

# To Increase Brand Visibility and Sales on Amazon

## CASE STUDY 1

Customer Name	:	Mudeer
Amazon Account	:	HIMALAYAN ADVENTURE
Business Type	:	Manufacturer
Product Category	:	Luggage and Backpack
Requirement	:	BRAND VISIBILITY AND SALES
Our Goal	:	Providing Favorable Results

## **HOW WE EXECUTE PLAN**

### **1. OVERVIEW OF SELLER ACCOUNT**

- Find out the most important areas where our team required utmost attention to showcase the work from day one.
- Understand the products, its content and images.
- Understand the previous orders trend.
- Understand the inventory and pricing scenarios.
- Understand previous and existing marketing strategies adapted by client before Services4Amazon.

### **2. HOW IT BEGINS**

- Begins with day to day communication.
- Optimized existed content by matching with amazon standards.
- Enhanced images quality with the help of Services4Amazon photo editors' team.
- Added advantage of products already having buy box winner gives us kick start to planned and make successful roadmap for sale by creating Amazon Sponsored Ads.
- Understanding customer requirement for the products and how well we can assist them to re-purchase from same seller.

### 3. THE RESULTS

Only scores and sales trend can show how well we have understood customer business and able to provide fruitful results. So, in case of HIMALAYAN ADVENTURE result tells everything:

- a. Previous two months sales: 1,13,973 & 1,00,812
- b. Two months sales after Services4Amazon: 1,72,052 & 1,76,968

It really motivates us how well the numbers are being fluctuated in the favor of customer where he able to deliver 40% MORE SALES which is again the biggest achievement.

Some images of SALES REPORT for you guys to see how well we have taken customer business and still we are on the same track-:

#### 2 MONTHS BEFORE SERVICES4AMAZON

Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Units per Order Item	Average Selling Price	Sessions	Order Item Session Percentage	Average Offer Code
09/02/2017	Rs. 3,843.00	3	2	Rs. 1,921.50	1.00	Rs. 1,921.50	171	1.18%	48
10/02/2017	Rs. 1,849.00	1	1	Rs. 1,849.00	1.00	Rs. 1,849.00	162	0.81%	40
11/02/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	188	0.00%	48
12/02/2017	Rs. 7,946.00	4	4	Rs. 1,986.50	1.00	Rs. 1,986.50	123	1.50%	47
13/02/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	111	0.00%	47
14/02/2017	Rs. 1,549.00	1	1	Rs. 1,549.00	1.00	Rs. 1,549.00	82	2.00%	47
15/02/2017	Rs. 1,849.00	1	1	Rs. 1,849.00	1.00	Rs. 1,849.00	162	0.55%	47
16/02/2017	Rs. 3,897.00	3	3	Rs. 1,299.00	1.00	Rs. 1,299.00	218	1.40%	47
17/02/2017	Rs. 5,747.00	3	3	Rs. 1,915.67	1.00	Rs. 1,915.67	148	2.07%	47
18/02/2017	Rs. 3,897.00	3	3	Rs. 1,299.00	1.00	Rs. 1,299.00	188	1.39%	48
19/02/2017	Rs. 5,747.00	3	3	Rs. 1,915.67	1.00	Rs. 1,915.67	206	2.40%	48
20/02/2017	Rs. 3,849.00	3	3	Rs. 1,283.00	1.00	Rs. 1,283.00	180	1.04%	48
21/02/2017	Rs. 4,197.00	3	3	Rs. 1,399.00	1.00	Rs. 1,399.00	228	2.16%	48
22/02/2017	Rs. 2,349.00	1	1	Rs. 2,349.00	1.00	Rs. 2,349.00	237	0.42%	48
23/02/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	122	0.00%	48
<b>Total</b>	<b>Rs. 1,00,813.00</b>	<b>54.00</b>	<b>73.00</b>	<b>Rs. 1,903.11</b>	<b>0.99</b>	<b>Rs. 1,900.99</b>	<b>4,898.00</b>	<b>1.19%</b>	<b>48.43</b>

Sales and Traffic: 1/26/2018  
 \$1.5M - what you think of this new feature

View: By Day | By Week | By Month

Items: 20 15 10 5 1 0 From: 01/01/2017 To: 01/02/2017

Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Units per Order Item	Average Selling Price	Sessions	Order Item Success Percentage	Average Offer Count
09/01/2017	\$1,445.00	5	5	\$1,209.00	1.00	\$1,209.00	175	2.84%	40
10/01/2017	\$1,000	0	0	\$1,000	0.00	\$1,000	163	0.00%	40
11/01/2017	\$1,629.50	2	2	\$1,664.75	1.00	\$1,664.75	175	1.12%	41
12/01/2017	\$1,200.00	2	2	\$1,100.00	1.00	\$1,100.00	142	1.41%	41
13/01/2017	\$1,720.00	1	1	\$1,720.00	1.00	\$1,720.00	139	0.74%	41
14/01/2017	\$1,240.00	1	1	\$1,240.00	1.00	\$1,240.00	140	1.43%	40
15/01/2017	\$1,440.00	1	1	\$1,440.00	1.00	\$1,440.00	155	1.68%	40
16/01/2017	\$1,830.00	4	4	\$1,830.00	1.00	\$1,830.00	166	1.81%	41
17/01/2017	\$1,240.00	3	3	\$1,240.00	1.00	\$1,240.00	127	1.00%	39
18/01/2017	\$1,895.00	4	4	\$1,895.00	1.00	\$1,895.00	175	2.29%	38
19/01/2017	\$1,664.00	3	3	\$1,664.00	1.00	\$1,664.00	140	1.21%	38
20/01/2017	\$1,900.00	2	2	\$1,900.00	1.00	\$1,900.00	172	1.17%	37
21/01/2017	\$1,797.00	1	1	\$1,797.00	1.00	\$1,797.00	202	1.48%	34
22/01/2017	\$1,767.00	4	4	\$1,767.00	1.00	\$1,767.00	250	1.80%	41
23/01/2017	\$1,440.00	3	3	\$1,440.00	1.00	\$1,440.00	131	1.77%	40
<b>Total</b>	<b>\$1,673,079.00</b>	<b>61.00</b>	<b>61.00</b>	<b>\$1,888.41</b>	<b>0.84</b>	<b>\$1,583.42</b>	<b>4,352.00</b>	<b>1.47%</b>	<b>41.35</b>

2 MONTHS AFTER SERVICES4AMAZON

Sales and Traffic: 1/26/2018  
 \$1.5M - what you think of this new feature

View: By Day | By Week | By Month

Items: 20 15 10 5 1 0 From: 01/02/2017 To: 01/09/2017

Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Units per Order Item	Average Selling Price	Sessions	Order Item Success Percentage	Average Offer Count
09/02/2017	\$1,290.00	1	1	\$1,290.00	1.00	\$1,290.00	172	1.16%	31
10/02/2017	\$1,340.00	5	5	\$1,340.00	1.00	\$1,340.00	169	0.58%	31
11/02/2017	\$1,414.00	2	2	\$1,707.00	1.00	\$1,707.00	144	1.39%	31
12/02/2017	\$1,840.00	4	4	\$1,840.00	1.00	\$1,840.00	208	1.02%	31
13/02/2017	\$1,240.00	1	1	\$1,240.00	1.00	\$1,240.00	175	0.56%	31
14/02/2017	\$1,000	0	0	\$1,000	0.00	\$1,000	209	0.00%	31
15/02/2017	\$1,290.00	4	4	\$1,824.00	1.00	\$1,824.00	215	1.70%	31
16/02/2017	\$1,797.00	3	3	\$1,832.33	1.00	\$1,832.33	162	1.85%	32
17/02/2017	\$1,540.00	1	1	\$1,540.00	1.00	\$1,540.00	213	0.47%	31
18/02/2017	\$1,770.00	4	4	\$1,770.00	1.00	\$1,770.00	175	2.39%	31
19/02/2017	\$1,821.00	5	5	\$1,842.20	1.00	\$1,842.20	200	2.46%	32
20/02/2017	\$1,904.00	2	2	\$1,402.00	1.00	\$1,402.00	244	0.02%	33
21/02/2017	\$1,790.00	2	2	\$1,790.00	1.00	\$1,790.00	244	0.82%	34
22/02/2017	\$1,815.00	1	1	\$1,815.00	1.00	\$1,815.00	219	0.47%	34
23/02/2017	\$1,290.00	0	0	\$1,290.00	1.00	\$1,290.00	226	1.12%	33
<b>Total</b>	<b>\$1,723,092.00</b>	<b>62.00</b>	<b>62.00</b>	<b>\$1,888.48</b>	<b>0.85</b>	<b>\$1,739.34</b>	<b>8,555.00</b>	<b>1.13%</b>	<b>36.74</b>

Sales and Traffic 1881 rows  
 Tell us what you think of this new feature

View: By Day By Week By Month

From: 09/04/2017 To: 09/09/2017

Date	Ordered Product Sales	Units Ordered	Total Order Items	Average Sales per Order Item	Average Units per Order Item	Average Selling Price	Residuals	Order Item Success Percentage	Average Offer Count
09/04/2017	Rs. 4,772.00	2	2	Rs. 1,392.00	1.00	Rs. 1,392.00	231	1.12%	61
10/04/2017	Rs. 6,720.00	4	4	Rs. 1,680.00	1.00	Rs. 1,680.00	250	1.33%	64
11/04/2017	Rs. 3,360.00	2	2	Rs. 1,680.00	1.00	Rs. 1,680.00	234	0.83%	68
12/04/2017	Rs. 2,696.00	2	2	Rs. 1,348.00	1.00	Rs. 1,348.00	101	1.12%	65
13/04/2017	Rs. 3,696.00	2	2	Rs. 1,848.00	1.00	Rs. 1,848.00	264	0.74%	63
14/04/2017	Rs. 3,948.00	2	2	Rs. 1,974.00	1.00	Rs. 1,974.00	299	0.69%	61
15/04/2017	Rs. 0.00	0	0	Rs. 0.00	0.00	Rs. 0.00	188	0.00%	62
16/04/2017	Rs. 6,647.78	4	4	Rs. 1,661.78	1.00	Rs. 1,661.78	309	1.91%	62
17/04/2017	Rs. 5,696.00	3	3	Rs. 1,898.33	1.00	Rs. 1,898.33	190	1.01%	62
18/04/2017	Rs. 7,946.33	5	5	Rs. 1,589.26	1.00	Rs. 1,589.26	150	0.12%	63
19/04/2017	Rs. 2,142.00	4	4	Rs. 2,037.00	0.00	Rs. 2,037.00	254	1.57%	63
20/04/2017	Rs. 5,440.00	2	2	Rs. 1,840.00	1.00	Rs. 1,840.00	208	1.44%	61
21/04/2017	Rs. 4,248.00	2	2	Rs. 2,124.00	1.00	Rs. 2,124.00	217	1.39%	61
22/04/2017	Rs. 4,896.00	2	2	Rs. 2,448.00	1.00	Rs. 2,448.00	228	0.89%	61
23/04/2017	Rs. 7,392.00	2	2	Rs. 1,478.00	1.00	Rs. 1,478.00	236	0.12%	61
<b>Total</b>	<b>Rs. 1,76,048.00</b>	<b>94.00</b>	<b>94.00</b>	<b>Rs. 1,882.94</b>	<b>0.69</b>	<b>Rs. 1,272.42</b>	<b>7,341.00</b>	<b>1.25%</b>	<b>65.50</b>

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