

BLIND CASE STUDY

BEAUTY CATEGORY

INTRODUCTION

The brand we are going to talk about is under the category of Beauty and Personal Care on Amazon. They are selling on Amazon as Vendor and have a Pan-European account.

🎯 OBJECTIVE:

The main problem facing the brand was the lack of control it had over its products on Amazon Europe. A very common problem in the category in which retailers take control of products and in which manufacturers find themselves with little chance of being able to take control of their brands again.

☰ STRATEGY



En stock.

Cantidad: 1 ▾

Añadir a la cesta

Comprar ahora

🔒 Transacción segura

Envío desde Amazon
Vendido por x

Phase 1:

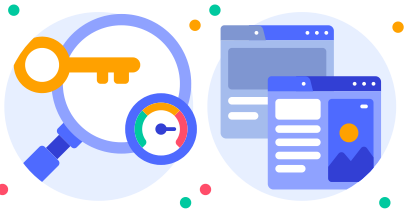
Amazing, together with the internal team of the brand, began to work with the aim of capitalizing and expanding the sales of the products that they currently had registered on the platform and defined the type of new products to start to sell in Amazon and in what format they will be offered together with the categories to be covered, to avoid the previous problems with the other retailers. To go ahead with this strategy:

- An analysis was carried out to identify products already uploaded on the platform that were held by other retailers. Data such as sales, Buy Box losses, price variations, problems with product detail pages...
- The products that were not yet for sale on Amazon were analyzed to see their sale potential and how it was the most suitable way to register them and sell on Amazon.

Phase 2:

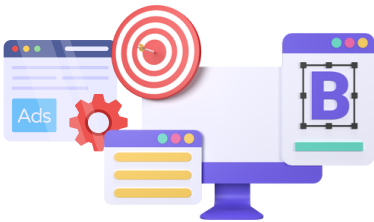
Once the catalogue that had to be supported was identified, we selected the main products that were going to serve as a spearhead, and we left the rest of the products as base catalogue.

We then started working on the content by doing:



- An optimization of the detail pages with a very good keyword research to include both in the back-end and in the front-end and creating specific A+.
- We optimized the base products and work on variation detail pages to have a better halo effect.
- In each country where they were present, in addition to Spain, the product detail pages (Italy, France, Germany and UK) were worked followed the same process detailed above to be relevant in the searches of each country.

As the product detail pages were worked on, we set up an ad hoc marketing strategy performing:



- A monthly product launch with a marketing mix of promotions by country to help the first sales.
- We used the Sponsored Ad advertising platform to capitalize the product searches, playing correctly with the available formats and making an adequate budget distribution according to objectives to be achieved.
- We scheduled an Always On campaign on the Amazon DSP advertising platform with the aim of improving consideration and supporting spearhead products to drive traffic to our product listings.

RESULTS:

- Control of the main products at 100%.
- The catalogue of products managed on Amazon reached a 10% turnover share in just one year, compared to other sales channels of the brand.

