

The background of the slide features a warm, orange-toned photograph of several hands holding clear glass jars of varying sizes. The hands are positioned in a way that suggests they are presenting or supporting the jars. The overall aesthetic is clean and professional, with a focus on growth and diversification.

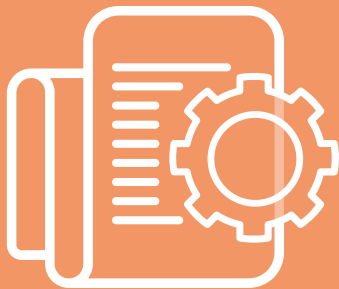
Beyond the Hero SKU: Unlocking 83% Growth Through Diversification

STRAIGHT UP GROWTH a case study

Overview

This leading natural beauty brand partnered with Straight Up Growth to scale beyond a single hero product and unlock sustainable, diversified Amazon growth.

Objective: Drive sustainable Amazon growth by diversifying revenue and improving customer retention through four core focus areas critical to success:



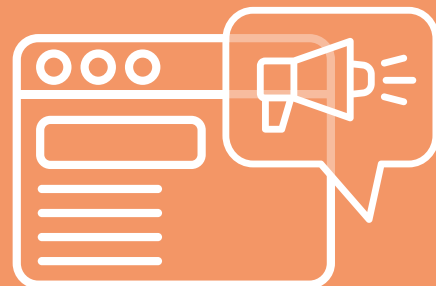
***Advertising
Optimization***



***Retention & Repeat
Purchase Strategy***



***Portfolio
Diversification***



***Conversion-Focused
DSP & Promotions***

The Results

31% Increase in Catalog Revenue Share

70% Wasted Ad Spend Drop YoY

83% Monthly Run Rate Increase

Reduced dependency on a single SKU and built **long-term revenue stability.**

So...How'd We Do It?

Advertising Optimization

We moved budget away from broad search terms toward **exact-match targeting**. We controlled spend more precisely, ranked efficiently for top category keywords, and **significantly reduced wasted ad dollars** while improving organic visibility.

Retention & Repeat Purchase Strategy

We focused on increasing repeat purchase behavior with **high-repeat SKUs** being the cornerstone of the strategy. **Subscribe and Save coupons**, retargeting through **DSP campaigns**, and personalized reorder incentives supported the strategy to bring lapsed buyers back into the funnel.

Portfolio Diversification

We rebalanced the portfolio by **shifting advertising and promotion investment toward products with higher purchase frequency and broader appeal**. This strategic redistribution built a stronger, more stable revenue mix and reduced dependency on the one hero SKU that was previously driving 57% of the catalog revenue.

Conversion-Focused DSP & Promotions

We paired our paid media efforts with **monthly promotions** designed to capture new-to-brand shoppers and immediately re-engage them post-purchase. Through **bottom-funnel DSP targeting**, we reached both product viewers that hadn't purchased and past buyers not yet subscribed—driving incremental conversions and sustained brand engagement.

Looking Ahead

Diversification

Continue strengthening portfolio performance beyond the hero SKU to build long-term customer lifetime value.

Product Launches

Support upcoming product launches in complementary subcategories to expand market presence and category reach.

Cross-Promotion

Leverage cross-promotion and bundling to drive discovery across the broader catalog.

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

Reach out today to get your free audit!

