

# CASE STUDY: Existing Brand Re-Launch on Amazon.com



## Let's Win The Amazon Game Together! International Toy & Game Brand

Award-Winning Outdoor game with over 2 million units already sold in Europe.

*"Thanks to your services our conversion improved by 78% in a very short period of time. The team is very knowledgeable...the support we experienced is beyond what was expected"*

### Executive Summary

Based in British Columbia, this manufacturer had struggled to gain traction in the US with limited retail distribution. Improving sales and brand exposure on Amazon was a top priority. During our engagement, their listing was optimized and a review campaign launched in spring 2016, propelling them to Best Seller status in time to capitalize on their busy summer sales season.

- Product listing achieved a <1000 BSR rank
- Pre campaign sales volume of 1-2 units per day, eventually exceeded 50 units per day

## Challenges

This manufacturer had a good understanding of the European retail market, but was overwhelmed on how to sell and compete on Amazon.

Prior to engaging BSR Marketing, their listing featured only two low resolution product images and was missing critical information such as an optimized title, bullets and description.

Despite being listed over 6 months prior, the listing only had 4 customer reviews, contributing to a low buyer conversion rate.

## How BSR Marketing Helped

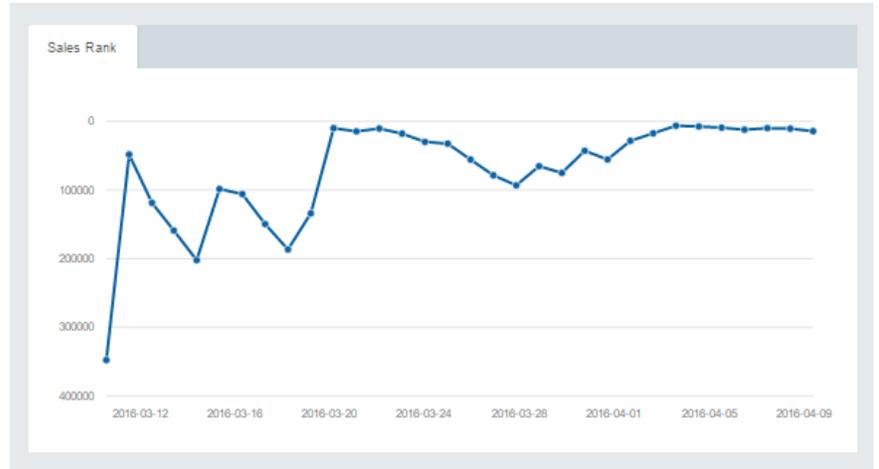
Once engaged, we quickly researched the niche, and provided a fully optimized listing and 9 brand new product photos within one week. To jumpstart organic sales, we began a product review campaign to generate an initial burst of sales, followed by a slower drip feed over the course of two weeks.

The new listing and review campaign not only generated over 70 reviews, it catapulted the product to daily sales between 30-50 units.

As we closed out the launch plan, the client retained our services to set-up and manage their Amazon PPC campaign, which has helped to offset a seasonal decline and continued the products success through the back to school season.

*"Thank you! We are looking forward to keep working together!" – Monika R. Brand Owner*

## Amazon Best Sellers Rank: Pre and Post Campaign Tracking

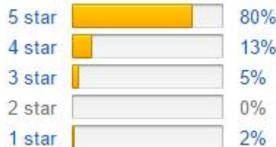


★★★★★ 127 customer reviews | 4 answered questions

#1 Best Seller in Beach Toys

★★★★★ 127

4.5 out of 5 stars



Share your thoughts with other customers

Write a customer review

See all 127 customer reviews

### Top Customer Reviews

★★★★★ Innovative FUN!!!! See video!

By T. Bennett on April 8, 2016



Length: 0:44 Mins

Verified Purchase

WOWZERS!! What fun this is!!! When this item arrived, our kids tr with it. And, although there are otl these come with two "catchers th: balls. They are light, but have enc made!! These balls are a slight bit comes with two ball catchers, fou allowed us to try this product at a price. I now need to buy more to e much fun it truly is in action! Your

One thing I would recommend to ! one could develop significant blist solve that issue.