

Client Background:

Established in 2010, They has emerged as a prominent name in the UK's grocery market, specializing in organic Herbs, Spices, Olive Oil, Yogurt, Beverage, Olive Soaps and Dates. The brand has earned its reputation by offering high-quality, organically grown products, catering to both ethnic and wholesale markets. With a strong focus on sustainable sourcing, the brand has established itself as a trusted provider of authentic, organic food products. By offering authentic and organic ingredients, the brand has successfully met the growing demand for natural and ethically sourced products in the UK.

In the past three years, the brand has significantly expanded its global presence. It now operates in key markets across Western Europe and globally, including the United Kingdom, France, Germany, Belgium, Netherlands, Denmark, Sweden, Norway, Italy. This extensive distribution network is a testament to the brand's dedication to delivering its premium offerings worldwide.

Key Challenges:

1. Lack of brand identity:

The brand faces a major challenge with weak branding on Amazon UK. This means the brand is not standing out or making a strong impression on customers. Without a clear and memorable brand identity, it's hard for the product to attract attention and build trust.

2. Market Saturation and Competition:

The grocery category on Amazon UK is highly competitive, with numerous established brands offering similar products. This saturation makes it difficult to stand out and capture market share.

3. Poor Advertising:

The brand is struggling with ineffective advertising on Amazon UK. This issue arises when advertising campaigns fail to reach the right audience or do not generate sufficient engagement. Poorly executed ads can result in low visibility, reduced click-through rates, and ultimately, lower sales.

4. Customer Reviews and Feedback:

The brand struggles with managing customer reviews and feedback on Amazon UK, which can negatively impact product perception and sales.

5. Disorganized portfolio management

The brand is struggling with disorganized portfolio management. This issue manifests in a lack of clear priorities. They don't have a clear plan for which ones to focus on or how they should be different from each other.

6. Product Listing Optimization

The brand faces challenges with product listing optimization on Amazon UK. Ineffective or incomplete listings can result in poor search visibility and lower conversion rates.

7. Low Quality Images

The brand's product listings suffer from low-quality or ineffective images. Poor images fail to accurately represent the product and do not engage potential customers.

8. Inventory management issues

Inventory management issues can significantly impact a business's operations and profitability. When inventory is not effectively managed, it can lead to stockouts, excess inventory, and increased costs.

9. Hijackers and Unauthorized Sellers

Our client faced a significant challenge with hijackers—unauthorized sellers listing counterfeit or low-quality versions of their products under the same listing. This not only hurt sales but also damaged the brand's reputation, as customers were receiving substandard products

10. Absence of an Amazon Storefront

Our client lacked an effective Amazon Storefront, which limited their ability to showcase their full range of products and communicate their brand's story.

11. Lack of A+ Content

The brand's product listings lacked enhanced content, which limited their ability to engage and convert potential customers.

Solutions

1. Develop a Strong Brand Identity

Tackled the issue of **poor branding** by developing a strong and cohesive brand identity. We created a clear brand message and ensured consistency across all product listings and marketing materials. This included enhancing our product listings with high-quality images and compelling descriptions, and leveraging Amazon's A+ Content to effectively communicate the brand's unique values.

2. Improved Advertising

In response to **poor advertising**, we optimized our PPC campaigns through thorough keyword research and continuous adjustments to bids and targeting strategies. We

tested various ad formats, including Sponsored Products, Sponsored Brands, and Sponsored Display, to identify which options delivered the best results.

3. Organized Portfolio Management

Product listings were organized into logical categories, ensuring consistency in format and presentation.

4. Optimized Product Listings

We enhanced listings by incorporating relevant keywords into titles, bullet points, and descriptions to improve search visibility.

5. Upgraded Product Images

High-resolution, professional images were used to showcase the product from multiple angles, and listings were continually updated based on performance metrics and customer feedback to boost conversion rates.

6. Enhanced Inventory Management

Tackled **inventory management issues** by utilizing Amazon's inventory management tools and forecasting features to maintain optimal stock levels and avoid stockouts or overstocking. Regular inventory audits ensured accuracy, and strong relationships with suppliers and efficient restocking processes were established to ensure timely inventory replenishment and minimize disruptions.

7. Implementing A+ Content to Enhance Listings

To address the lack of **A+ Content**, we implemented enhanced product descriptions across key listings. This included high-quality images, detailed product information. By improving the visual and informational aspects of the listings, we were able to engage customers more effectively, leading to better conversion rates and increased sales.

8. Launching a Custom Storefront

For the Amazon Storefront, we designed and launched a custom Storefront that visually represented the brand's identity and showcased the full product range. This significantly boosted brand visibility and customer engagement.

9. Removing Hijackers

By closely monitoring listings and reporting hijackers, we were able to protect the brand's reputation and restore sales.

Successful Strategic Advertisements

Our client's online business was struggling with low sales and high advertising costs. We identified that ineffective keyword targeting, poor product images, and a lack of a clear PPC strategy were contributing factors. To address these issues, we implemented a comprehensive PPC and spending strategy. This involved optimizing keyword selection, refining ad targeting, and improving product visuals. These strategic changes significantly boosted product visibility, leading to increased sales and improved conversion rates while maintaining ACOS and TACOS.

JANUARY 2023

1 Jan 2023	
● Spend	£2,963.25
◆ Sales	£5,153.13
■ Advertising cost of sale (ACOS)	57.5%
▲ Orders	585

JANUARY 2024

1 Jan 2024	
● Spend	£1,637.40
◆ Sales	£10,385.49
■ Advertising cost of sale (ACOS)	15.77%
▲ Orders	763

FEBRUARY 2023

1 Feb 2023	
● Spend	£3,373.85
◆ Sales	£7,183.00
■ Advertising cost of sale (ACOS)	46.97%
▲ Orders	720

FEBRUARY 2024

1 Feb 2024	
● Spend	£1,804.61
◆ Sales	£13,033.83
■ Advertising cost of sale (ACOS)	13.85%
▲ Orders	762

MARCH 2023

1 Mar 2023	
● Spend	£6,128.40
◆ Sales	£12,874.32
■ Advertising cost of sale (ACOS)	47.6%
▲ Orders	948

MARCH 2024

1 Mar 2024	
● Spend	£2,104.33
◆ Sales	£15,398.40
■ Advertising cost of sale (ACOS)	13.67%
▲ Orders	882

APRIL 2023

1 Apr 2023	
● Spend	£3,430.84
◆ Sales	£5,496.03
■ Advertising cost of sale (ACOS)	62.42%
▲ Orders	380

APRIL 2024

1 Apr 2024	
● Spend	£1,007.58
◆ Sales	£6,581.63
■ Advertising cost of sale (ACOS)	15.31%
▲ Orders	571

MAY 2023

1 May 2023

● Spend	£1,440.96
◆ Sales	£3,901.95
■ Advertising cost of sale (ACOS)	36.93%
▲ Orders	263

MAY 2024

1 May 2024

● Spend	£1,311.53
◆ Sales	£7,881.60
■ Advertising cost of sale (ACOS)	16.64%
▲ Orders	641

JUNE 2023

1 Jun 2023

● Spend	£1,977.40
◆ Sales	£4,809.29
■ Advertising cost of sale (ACOS)	41.12%
▲ Orders	401

JUNE 2024

1 Jun 2024

● Spend	£1,694.87
◆ Sales	£12,657.61
■ Advertising cost of sale (ACOS)	13.39%
▲ Orders	825

JULY 2023

1 Jul 2023

● Spend	£1,620.21
◆ Sales	£5,922.06
■ Advertising cost of sale (ACOS)	27.36%
▲ Orders	479

JULY 2024

1 Jul 2024

● Spend	£1,974.59
◆ Sales	£14,333.98
■ Advertising cost of sale (ACOS)	13.78%
▲ Orders	924

AUGUST 2023

AUGUST 2024

1 Aug 2023		1 Aug 2024	
● Spend	£2,727.25	● Spend	£1,746.34
◆ Sales	£9,411.65	◆ Sales	£11,823.39
■ Advertising cost of sale (ACOS)	28.98%	■ Advertising cost of sale (ACOS)	14.77%
▲ Orders	791	▲ Orders	801

Year to Year Growth

From January to August 2024, we achieved a remarkable 98% increase in sales compared to the same period in 2023. This significant growth is a direct result of the strategic measures we implemented, including enhanced PPC campaigns, improved keyword indexing, the launch of a custom Amazon Storefront, and the addition of A+ Content across product listings. By addressing key challenges like poor visibility, hijackers, and lack of proper branding, we successfully boosted the brand's performance, leading to a substantial increase in both sales and customer engagement year-over-year.

Jan 2023 – Aug 2023

Date	Sales breakdown	Fulfilment channel			
Custom	Marketplace total	Both (Amazon and seller)	Apply		
01/01/2023	31/08/2023				

Sales Snapshot Taken at 09/09/2024, 14:46:24 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
7,528	9,353	£94,651.49	1.24	£12.57

Compare sales [Graph view](#) [Table view](#)

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	7,528	9,353	£94,651.49	1.24	£12.57

Jan 2024 – Aug 2024

Date Custom **Sales breakdown** Marketplace total **Fulfilment channel** Both (Amazon and seller) Apply
01/01/2024 31/08/2024

Sales Snapshot Taken at 09/09/2024, 14:46:58 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
11,934	14,109	£187,660.48	1.18	£15.72

Compare sales

Graph view Table view

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	11,934	14,109	£187,660.48	1.18	£15.72
Same date range one year ago	7,528	9,353	£94,651.49	1.24	£12.57
+ % change from same date range one year ago	58%	50%	98.26%	-4.84%	25.06%