



CASE STUDY

Amazon Account Management

**Achieved \$1M Revenue in
Supplement Niche**

Achieved an additional \$1 million in annual revenue on a supplement category account within one year.

Role

In this project, I am working as a **Sales Growth Expert**, and my job is to increase the **profitable sales** of the account. The account has multiple products and is quite large.

Problem

I received this account in **August 2020**, at which time it had achieved a revenue of **\$924,333.56** in the previous year. It took almost three years of selling to reach this number, and while the account was growing, the growth was not significant. My target is to add an **additional \$1 million in sales** to the account within the next year.

We have identified several issues with the account:

1. The account belongs to the **supplement niche**, and there are more than **60-70 active products** in the account. Except for two or three listings, none of the listings were optimized, resulting in a **low conversion rate**.
2. There was no planning or strategy involved in the PPC campaigns. The data and campaigns were **scattered**, with **hundreds** of campaigns targeting **broad, phrase, and exact match main keywords**.
3. The listings **did not** have proper **backend optimization**. Approximately **90%** of the backend fields were **empty** for most of the listings.
4. Many products were **not indexed** for their main keywords and had an **organic rank** on the first seven **SERP pages**.
5. The account management was more of a "**list and pray**" approach, with nearly 60 products listed and inventory in FBA, but no individual focus on product

Solution we implemented

The first thing we did after taking over the account was to analyze the business reports from the previous year and place our products on a **BCG matrix**. The objective was to identify our **CASH COWS** (products with a high market share but low growth) and **STARS** (products with a good

market share and significant growth potential in the market).

Expense Optimization of Stable ASINs

We focused on optimizing the **CASH COW** products by optimizing our **PPC expenses** and focusing on **increasing profitability** rather than **bleeding for growth**. There were a total of **five CASH COW products** that **contributed to 80%** of the **account's revenue**.



Growth of STAR Category Products:

We identified seven STAR category products and focused on achieving growth with these products. Out of the 60 products, we narrowed our focus to these high-growth products and performed complete front-end and back-end optimization (through flat files) of the listings. We created new images, EBC, and content for these listings, highlighting the benefits customers can get from the products. We addressed potential customer concerns and positioned our products in a way that addresses their pain points and addresses areas where our competitors have failed to deliver.

We created a separate PPC portfolio for these products and captured more real estate by targeting long-tail keywords as well. The main keywords for these products were very competitive and had a CPC of around \$3-\$4. In the beginning, we focused on mid-level and

long-tail, low competition, high-relevance keywords with a CPC of around \$0.50-\$1. By doing this, our cost per sale acquisition decreased by 50-60% on these keywords.

External Traffic:

Another important thing we did in this account was to harness external traffic on our storefront. We created a sales funnel and directed traffic from social media to our product listings and storefront, tracking all this traffic through Amazon Attribution. The external traffic not only increased our product sales but also boosted our BSR, resulting in more organic orders. In 4-5 months, we ranked these seven STAR category products in the top 5-10 organic ranks for most of the keywords, and these are the products that mainly contributed to the additional \$1 million in annual revenue that we achieved in the past year.

Stopping Spending on DOG Category Products:

When creating the BCG matrix, we discarded the DOG category (low market growth potential and low market share) from our account, as they were just costing us FBA storage fees and negatively impacting our IPI score.

We kept the QUESTION MARK products (high market growth potential and low market share) in our account, but did not aggressively focus on ranking them yet, as our first focus was on stabilizing our STAR products.

Now, we are focusing on these QUESTION MARK products and hoping they will help us achieve an additional \$1-2 million in annual sales next year.

Current Monthly Statistics:

Currently, the account has monthly sales of \$212,106, with an average monthly profit of \$64,000/month. Based on today's numbers, the account has a good will valuation of \$3.1 million.

Account Valuation:

One thing that distinguishes us from others is that we always start businesses with a plan for a successful exit. We have flipped many FBA accounts, and this is where 70% of the return on

your business lies. Currently, according to Empire Flipper, this account can be flipped for \$3.1 million.

Image 6: 3.1 Million USD Account Valuation

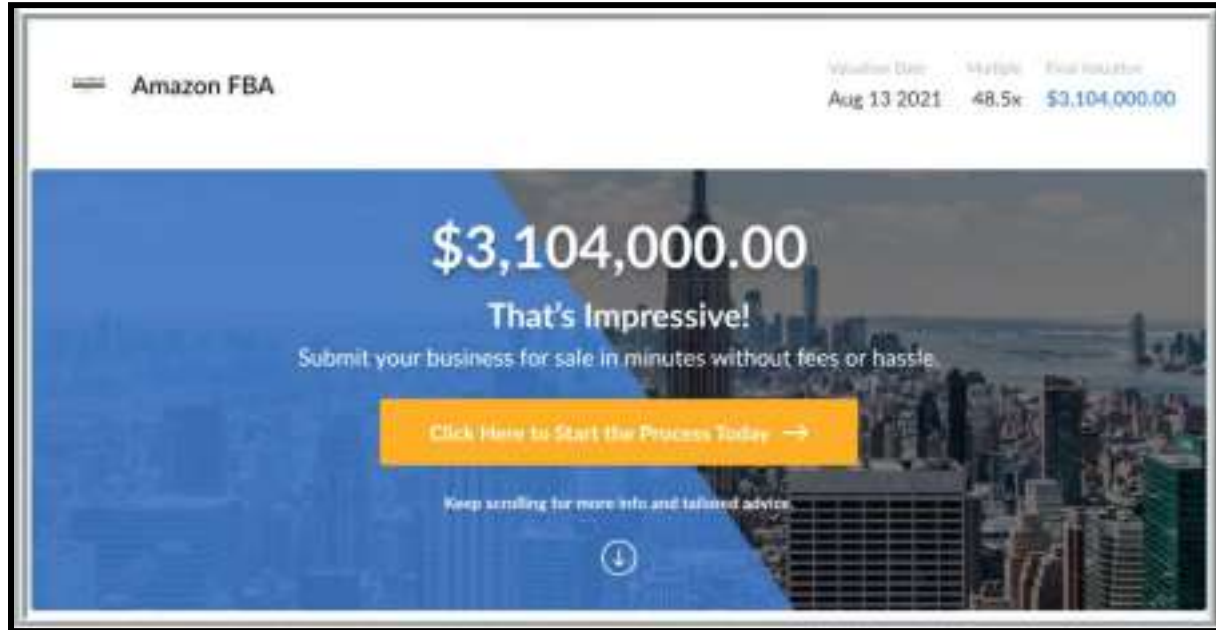


Image 6: Valuation Details



This is what we have achieved for our client, and we hope to achieve the same for your business as well.