



HOW A NUTRACEUTICAL COMPANY INCREASED AMAZON SALES

7 FIGURES

REINVESTING 61% OF WASTED AD SPEND

A **STRAIGHT UP GROWTH** CASE STUDY

WHY THEY TURNED TO STRAIGHT UP GROWTH.

INCREASED SELLERS. INCREASED COSTS.

Since launching Amazon, this nutraceutical company dominated the health category. With that success, new sellers have attempted to mimic the results with frequent product launches and aggressive advertising strategies.

While there was a significant influx of sellers, demand remained relatively steady, meaning increased cost per click (CPC) and decreased return on ad spend (ROAS).

They turned to Straight Up Growth to drive three key objectives:

CUSTOMER ACQUISITION

Leverage Amazon as the number one product search engine to cost efficiently acquire new customers

SPEND SMARTER

Reduce wasted spend on underperforming models while reinvesting in efficient tactics

GROW SALES

Protect and accelerate market share through scaleable and predictable growth strategies

TRUSTED PROCESS. PROVEN RESULTS.

WE GROW SALES.

We'll drive over **\$300,000,000** in Amazon sales this year alone. At Straight Up Growth we get your sales up on Amazon.



HOW WE DO IT. A BASIC OVERVIEW.

CHANNEL STRATEGY

We conduct a comprehensive brand, competitor, and category audit to develop a well-rounded, effective Amazon strategy, uniquely designed for your brand.

CUSTOMER ACQUISITION

We implement an omni-channel approach through Amazon to build your customer base, strengthen customer relationships, and drive repeat purchase power.

BETTER ADVERTISING

We leverage key data insights and execute SUG advertising best practices to decrease wasted spend, increase high converting spend, and grow your margin.

PREDICTABLE GROWTH

We provide accurate, actionable forecast models to ensure the right products are available at the appropriate times – so you can consistently grow revenue.

RESULTS THAT SAY IT ALL. SEE FOR YOURSELF.

MISSION ACCOMPLISHED.

This nutraceutical company grew market share and drove significant revenue through with efficient advertising on Amazon as we executed our step-by-step innovative processes.



61%

Improvement in ad performance efficiencies



125,000

Net new customers acquired via Amazon



\$8,000,000

Projected incremental sales in 2021

LEARN HOW YOU CAN

GROW YOUR SALES

ON AMAZON

GET IN TOUCH



A **STRAIGHT UP GROWTH** CASE STUDY