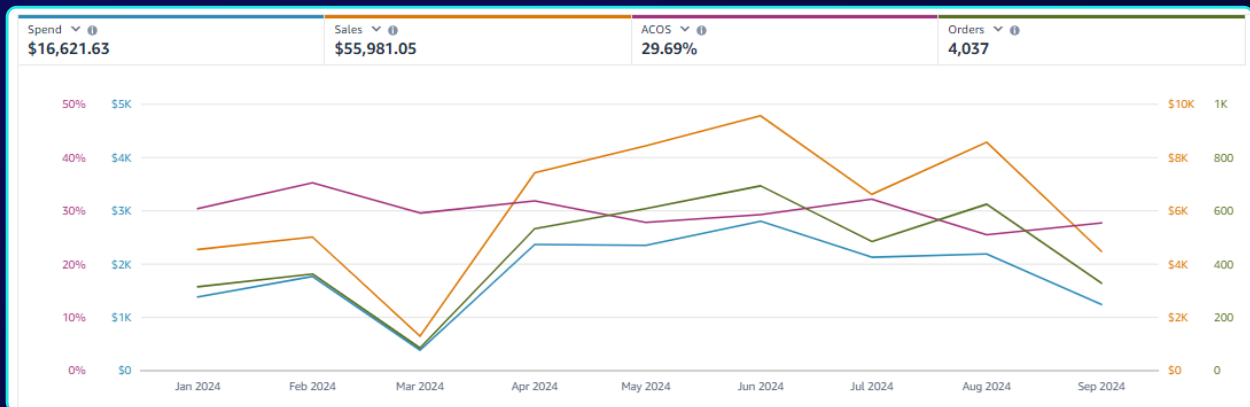




A 200% Increase in Sales for a Supplement Brand through Marketing Sprout Revival Strategy



Introduction:

In an increasingly competitive supplement industry, achieving standout growth requires more than just a good product—it demands a refined, **data-driven marketing approach**. This case study explores how Marketing Sprout executed a comprehensive "Revival Strategy" that resulted in a **remarkable 200% increase** in sales for a leading supplement brand. Through strategic optimization of Amazon advertising, targeted audience segmentation, and performance-driven campaigns, Marketing Sprout transformed the brand's stagnant sales into a thriving business, positioning it for **long-term success** in the marketplace. Here's how we did it.

HUM
CLEAN, CLINICAL & CONFIDENT

HUM

+ Follow [HOME](#) BEST SELLERS SHOP ALL PRODUCTS SUBSCRIBE TO HUM NEW ARRIVALS GUT HEALTH SKIN MORE -

FOLLOW US TO KEEP YOUR WELLNESS GOING!

EXPECT MORE FROM YOUR SUPPLEMENTS

HUM products are formulated by RD Nutritionists with clinically tested actives, verified clean ingredients, triple tested for purity + potency and free of 12 widely used, potentially harmful ingredients.

See products

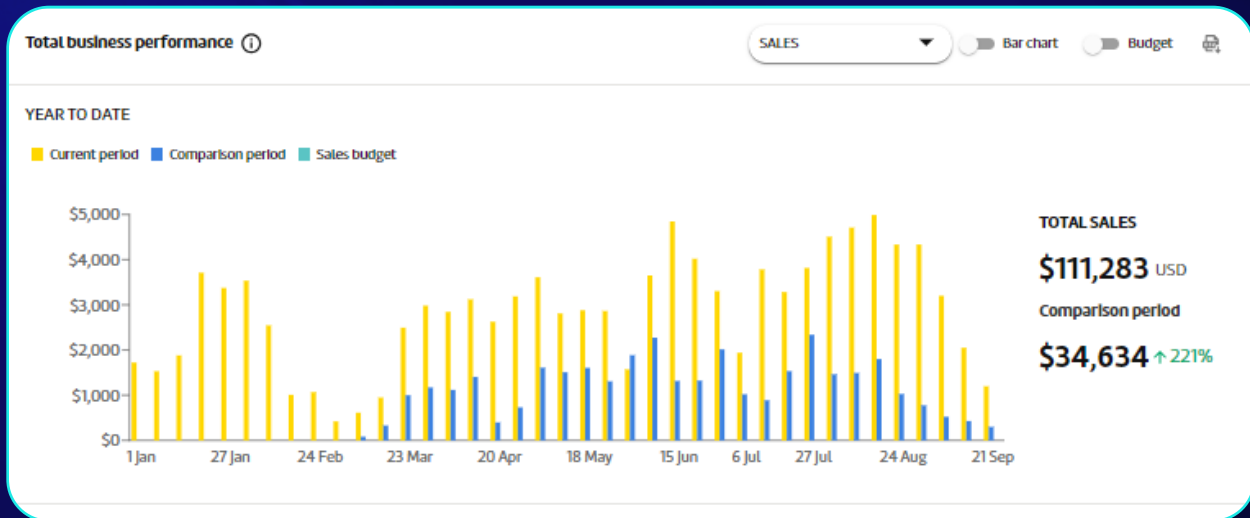
clean label PROJECT CERTIFIED

RECYCLED OCEAN PLASTIC

NON GMO Project VERIFIED nongmoproject.org

AUDIT AND ANALYSIS

Performed a detailed account audit during which we find out some major issues with storefront was missing, category of listing were incorrect, Images and **EBC Content was of poor quality**, special characters were used in listings title and bullets, major attributes were not updated and the list go on. But despite of all the challenges we decided to fix each and everything before jumping into **PPC campaigns**.



Enhanced Product Listings:

We revamped the product titles, descriptions, and bullet points with [SEO-optimized keywords](#) to improve visibility while making the brand messaging clear and engaging. By highlighting key benefits, unique selling points, and customer pain points, we ensured the listings were compelling and user-friendly.

Professional Product Images & Infographics:

We invested in [high-quality product images](#) that showcased the supplement from multiple angles, demonstrating both packaging and usage. Adding infographics allowed us to visually communicate key benefits and features, making it easier for potential buyers to understand the value proposition at a glance.

CLINICALLY TESTED HAIR GROWTH

HUM

HAIR STRONG GUMMIES
Stronger Hair • Fuller Hair*
Clinically Tested Actives
BIOTIN, FOLIC ACID, B12 + ZINC

60 VEGAN GUMMIES DIETARY SUPPLEMENT
STRAWBERRY with other natural flavors

Roll over image to zoom in

HUM Hair Strong - Daily Gummies with Biotin to Improve Hair Growth - Fo Ti, Folic Acid, Zinc, Vitamin B12 & PABA to Support Healthy Hair, Skin and Nails for Women and Men (30-Day Supply)

4.2 ★★★★★ 4,347 ratings | Search this page
2K+ bought in past month

-10% \$23.40 (\$0.39 / Count)
One-Time Price: ~~\$26.00~~

Coupon: Save an extra 30% on your first Subscribe and Save order. [Shop items](#) | [Terms](#)

25% off on 3 select items [Shop items](#) »

Get \$50 off instantly: Pay \$0.00 upon approval for Amazon Visa.

Style: 30-Day Supply

\$23.40 (\$0.39 / Count)	\$38.95 (\$0.39 / Count)
\$70.30 (\$0.39 / Count)	\$23.40 (\$0.78 / Count)

Brand	HUM
Flavor	Strawberry
Primary	Zinc
Supplement Type	
Unit Count	60.00 Count

A+ Content and Amazon Storefront:

We utilized [A+ Content \(Enhanced Brand Content\)](#) to present a cohesive story about the brand. The visuals, banners, and comparison charts within the product listings helped elevate the brand's credibility and differentiate it from competitors. Simultaneously, we designed a custom Amazon Storefront to offer a seamless shopping experience while emphasizing the brand's story, product variety, and core values.

From the brand

CLEAN, CLINICAL, CONFIDENT

HUM

HUM Nutrition is committed to bringing you targeted solutions for your skin, hair, body + mood. With verified clean ingredients and clinically tested actives, our vitamins and supplements are formulated to support your unique wellness journey.

We want wellness for the planet too. Every 1 HUM post consumer bottles prevents the equivalent of 2 - 4 plastic bottles from entering our oceans.

We're HUM-clean, clinical, confident.
(SFI Labs, 2023)

clean label PROJECT CERTIFIED
awarded 4/22

PREVENTED OCEAN PLASTIC
awarded 10/22

NON GMO Project VERIFIED
nongmoproject.org
awarded 7/22

HUM Certifications

Verified Clean Ingredients

Triple Tested & 3rd Party Validated for Purity & Quality

Free of The Tricky 12

These statements have a Feed and Drug Adverse to Intended to Improve the

The HUM Differer
(SFI USA, 2023)

Product Description

CLINICALLY TESTED FOR HAIR GROWTH (FORMERLY HAIR SWEET HAIR)

94%
SELF-REPORTED
IMPROVED
HAIR STRENGTH**

**BASED SELF-REPORTED QUESTIONNAIRE RESPONSES FROM PARTICIPANTS WHO TOOK HAIR STRONG GUMMIES FOR 6 MONTHS IN A HUM-SPONSORED DOUBLE-BLIND, RANDOMIZED, PLACEBO-CONTROLLED CLINICAL STUDY OF 65 FEMALES.

HUM
HAIR STRONG GUMMIES
supports stronger, fuller hair
Clinically Tested Actives

VERIFIED CLEAN WITH POLYACRYLIC ACID
95% P.A.C.

60 HIGH-QUALITY BOTTLES SUPPLEMENT

STRAUSSBY

Brand Registry and Sponsored Brand Ads:











By enrolling the brand in [Amazon Brand Registry](#), we gained access to advanced branding tools like Sponsored Brand Ads, which allowed us to promote the brand as a whole, rather than focusing solely on individual products. This increased brand recognition and [drove more traffic](#) to the Amazon Storefront.

Customer-Centric Messaging:

We tailored all brand communication to resonate with the target audience—health-conscious individuals. Messaging was centered around quality ingredients, wellness benefits, and the brand's commitment to transparency. By focusing on the needs and values of our audience, we created an emotional [connection that built trust](#).

Social Proof and Reviews:

We strategically encouraged customer reviews and leveraged Amazon's Vine Program to **boost early reviews from verified buyers**. Highlighting social proof across product pages helped build credibility and trust, further reinforcing the brand's premium image.

 Subscribe & Save HUM Flatter Me Digestive Enzymes- Vegan Anti Bloating... 4.0★☆☆☆☆ 7,928 \$25.99 (\$0.43/Count) Extra 30% off when you subscribe prime Get it by Tuesday, October 1 See buying options	 Subscribe & Save HUM Private Party Vaginal Probiotics for Women's pH... 4.4★☆☆☆☆ 2,976 \$25.99 (\$0.57/Count) Extra 30% off when you subscribe prime Get it by Tuesday, October 1 See buying options	 Subscribe & Save HUM Gut Instinct (30-Day Supply) - Daily Probiotics for... 4.3★☆☆☆☆ 1,214 \$26.00 (\$0.87/Count) Extra 30% off when you subscribe prime Get it by Tuesday, October 1 See buying options	 Subscribe & Save HUM Hair Strong - Daily Gummies with Biotin to... 4.2★☆☆☆☆ 4,547 \$26.00 (\$0.43/Count) Extra 30% off when you subscribe prime Get it by Tuesday, October 1 See buying options	 Subscribe & Save HUM Daily Cleanse Acne Supplements - Support for... 4.3★☆☆☆☆ 2,832 \$25.99 (\$0.43/Count) Extra 30% off when you subscribe prime Get it by Tuesday, October 1 See buying options
 Subscribe & Save HUM Skin Squad - Probiotic Supplement for Clear Skin &... 4.3★☆☆☆☆ 722 \$40.00 (\$0.67/Count)	 Subscribe & Save HUM Collagen Love Skin Supplement - Collagen... 4.5★☆☆☆☆ 357 \$40.00 (\$0.44/Count)	 Subscribe & Save HUM Celery Juice Fiber Gummies The First Probiotic Celery Juice... 4.2★☆☆☆☆ 289 \$19.99 (\$0.33/Count)	 Subscribe & Save HUM Skinny Bird - Appetite Suppressor for Women with... 3.6★☆☆☆☆ 212 \$40.00 (\$0.44/Count)	 Subscribe & Save HUM Ripped Rooster - Natural Green Tea Supplement to... 3.8★☆☆☆☆ 334 \$50.00 (\$0.83/Count)

Advertising Approach for the Supplement Brand on Amazon

- **Comprehensive Keyword Research:**

We started by conducting in-depth keyword research to **identify high-traffic**, relevant search terms for the supplement brand. This included identifying both broad and long-tail keywords, focusing on product features, customer pain points, and health benefits. We used tools like Helium 10 and Data Dive to find underutilized keywords with high potential for conversions.

- **Sponsored Products Ads:**

Sponsored Product Ads were used to drive immediate visibility for the brand's core product listings. By targeting a mix of high-intent keywords and competitor ASINs, we ensured the products appeared at the top of search results and on competitor pages. We continually refined keyword bids to improve conversion rates while maintaining a **balanced ACoS (Advertising Cost of Sales)**.

- **Sponsored Brand Ads:**

To enhance brand awareness, we launched **Sponsored Brand Ads**, focusing on a custom-designed brand banner that featured the supplement range. These ads directed traffic to the newly revamped Amazon Storefront, encouraging customers to explore the full range of products and learn more about the brand's mission and values. This not only drove direct sales but also helped build **long-term brand recognition**.

- **Sponsored Display Ads:**

We utilized Sponsored Display Ads to retarget customers who had viewed the product but had not yet made a purchase. By reaching customers across Amazon's network, we were able to re-engage potential buyers and remind them of the product's benefits, resulting in **increased conversions** and lower cart abandonment rates.

- **Product Targeting and Competitor Conquesting:**

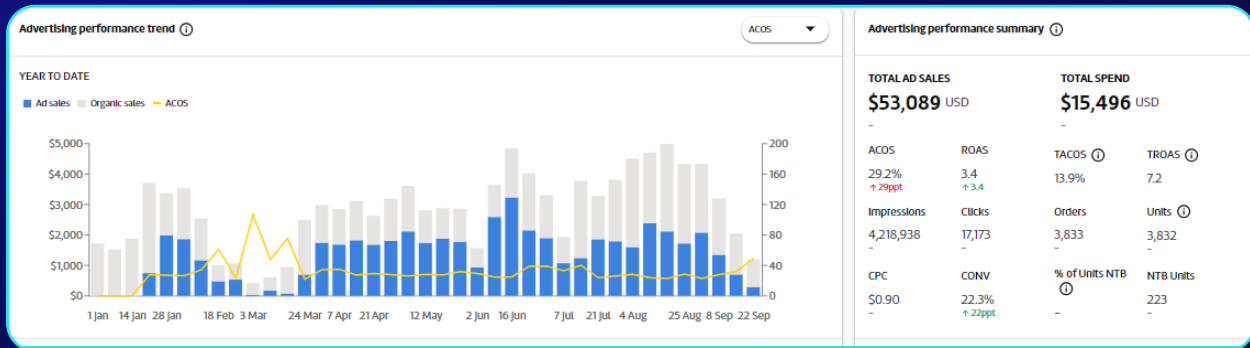
We strategically targeted competitor products through Product Targeting Ads. By placing ads directly on competitor product detail pages, we intercepted potential customers with a compelling value proposition, offering a higher-quality alternative. This tactic helped steal market share from competitors while simultaneously **increasing brand visibility** in the supplement category.

- **Amazon Coupons and Deals:**

To make the brand stand out even further, we incorporated **Amazon Coupons** into the ads. This provided an additional incentive for customers to try the product, especially first-time buyers. Displaying "**Save Now**" tags in the ads boosted click-through rates and drove increased conversions.

- **Data-Driven Optimization:**

Throughout the campaign, we continuously monitored and adjusted performance based on key metrics such as **click-through rates (CTR)**, conversion rates, and ACoS. Our data-driven approach allowed us to scale up winning campaigns, pause underperforming ads, and allocate budget efficiently. This ongoing optimization ensured that every ad dollar was spent effectively.



Conclusion:

Through strategic **PPC campaign management**, targeted advertising, and promotional tactics, Marketing Sprout not only navigated through a highly competitive market but also achieved sustainable sales growth and enhanced brand recognition for our clients. The case study underscores the importance of a multi-faceted approach to digital marketing on Amazon, demonstrating that with the right strategies, even products launched from scratch and facing stiff competition and market challenges can achieve **outstanding success**.