

GOAL WAS TO INCREASE SALES BY 30%; **SALES INCREASED BY 1,000% IN** THE FIRST AND SECOND QUARTER

OVERVIEW

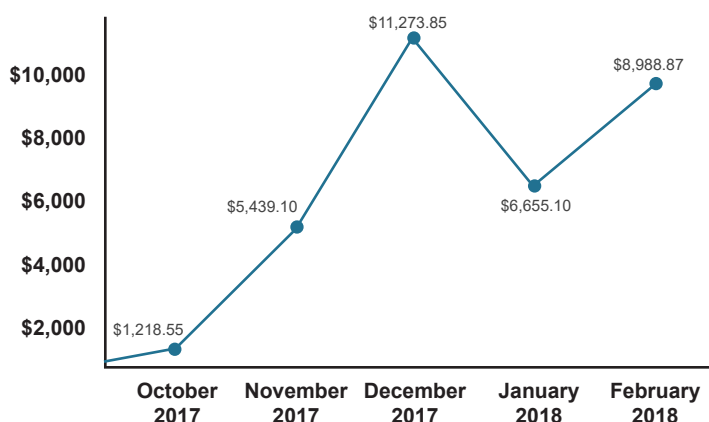
A premier candy company approached Awesome Dynamic in October of 2017 with the goal of increasing their sales by 30%. They were exclusively utilizing self-fulfillment and unable to keep up with Amazon's shipping targets. This created an unfortunate situation where they were at risk of having their ability to sell on Amazon limited. Their overall business goal was to increase their Amazon sales by 30% with our help.



PROCESS

Awesome Dynamic immediately worked to resolve these problems by removing negative and neutral feedback, and working with their customer service team to improve response times.

We also recommended moving their inventory towards FBA, and after picking some of their most popular flavors, they started shipping into FBA just in time for the 2017 holiday rush.



RESULTS

They saw a large spike in holiday sales in December 2017, compared to the previous year (over 1,000%), but moreover, we were able to sustain an increase of sales over the first and second quarter of 2018 as well.

January and March of 2018 saw a 1,000% increase from the previous year, and every month after saw a 400-700% increase, compared to the previous year (2017).

SOLUTION

- Improving their reputation on Amazon
- Moving more and more of their inventory to FBA in stages
- Setting up variations for certain holiday themes
- Marketing seasonal versions of their product
- Experimenting with other variation offers
- Recommend offering multi-packs of popular items to lower costs while increasing margin and sales
- Improving listings with better photos and optimized listing content
- Driving more traffic to their listings using Sponsored Products