Cookies, 300 g | Best paired with Tea & Coffee | For Birthday, Wedding, Corporate Gift**

14 June 2021

## Review of your Amazon.in seller account

Hello,

Thank you for your submission. Your plan of action has been reviewed and you may continue to offer these items on Amazon:

ASIN: B08Y1FCWRT

Title: Frontier Biscuits - Rich Vanilla Cookies, 300 g | Best paired with Tea & Coffee | For Birthday, Wedding, Corporate Gift

Please follow the steps described in your plan of action to prevent future expired issues.

You can view your account's performance at ([https://sellercentral.amazon.in/performance/dashboard?ref=ah\\_em\\_pq](https://sellercentral.amazon.in/performance/dashboard?ref=ah_em_pq)) or select "Account Health" on the home screen of the Amazon Seller app on your iOS (<https://itunes.apple.com/in/app/amazon-seller/id794141485?mt=8>) or Android ([https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl=en\\_in](https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl=en_in)) device. The Account Health dashboard shows how well your account is performing against the performance metrics and policies required to sell on Amazon.

Sincerely,

Seller Performance Team  
<https://www.amazon.in>

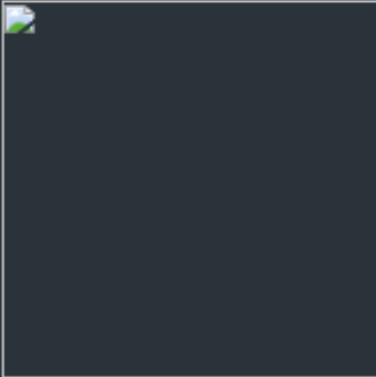
ASIN - **B08Y5VZLRG**

Product - **Coconut Cookies, 300 g | Best paired with Tea & Coffee | For Birthday, Wedding, Corporate Gift.**



15 June 2021

## Update to your Amazon ASIN



Dear Frontier Biscuit Factory Private Limited,

Thank you for your submission. Your plan of action has been reviewed and you may continue to offer these items on Amazon:

ASIN: B08Y5VZLRG

Please follow the steps described in your plan of action to prevent future expired issues.

You can view your account's performance at ([https://sellercentral.amazon.in/performance/dashboard?ref=ah\\_em\\_pq](https://sellercentral.amazon.in/performance/dashboard?ref=ah_em_pq)) or select "Account Health" on the home screen of the Amazon Seller app on your iOS (<https://itunes.apple.com/in/app/amazon-seller/id794141485?mt=8>) or Android ([https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl=en\\_in](https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl=en_in)) device. The Account Health dashboard shows how well your account is performing against the performance metrics and policies required to sell on Amazon.

Sincerely,

Seller Performance Team  
<https://www.amazon.in>

### SUMMARY

Our client was blown away by the results we achieved in such a short time period. We turned Amazon into their largest sales channel, and more than quadrupled the entire company's monthly revenue in a 3-months period. This client is continuing to perform strongly on the Amazon platform, and we are working with them to launch additional products on the platform.

## Thank You

Tech2Globe