



A Beverage Brand's Path to Renewed Category Leadership

a **STRAIGHT UP GROWTH** case study

Overview

A leading 8 figure brand on Amazon in the grocery category was facing declining sales and market share.

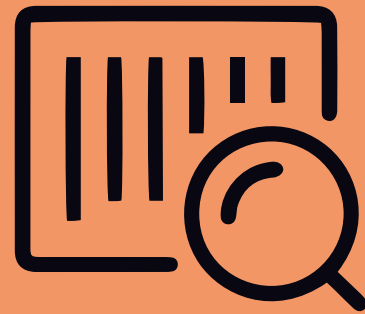
They sought out SUG to root cause the issues causing the decline and to develop a strategic growth plan that could help them accelerate their business through the Vendor Manager team via the 1P relationships.

Objective

Jumpstart sustainable growth through four key focus areas identified during the root cause analysis that are critical to success



***Promotional
Strategy***



***Advertising
Strategy***



***Product Launch
Strategy***



***Repeat Buyer
Trends***

The Results

30%

Growth YTD 2025 Jan-July

10

***Months of Consistent
Improvement in
Subscription Counts***

15

***Months of Dependable
Growth in Repeat & New-
To-Brand Counts***

***New product
launches at #2,
#3, and #5 in
their respective
categories***

***Reestablished a
top product at
#2 in its category
for the first time
in 15+ months***

So...How'd We Do It?

In order to reverse declining share and establish sustained growth, we need to address four key areas within this Amazon Vendor's strategy.

Promotional Strategy

Before partnering with SUG, the brand relied solely on Vendor-Powered Coupons (VPCs). Most products weren't eligible for other promotions. SUG built a strong relationship with Amazon to unlock full access. With expanded options, we tested various vehicles and discount levels to identify the most effective combinations for driving growth and performance.

Advertising Strategy

We identified two major ad inefficiencies: underfunded top-performing tactics and diluted spend across too many products. By refocusing investment on high-impact strategies and optimizing in real time, we reversed a -19% YoY decline to +33% growth; turning an underperformer into the #2 product in its category for the first time in a year.

Product Launch Strategy

We launched five new products with tailored strategies, starting broad then narrowing ad targeting based on performance. Paired with strong promotions and adaptive content based on customer feedback, the approach drove standout results; one product rose from #80 to #5 in six months, another hit #4 just one month post-launch.

Repeat Buyer Trends

To reverse declining repeat purchases and subscriptions, we launched retargeting tactics, reorder coupons, and expanded Subscribe & Save eligibility. We also enhanced PDPs with Brand Story and A+ Charts to drive cross-sell. The result: 15 months of repeat customer growth and 10 consecutive months of increased subscription counts.

Looking Ahead

Moving forward, this brand is excited to continue focusing on its 3 primary goals in 2025 to continue scaling.

1. Continue supporting high-growth innovation items.

2. Launch new items, including one new category.

3. +25% YoY Growth

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