



How This Home Goods Brand Went from 100K to 1M on Amazon

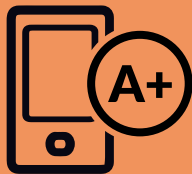
STRAIGHT UP GROWTH a case study

Overview

A unique home goods brand with an eye for design and quality needed support to take their product sales to the next tier of growth breaking the \$1M barrier in top line revenue.

Objective

Rebuild the foundational aspects required for growth starting with our audit we were able to identify 4 key areas of focus:



**Conversion Rate
& Content**



**Promotional
Strategy**



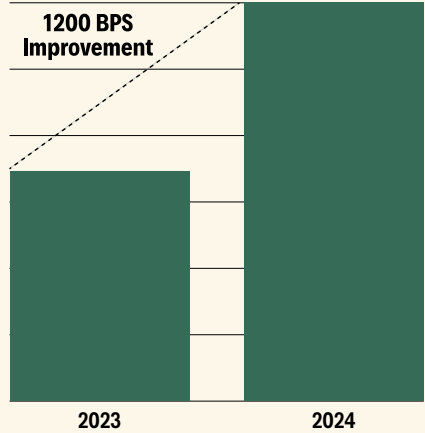
**Inventory
Performance**



**Ad Spend
Strategy**

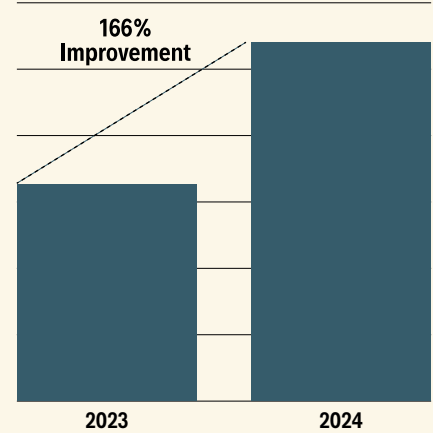
The Results

In-Stock Rate



Market Share

More than Doubled Market Share on Leading Keyword



57%
Revenue Increase YoY

56%
Impression Increase YoY

44%
Conversion Rate Increase YoY

Storefront Update Results

Visitors: +6.6%
Views Per Visitor: +28%
Sales: +40.4%
Orders: +33.7%
Units Sold: +44.8%
CVR: +25.1%

SEPTEMBER 12 - DECEMBER 31, 2023 VS.
SEPTEMBER 12 - DECEMBER 31, 2024

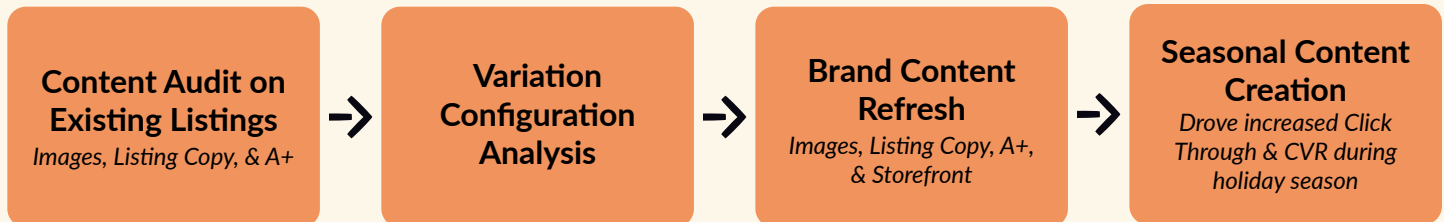
Content Checklist

- Storefront
- Image Stacks
- Premium A+ Content
- Seasonal Content

So...How'd We Do It?

In order to drive sustained growth through the SUG ranking strategies, the foundation for success was built across a few core functions.

Content Updates



Promotions & Sales

SUG gathers research during each promo window across all our Amazon customers, we then used this data to isolate the best offer for them by promo vehicle and discount level.

Inventory Performance

Our brand strategy team was on top of this from the beginning, providing the brand with weekly recommendations of what ASINs and the number of units each needed to have shipped into FBA based on the prior weeks velocity.

Ad Spend Strategy

Isolating out terms to effectively manage budget to gain top placements allowed us to **grow the brand past its goal of 1M in revenue during its first year with SUG.**

Looking Ahead

Moving forward, this brand is excited to continue focusing on its 3 primary goals in 2025 to continue scaling. They will continue to update their listings to reflect seasonal trends, add video content, and add new Amazon-exclusive colorways.

Keep Inventory Consistent

SUG's brand strategists help analyze demand to ensure this brand sends the right amount of inventory to remain in stock on Amazon.

Improve Amazon Listings & Content

SUG's content team did a full brand facelift - with a brand new Amazon storefront and listings- with the brand remaining committed to updating seasonal content.

Scale With Promotions

Leveraging historical promo data that SUG gathers during all major tent pole events the team identified the best discount level and discount vehicle for success, later following up with brand tailored promotions.

**We Help Good People Grow Good
Business On Amazon**

Reach out today to get your free audit!

