



From \$6M to \$24M: Transforming Amazon into a Scalable Growth Engine

a **STRAIGHT UP GROWTH** case study

Overview

When this emerging protein brand partnered with Straight Up Growth, they were eager to unlock bigger gains on Amazon, but were held back by misallocated ad spend and limited new customer reach. By realigning spend, optimizing for organic ranking, and activating key growth levers, we helped them scale efficiently and achieve a 4x increase in Amazon revenue.

Client Challenges

- **Insufficient Ad Spend:** 26% of total ad dollars are wasted, and 60% are tied up in research campaigns, limiting ROI and growth potential.
- **Over-Reliance on Paid Ads:** 44% of revenue driven by ads, with weak organic rank and no exact-match strategy to build sustainable visibility.
- **Missed Growth Opportunities:** Skipped major Amazon tentpole events like Prime Day, leaving untapped revenue on the table.
- **Breaking into a Crowded Category:** Competing in one of Amazon's most competitive beverage segments with low NTB market share and a \$6M annual run rate.

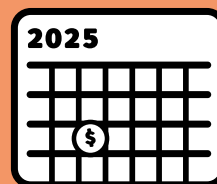
Objective: Transform channel performance through four strategic initiatives designed to drive efficiency, acquisition, and long-term growth.



**Drive NTB
Customer
Acquisition**



**Grow Subscriptions
& Retention**



**Maximize Amazon
Events**



**\$10M Run
Rate**

The Results

\$24M run rate by August 2025,
surpassing \$10M goal with \$12M by the
end of 2024.

67% decrease in wasted spend,
dropping from 26% → 8.6% while scaling
ad budgets 3x.

624% NTB growth,
from 6.5K → 18K new customers monthly.

475% lift in unit sales,
from first-ever Amazon tentpole event
participation.

3x ad budget scale,
from \$65K → 200K/month while
improving efficiency.

So...How'd We Do It?

Drive NTB Customer Acquisition

We cut branded spend from 24% to 10%, reallocating budget to non-branded keywords to expand reach and drive consistent NTB growth.

Grow Subscriptions & Retention

*We applied core ranking strategies to key category terms, **boosting visibility to drive trial, repeat purchases, and sustainable subscription growth.***

Maximize Amazon Events

*We used data to showcase the value of Amazon's tentpole events, driving a tailored strategy that delivered a **475% sales lift** and established events as a key growth driver.*

Maximize Amazon Events

*We restructured campaigns for efficiency and scale, shifting from converting terms to exact match to **boost rankings, control CPCs, and accelerate revenue growth.***

Looking Ahead

Deepen Customer Retention

Grow subscription share of revenue by optimizing loyalty programs, upsell/cross-sell flows, and post-purchase engagement.

Own Category Leadership

Invest in ranking dominance across new product lines and competitive categories to cement long-term market share.

Maximize Amazon Events

Continue scaling participation in tentpole events (Prime Day, New Year New You) while testing new seasonal promotions to capture incremental lifts.

From the Brand:

*"With Straight Up Growth, [the brand] has grown far beyond ad sales on Amazon. Their holistic approach has **strengthened our brand, driven long-term success, and opened the door to new growth opportunities.**"*

We Help Good People Grow Good Business On Amazon

Reach out today to get your free audit!

