



HOW A KETO BRAND BECAME

#1 BEST SELLER

IN 4 MONTHS ON AMAZON

A **STRAIGHT UP GROWTH** CASE STUDY

WHY THEY PARTNERED WITH STRAIGHT UP GROWTH.

INCREASED SELLERS. INCREASED COSTS.

This keto brand quickly established themselves as an industry leading brand, driving remarkable growth via effective DTC strategies. These results, however, were not translating to success on Amazon.

Despite a variety of efforts results on Amazon were lackluster and grossly underperforming against expectations. That's why they partnered with Straight Up Growth to win with Amazon.

GROW MARKET SHARE

Establish Amazon as a meaningful sales channel within their revenue mix to grow market share

CUSTOMER ACQUISITION

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

INCREASE SALES

Protect and accelerate market share through scalable and predictable growth strategies

TRUSTED PROCESS. PROVEN RESULTS.

WE GROW SALES.

We'll drive over **\$500,000,000** 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.

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



#1, 2, and 3

Occupied top 3 organic listings on 88 search terms



10,000

Customer reviews generated in 9 months after product launch



30,000

Orders in first 4 months with SUG



LEARN HOW YOU CAN

GROW MARKET SHARE

ON AMAZON

GET IN TOUCH



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