

Fountainhead^{ME}

ECOMMERCE: CONSULTING + DEVELOPMENT

1100 Broadway, Santa Monica, CA 90401 (844) 691-1363

Case Study Client:

[REDACTED, A manufacturer of a human sperm analysis and examination device that attaches to a mobile phone camera]

Client Synopsis:

Client enrolled with FME on approximately 1/22/2018. Client had a unique product containing a zoom lens where human sperm could be deposited and then its health determined by using a phone app. This app would show user a zoomed in visual and provide analysis of the imagery. This single concept had a variation for each popular phone type on the market.

Primary SOW:

Increase sales, build awareness, typical.

Primary Product Link:[REDACTED]

Primary account type: Seller only. Not Brand Registered.

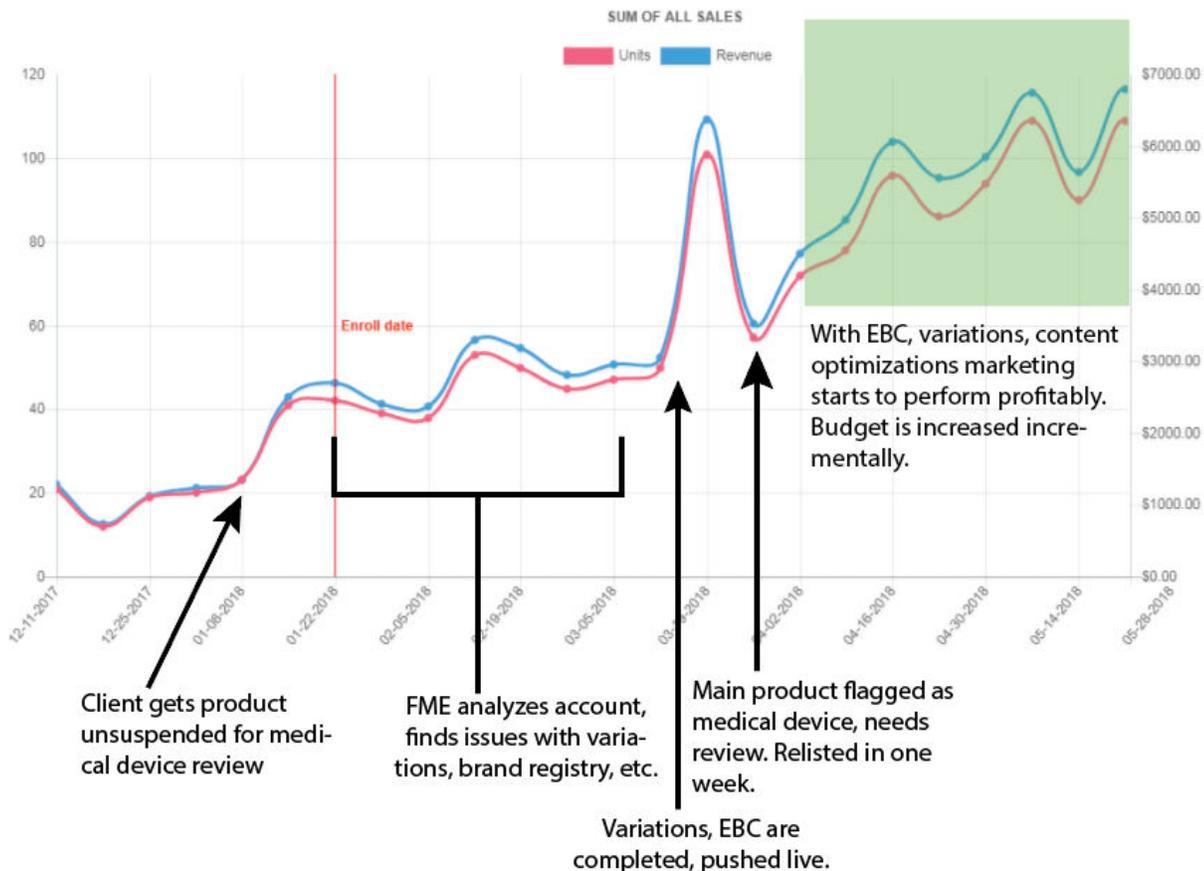
Primary Goals:

Review presence of offering to increase visibility, unit sales, and net profit. (Typical)

Challenges:

- Client's product offering is classified as a medical device and has constant red tape issues with Amazon.
- Client's account was created by amateur and had major organizational and best practices issues.

Visual Performance Figure:



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Performance Metrics Summary:

Client's goal was mostly achieved within 90 days of engagement. FME determined the following problems were the root cause of the sustained decline for the year previous to engagement.

Success Attribution:

1. Products we not in variations. Each product was showing by itself. In fact, client initially provided a directive that products ought not be varied since client's listing filled the entire first page of search results. FME hypothesized if a user looked at a single product that did not match his device he would bounce to a competitor or give up entirely based on specialty nature of client's product. **Solution:** FME grouped (created variations) of each phone model. For example, all product for iPhone models were displayed on one product page and all product models for Samsung phones displayed on another. This would eliminate frustration with user having to search, re-search, and browse through several iterations of the product for different phone models.
2. Product website contained high-quality content that was not reflected in the Amazon product listings because EBC was unavailable. Client's account had never been brand registered although the proper trademark had been registered for several years. FME immediately Brand Registered the account enabling EBC. The product listing now had the ability to explain to the user what this complex device does. Along with variations (number 1 above), this change, although simple, had a dramatic effect on unit sales for client's account.
3. FME also performed content optimizations to adhere to Amazon and FME best practices for listings. Originally, titles significantly deviated from these best practices which had a severe negative impact. While less important but still included in the best practices, features, descriptions, and back-end keywords needed to be renovated. FME performed this work.

Projections:

Continued positive rate of climb is imminent. FME projects 20% month-over-month growth.

Slated Operations:

FME planned to duplicate this success in overseas markets. Being classified as medical device and sustaining major ongoing, but temporary, product suspensions in the US, client decided FME management expenses for offshore operations was too expensive after 30 days as medical device complications in these regions is much more stringent.

* Estimated figure

** Non-scientific quantity

--END REPORT--