



Marketplace

BUSINESS CASE STUDY



Overview

The brand manages a range of 21 products within the Home & Kitchen section, including Bath Towels, Bath Sheets, and Hand Towels. To enhance performance, Upriver improved their catalog by refining product descriptions, titles, A+ content, and inventory plans. Through strategic advertising management, Upriver achieved a 15% increase in sales from ads, effectively tripling their daily sales units.

Our range

Wrap yourself in pure comfort with our plush towel collection!



INITIAL SITUATION

The brand handles a selection of 21 products categorized under Home & Kitchen, specifically Bath Towels, Bath Sheets, and Hand Towels.

Key Challenges:

1. Listings were inaccurately categorized within Amazon's browse nodes, leading to closure of the listings by Amazon.
2. Listings lacked optimization in alignment with the Amazon Algorithm.
3. Poor inventory planning resulted in excessive expenses for Amazon Storage.
4. Ad campaigns were operating with a minimum budget of \$100 but suffered from high Cost Per Click (CPC) during peak Amazon traffic, depleting the budget and causing low conversions.
5. With only 75 clicks, the brand struggled to achieve average conversions due to inadequate focus on appropriate targeting strategies.



UPRIVER'S STRATEGY

Catalogue Optimization:

- Upriver enhanced listings by revising product descriptions, titles, bullet points, and listing images.
- Relisted products previously closed by Amazon due to incorrect browse node categorization.
- Developed a brand story and revamped A+ content, incorporating new images for improved content optimization.
- Updated the Brand store with fresh, relevant creatives, replacing outdated content.
- Implemented FBA plans tailored to necessary inventory levels, determined by analyzing sales trajectories, resulting in cost savings on monthly storage fees.



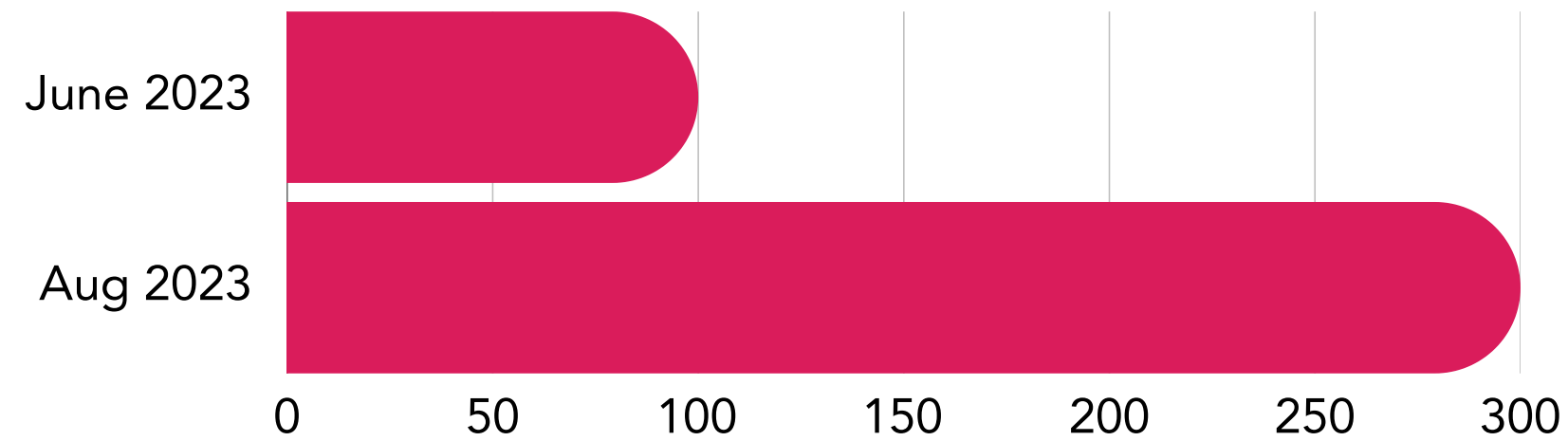


Ads Strategy:

- Curated an effective set of keywords using comprehensive research tools based on search volume analysis.
- Identified optimal CPC values to drive traffic with minimal spending while ensuring high conversion rates.
- Utilized Perpetua to analyze streaming reports, facilitating budget allocation during peak traffic periods.
- Addressed the need for Brand Defense in a highly competitive category by launching Sponsored & Product Targeting campaigns, reducing losses and significantly increasing Brand Share of Voice.

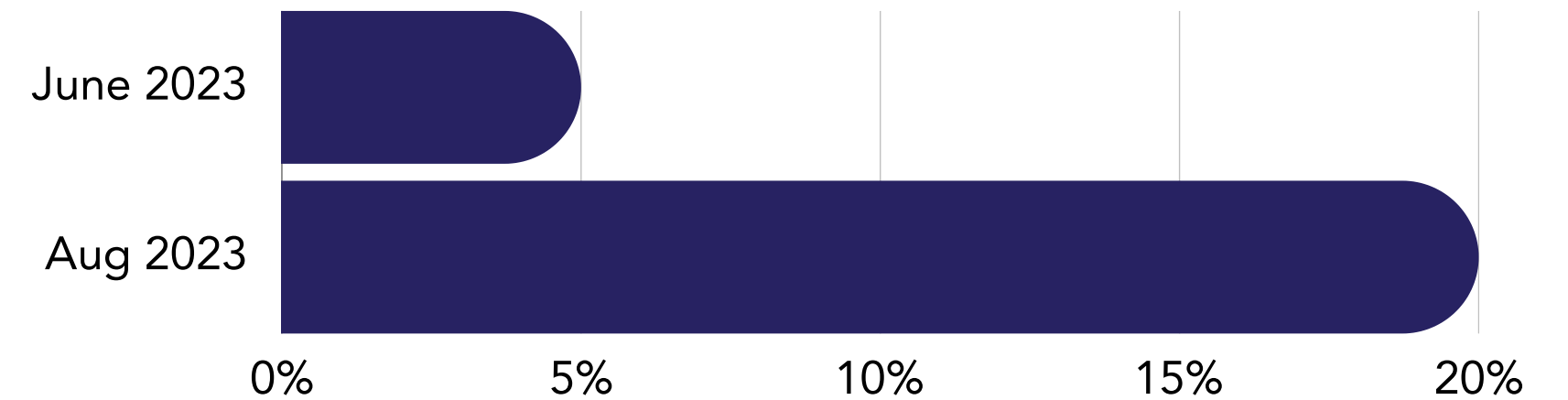
RESULTS & IMPACTS

Sales unit per day:



Sales unit per day reached 3X

Ads share in sales:



Ads share in sales increased by 4X