# AMAZON SELLER ACCOUNT MANAGEMENT

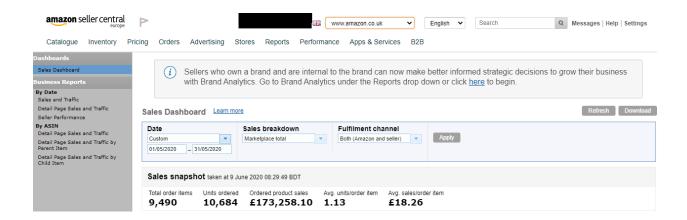
UK based Amazon seller



This case study documents Amazon growth of one of our UK based clients. Since we have signed a NDA with the said client, we couldn't disclose his name, account details, and other project details. That said, we have tried our best to document major project highlights.

### Client introduction

Our client is one of the biggest sellers in the UK Amazon, selling around 400 unique products. As a reseller, the company sells a wide range of fashion, beauty, fitness, and home products.



## Project deliverables

Our partnership with the reseller began 2 years ago when client had less than 30 products with sale frequency of less than 2 units per month.

We were entrusted with the task of increasing sales on its UK seller account. Client wanted to offer diverse range of products in order to reach wider customer base.

Below were the initial project goals:

#### Goal 1

Account evaluation and product listings analysis.

#### Goal 2

Listing optimization and keyword enhancements

#### Goal 3

Channelizing Amazon advertising to push product sales

# Initial analysis and findings

Our initial findings revealed that the products were not optimized and had very few targeting keywords on the back-end which was the main reason for the low sales.

- Some products were not listed in the right category due to which they were ranking low in Amazon search result pages.
- Few products were suppressed due to technical errors and pending quality alerts.

Since our client was reseller with diverse product offerings, we recommend him to expand his product offerings to new product verticals and categories.

Our initial research and findings helped client in tweaking his sales strategy.

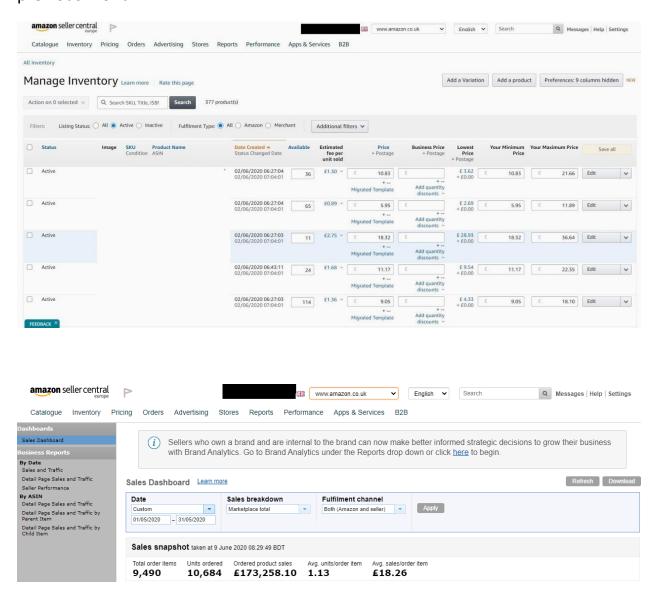
# Action plan & results

Over the span of 2 years, we helped the client expand its offerings and handled support to customers as well. We dedicated efforts on:

- 1. Listings setup
- 2. Listing optimization
- 3. Products catalog expansion
- 4. Customer support

At present, client has about 400 products on Amazon with a sales frequency of more than 20 units per day.

Here a snapshot of his current active listings & Amazon Sales Dashboard for the previous month:



## Conclusion

Our team of Amazon marketplace experts has deep expertise in helping resellers and businesses capitalize on the largest digital store in the world. We can certainly help your CBD brand dominate Amazon marketplace to improve sales numbers and overall profitability.

While we are bound by agreements to not reveal critical client insights, we are open to questions from your end on all aspects related to Amazon. Please reach out in case of further queries.

Learn more about our wide range of <u>Amazon account management services</u>.