



Case Study: 25% Annual Sales Growth for Health and Household Brand

Client Overview

A growing Health and Household brand partnered with us to overcome stagnant sales on Amazon. The brand offered wellness products that were highly rated by customers, but they struggled with visibility and converting potential buyers into customers.

Challenges

The brand faced several challenges when entering the competitive Health and Household market:

- **Low visibility:** They ranked poorly in search results for key categories.
- **Conversion issues:** Although the product pages were getting traffic, the conversion rates were low.
- **High ACOS (Advertising Cost of Sales):** Their Amazon ad spend wasn't yielding optimal returns.

Competitor Analysis: Capsuline

One of the brand's main competitors was **Capsuline**, a well-established name in the Health and Household category. Capsuline had over **11,000 reviews** and a competitive pricing strategy, making it a challenge to attract customers away from their listings. Despite Capsuline's strong market position, we deployed strategies to counter their dominance:

1. **Targeted Advertising:** We used high-performing, niche-specific keywords to target a segment of customers who prioritized quality over price.
2. **Enhanced Listings:** By focusing on optimized A+ Content, we created visually compelling and informative product listings to differentiate from the competition.
3. **Building Trust:** While Capsuline had quantity in reviews, we concentrated on cultivating quality reviews by encouraging satisfied customers to leave detailed feedback.

Our Strategy

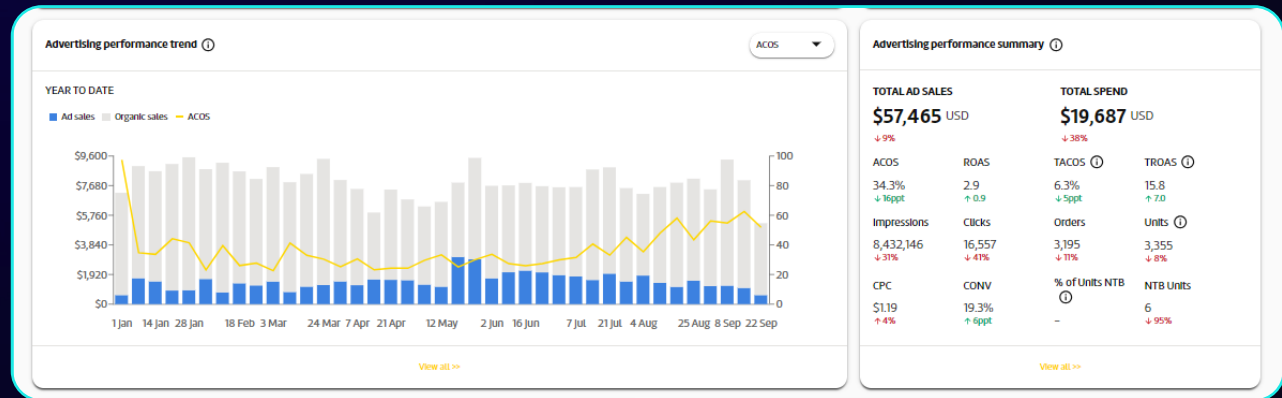
After a comprehensive audit, we launched a data-driven strategy focused on improving visibility, reducing ad costs, and increasing conversions.

1. Keyword Optimization

We conducted thorough keyword research, targeting high-volume, high-relevance search terms. The product listings were restructured to incorporate these keywords, improving organic rankings and driving more traffic to product pages.

2. Sponsored Ads Overhaul

Our team restructured their ad campaigns by focusing on the most profitable keywords and competitors. This led to a **15% increase** in Click-Through Rate (CTR) and a significant reduction in wasted ad spend.



3. A+ Content Implementation

We implemented enhanced product descriptions, high-quality visuals, and videos to better engage potential customers, which resulted in an **18% increase** in conversion rate.



Product Description

VEGAN

Size 00 Empty Capsules

XPRS Nutra

NON-GMO HALAL GLUTEN FREE KOSHER ANIMAL FREE

Customize Your Supplements

- Essential Oils**
Works with most kinds of essential oils, herbal oils, hemp oil, and much more.
- Mushrooms**
Encapsulate Lion's Mane, Chaga, Reishi, Cordyceps, Turkey Tail, Shiitake, and much more.
- Mask Odors**
Don't like the taste of your supplement? You can hide the odor/taste by encapsulating it!
- Medicine**
Makes it easy to swallow medicine and pills that are otherwise hard to swallow.
- Greens**
Try it with any kind of supplement powder including turmeric, greens, and much more.

SIZE COMPARISON

Save Time and Money

You can save up to 50% on encapsulated supplements when you buy in bulk and fill them yourself

4. **Product Line:**
We added a strong product line, diversifying in the same category.

Best Sellers from XPRS Nutra



**PREMIUM POWDERS
NOW AVAILABLE**



SHOP NOW



Product Name	Price
Lion's Mane	\$24
Chaga Mushroom	\$14
Soy Lecithin	\$15
Dandelion Root Powder	\$10
Celery Powder	\$11
Milk Thistle Seed Powder	Currently unavailable
Kelp Powder	\$9

Specialty Products:



Pre-Separated Capsules
Fastest filling time using a capsule filling machine.



SHOP BY CATEGORY



BODYBUILDING



BONE & JOINT HEALTH



COGNITIVE HEALTH



DIGESTION



ENERGY BOOSTING



FEMALE HEALTH



FITNESS SUPPLEMENTS



HAIR & SKIN HEALTH



HEART HEALTH



IMMUNE SUPPORT



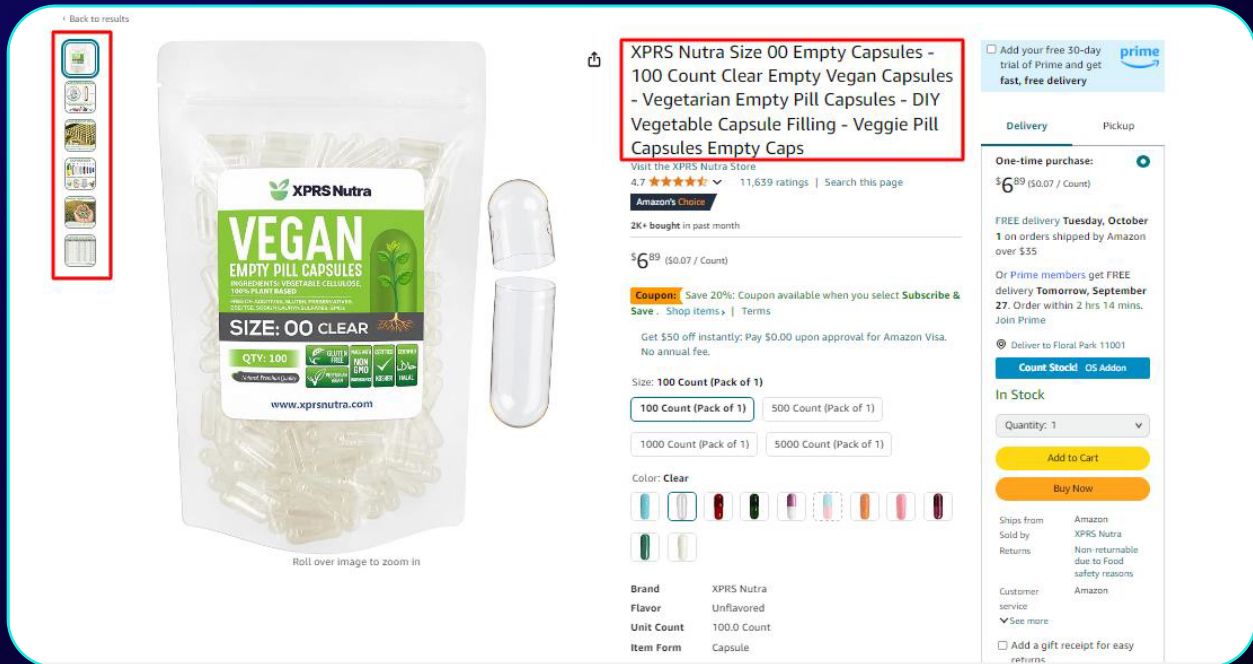
MALE HEALTH



SWEETENERS

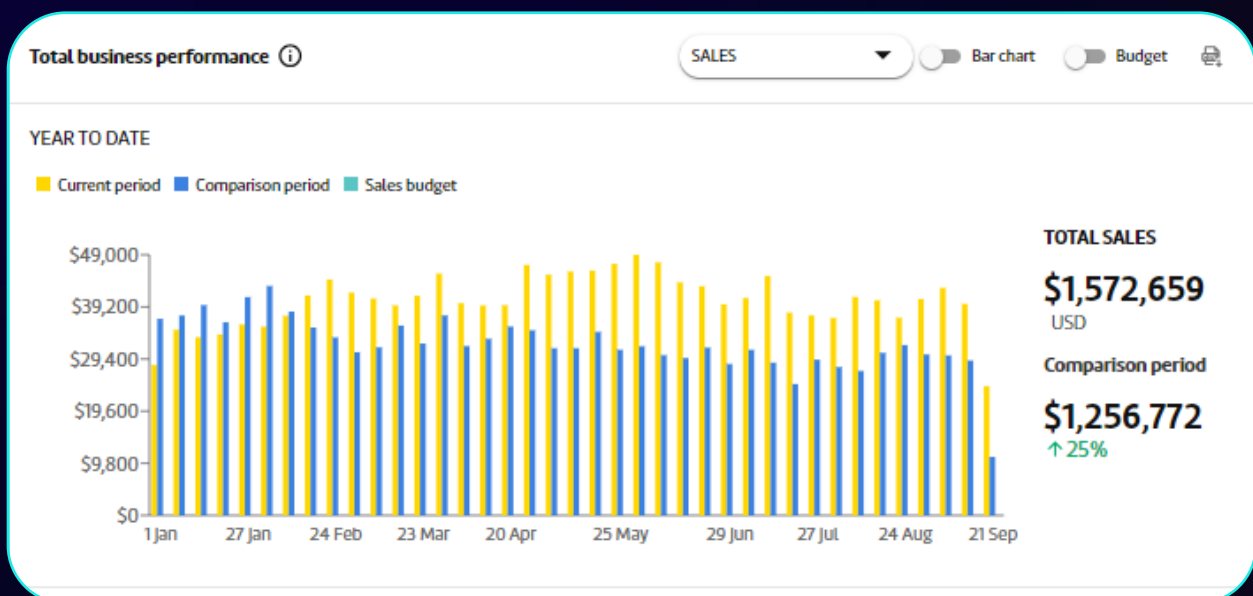
5. Continuous Optimization

By closely monitoring campaign data and making weekly adjustments, we the images, title, bullet points and improved the efficiency of the advertising campaigns, achieving a 12% reduction in ACOS.

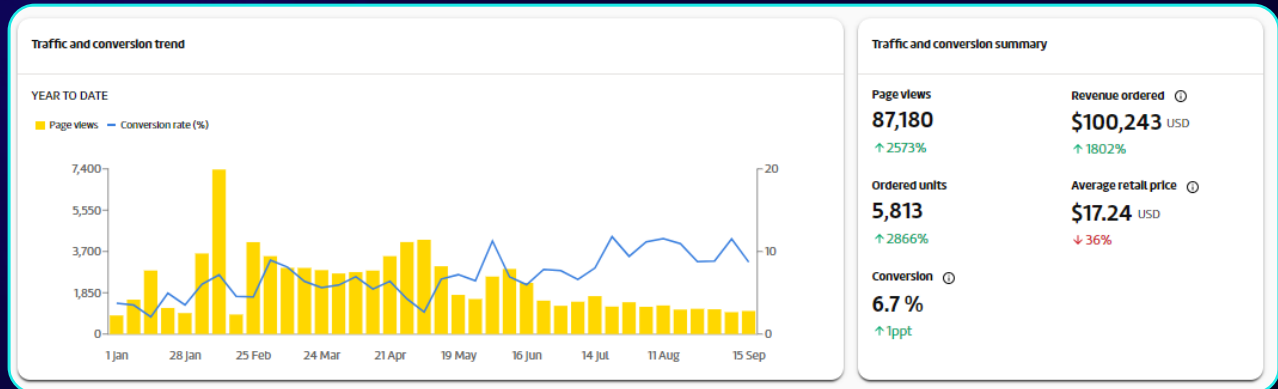


Results:

Our efforts resulted in the brand experiencing a **25% year-over-year sales growth**, as shown in the graph below:



CVR Trend:



Key Metrics:

- **Sales Growth:** +25% year-over-year
- **ACOS Reduction:** 16% decrease
- **Conversion Rate:** Increased by 1%
- **Organic Keyword Ranking:** 5 spots higher for primary keywords

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 on Amazon, demonstrating that with the right strategies, even products facing stiff competition, Unexpected demand shift and market challenges can achieve outstanding success.