

# 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.

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with the Amazon Seller Central logo, a search bar, and various menu items like Catalogue, Inventory, Pricing, Orders, Advertising, Stores, Reports, Performance, Apps & Services, and B2B. Below the navigation bar, there's a sidebar with 'Dashboards' and 'Business Reports' sections. The main content area displays the 'Sales Dashboard' with a 'Sales snapshot' table. The snapshot is taken at 9 June 2020 08:29:49 BDT and shows the following data:

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
9,490	10,684	£173,258.10	1.13	£18.26

## 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

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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

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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:

amazon seller central europe

www.amazon.co.uk English Search Messages | Help | Settings

Catalogue Inventory Pricing Orders Advertising Stores Reports Performance Apps & Services B2B

All Inventory

Manage Inventory Learn more Rate this page Add a Variation Add a product Preferences: 9 columns hidden NEW

Action on 0 selected Search SKU, Title, ISBN Search 377 product(s)

Filters: Listing Status: All Active Inactive Fulfilment Type: All Amazon Merchant Additional filters

Status	Image	SKU Condition	Product Name ASIN	Date Created Status Changed Date	Available	Estimated fee per unit sold	Price + Postage	Business Price + Postage	Lowest Price + Postage	Your Minimum Price	Your Maximum Price	Save all
Active				02/06/2020 06:27:04 02/06/2020 07:04:01	36	£1.30	£ 10.83	£ 5.62 + £0.00	£ 5.62 + £0.00	£ 10.83	£ 21.66	Edit
Active				02/06/2020 06:27:04 02/06/2020 07:04:01	65	£0.89	£ 5.95	£ 2.69 + £0.00	£ 2.69 + £0.00	£ 5.95	£ 11.89	Edit
Active				02/06/2020 06:27:03 02/06/2020 07:04:01	11	£2.75	£ 18.32	£ 28.95 + £0.00	£ 28.95 + £0.00	£ 18.32	£ 36.64	Edit
Active				02/06/2020 06:43:11 02/06/2020 07:04:01	24	£1.68	£ 11.17	£ 9.54 + £0.00	£ 9.54 + £0.00	£ 11.17	£ 22.35	Edit
Active				02/06/2020 06:27:03 02/06/2020 07:04:01	114	£1.36	£ 9.05	£ 4.33 + £0.00	£ 4.33 + £0.00	£ 9.05	£ 18.10	Edit

FEEDBACK

amazon seller central europe

www.amazon.co.uk English Search Messages | Help | Settings

Catalogue Inventory Pricing Orders Advertising Stores Reports Performance Apps & Services B2B

**Dashboards**  
Sales Dashboard

**Business Reports**  
By Date  
Sales and Traffic  
Detail Page Sales and Traffic  
Seller Performance  
By ASIN  
Detail Page Sales and Traffic  
Detail Page Sales and Traffic by Parent Item  
Detail Page Sales and Traffic by Child Item

Sellers who own a brand and are internal to the brand can now make better informed strategic decisions to grow their business with Brand Analytics. Go to Brand Analytics under the Reports drop down or click [here](#) to begin.

Sales Dashboard Learn more Refresh Download

Date: Custom  
Sales breakdown: Marketplace total  
Fulfilment channel: Both (Amazon and seller) Apply

Sales snapshot taken at 9 June 2020 08:29:49 BDT

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# Conclusion

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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 [Amazon account management services](#).