

Fountainhead^{ME}

ECOMMERCE: CONSULTING + DEVELOPMENT

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

Case Study Client:

(REDACTED, A dog DNA test)

Client Synopsis:

This client, at the time of engagement, enjoyed an approximate annual sales of \$850,000 on Amazon selling a single product - A dog DNA test kit where dog owners could swab dog saliva and return the kit back to the seller to get a full lineage of the pet as well as potential health issues either genetic or not genetic.

Primary SOW:

Amazon management only. No eCommerce or Pay-Per-Click outside of Amazon requested. Client engaged FME on or around October 1st, 2017.

Primary Product Link:(REDACTED)

Primary account type: Seller, has inactive Vendor

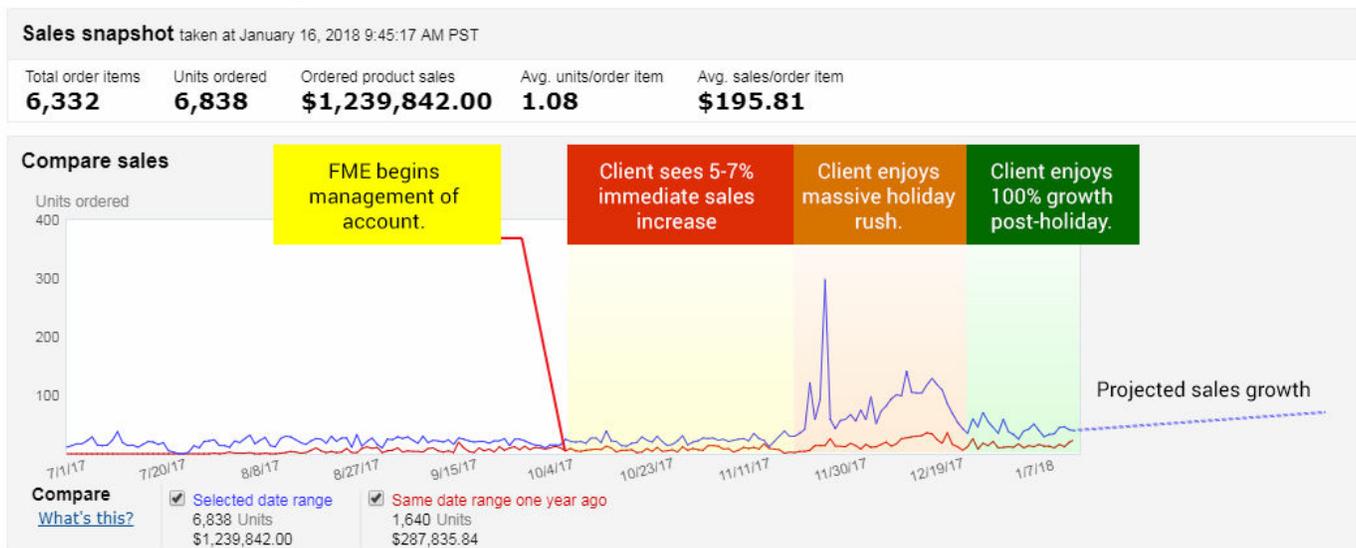
Primary Goals:

Increase profits by optimizing advertising to achieve a sales goal of \$1,250,000.00.

Challenges:

- Client was relatively new to Amazon which limited the history FME had available for analysis.
- Client had extreme difficulty completing the Brand Registry process due to errors and poor service from Amazon.

Visual Performance Figure:



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Performance Metrics Summary:

Client's goal was 99% achieved on their 90th day of engagement with FME. FME projects that by the 120th day, goal will be achieved by 110%* with continual growth thereafter so long as FME continues to optimize the account.

Projections:

FME projects a sustained 10-20%* month-over-month growth for at least the next 6 months.

Success Attribution:

FME completed several operations on this product including enhanced titles, features, and descriptions. Furthermore, backend keywords were greatly improved. Once FME was able to resolve the issues with Brand Registry, the Enhanced Brand Content also played a key role in client's success.

Slated Operations:

FME plans to optimize paid advertising. The client currently enjoys top placement organically and FME believes the cost of advertising can be dramatically reduced without affecting sales (or have a disproportionate effect in the client's benefit). FME also feels the images can be improved. The product is slated to be re-photographed in our photography studio.

FME Proposals:

Client has captured all possible traffic from the Seller Platform. Rankings, SEO, and paid marketing are optimized as much as reasonably possible yet client, naturally, seeks greater growth.

Since client has an Amazon Vendor account, FME suggests using AMS to capture and drive more traffic through display ads to known pet owners for their product. For example, if a buyer is viewing listing for dog food, a pictorial advertisement for their product should show. This serves as a blended method; partly awareness and partly demand generation which suits the client's situation.

FME has proposed to the client that a Facebook advertising campaign should be created by FME, driving traffic to the Amazon product listing until their eCommerce site can adequately convert traffic. FME suggests this as client is in need of awareness- based marketing. FME is awaiting client approval to commence work on this advertising method.

* Estimated figure

** Non-scientific quantity

--END REPORT--