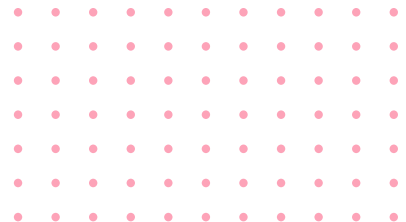


# Case Study

# What Happened Here?

This Amazon brand experienced a monthly 10% increase in sales since partnering with Seller Interactive and is now on its way to surpassing its goal of \$1.3 million in sales this year.

# The Brand



This particular brand created life-like pets made of 100% handcrafted synthetic fur, a unique alternative to pet ownership. With these pets, customers can now experience real pet ownership without the hassle and expense of having a real pet.



# The Challenge

The brand was experiencing stagnant sales for months and difficulties in its PPC campaigns and gaining impressions.

# Developing a Strategy



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Although the brand offers niche products, it was not enough to drive the level of sales they had hoped. After a certain point of selling on Amazon, their growth became stagnant.

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## DEVELOPING A STRATEGY



Because they had already established listings on Amazon, it became Seller Interactive's primary focus to audit and optimize this first. Seller Interactive incorporated more specific and targeted keywords that fit the customer profile, acquiring the right audience.

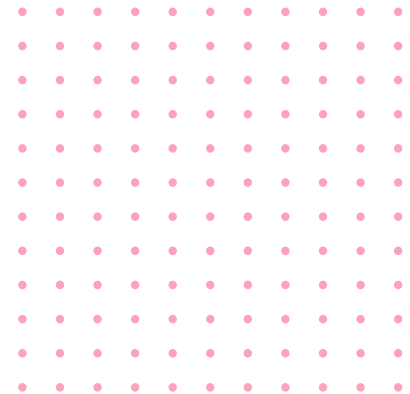


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## DEVELOPING A STRATEGY



Another reason why the brand was experiencing challenges was due to inventory planning. Seller Interactive worked with its team to ensure that proper inventory management and procedures were in place to supply the demand of orders coming in.





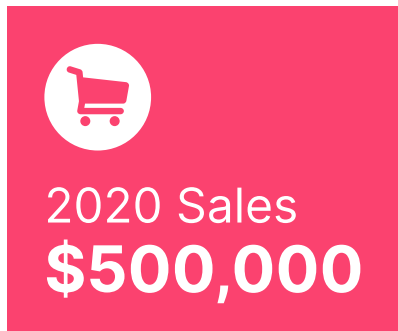
# The Seller Interactive Approach

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## Before and After

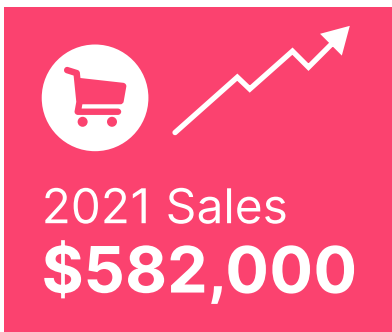


# Old Sales Figures



Before working with us towards the latter end of 2020, the brand made \$500,000 in sales.

# New Sales Figures

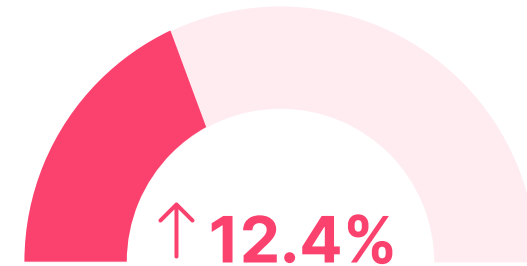


By 2021, the client had already earned \$582,000 in sales. Their target was to reach the \$1,200,000 mark by the end of the year. So far, Seller Interactive has helped the brand surpass its goals, driving \$600,000 in sales before the end of the year.

THE SELLER INTERACTIVE APPROACH: BEFORE AND AFTER

# New Sales Figures

<input type="checkbox"/>	Date ↑	Ordered Product Sales ↓	Ordered Product Sales - B2B ↓	Units Ordered ↓	Units Ordered - B2B ↓	Total Order Items ↓	Total Order Items - B2B ↓	Shipped Product Sales ↓	Units Shipped ↓	Orders Shipped ↓
<input type="checkbox"/>	1/01/2021	\$70,466.32	\$1,379.30	2,978	54	2,869	47	\$77,668.45	3,203	2,940
<input type="checkbox"/>	2/01/2021	\$29,976.09	\$415.85	1,630	23	1,576	23	\$32,798.01	1,736	1,544
<input type="checkbox"/>	3/01/2021	\$49,259.35	\$3,065.10	2,100	98	2,006	50	\$46,187.71	2,015	1,855
<input type="checkbox"/>	4/01/2021	\$44,081.70	\$1,541.20	1,776	58	1,713	48	\$43,171.51	1,761	1,698
<input type="checkbox"/>	5/01/2021	\$50,128.13	\$995.05	1,891	39	1,854	37	\$50,118.56	1,884	1,845
<input type="checkbox"/>	6/01/2021	\$62,900.31	\$1,663.20	2,135	56	2,080	53	\$65,499.68	2,227	2,184
<input type="checkbox"/>	7/01/2021	\$48,664.18	\$2,069.49	1,717	70	1,658	65	\$45,821.95	1,635	1,580
<input type="checkbox"/>	8/01/2021	\$20,842.84	\$399.00	794	19	764	15	\$25,470.50	934	904
<input type="checkbox"/>	9/01/2021	\$18,107.80	\$488.95	735	21	716	20	\$17,809.01	713	699
<input type="checkbox"/>	10/01/2021	\$34,993.93	\$788.84	1,272	24	1,230	22	\$28,160.27	1,027	997
<input type="checkbox"/>	11/01/2021	\$49,310.89	\$595.65	1,982	27	1,913	27	\$31,099.85	1,398	1,344
<input type="checkbox"/>	12/01/2021	\$83,452.41	\$2,001.05	2,942	59	2,909	57	\$90,593.17	3,243	3,186
<b>Total</b>		<b>\$562,183.95</b>	<b>\$15,402.68</b>	<b>21,952</b>	<b>548</b>	<b>21,288</b>	<b>464</b>	<b>\$554,398.67</b>	<b>21,776</b>	<b>20,776</b>



A total of \$562,183.95 in sales for 2021, a 12.4% increase before working with Seller Interactive..

## THE SELLER INTERACTIVE APPROACH: BEFORE AND AFTER

# New Sales Figures

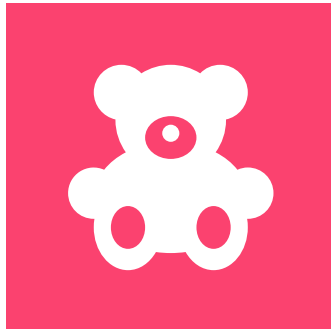
<input type="checkbox"/>	Date	Ordered Product Sales	Ordered Product Sales - B2B	Units Ordered	Units Ordered - B2B	Total Order Items	Total Order Items - B2B	Shipped Product Sales	Units Shipped	Orders Shipped
<input type="checkbox"/>	1/01/2022	\$124,394.03	\$2,312.24	4,159	76	4,058	69	\$132,265.23	4,419	4,330
<input type="checkbox"/>	2/01/2022	\$111,121.07	\$3,054.70	3,647	106	3,581	89	\$112,695.63	3,701	3,645
<input type="checkbox"/>	3/01/2022	\$114,267.99	\$4,709.35	3,617	133	3,513	121	\$114,920.07	3,641	3,554
<input type="checkbox"/>	4/01/2022	\$107,335.62	\$2,754.05	3,464	79	3,362	74	\$106,478.12	3,440	3,363
<input type="checkbox"/>	5/01/2022	\$65,683.23	\$1,512.95	2,016	41	1,984	40	\$61,009.23	1,875	1,857
Total		\$522,801.94	\$14,343.29	16,903	435	16,498	393	\$527,368.28	17,076	16,749



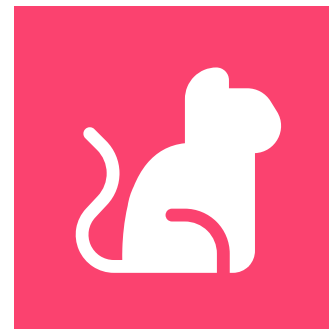
**\$522,801.94**  
2022 Sales

For this year alone, the company already made \$522,801.94 in sales in a span of 5.5 months — almost surpassing their 2021 numbers.

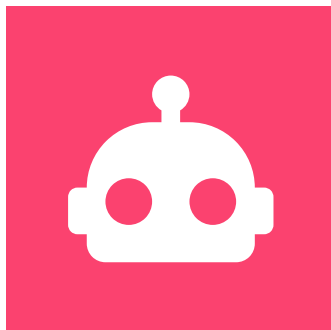
# New Keywords



Life-like stuffed  
interactive  
plush toy



Companion  
Pet Cat

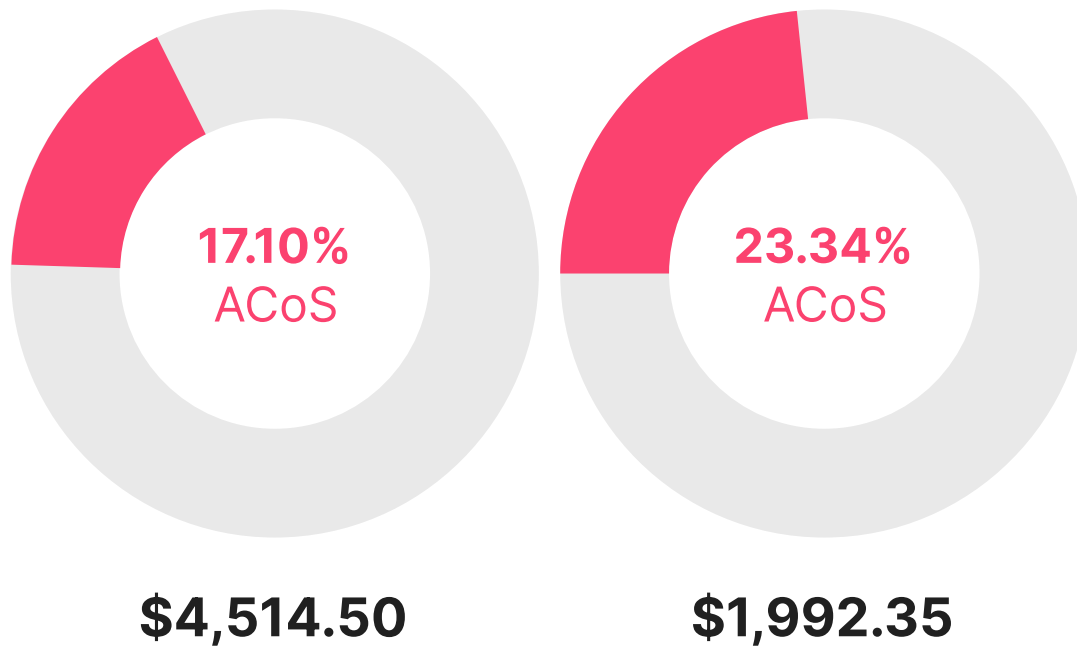


Electronic  
Pet

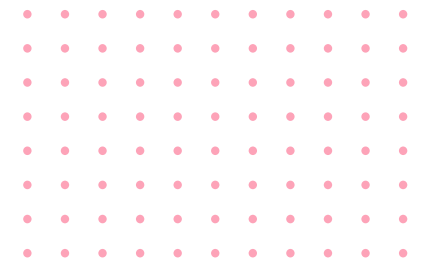


100%  
handcrafted  
synthetic fur

# New PPC Campaigns



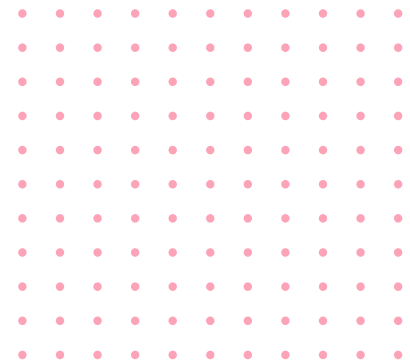
Sponsored product campaigns that Seller Interactive launched in early summer 2022 were able to generate \$4,514.50 with an ACOS of 17.10% and \$1,992.35 with 23.34%, respectively.



# New PPC Campaigns



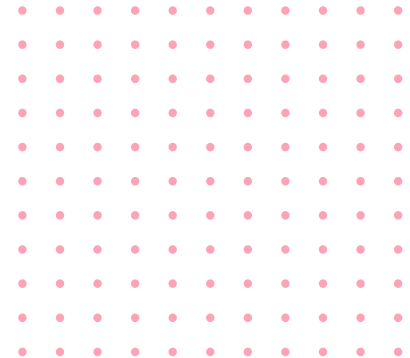
The PPC team was able to set up and organize their portfolio with proper naming conventions and SOP. They also launched new campaigns by conducting top organic keyword research, launching new ASINs every week, and optimizing weekly campaign optimization to look for bleeding keywords.



# New PPC Campaigns



Daily monitoring of bids was also implemented to identify low-performing keywords so that the team could take the proper action to remedy the situation. This way, the client is ensured that they are not losing out on ad spending.





# The Seller Interactive Difference


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After optimizing the listings and ensuring all products were in stock, **sales increased by 10%**. In addition, Seller Interactive significantly improved customer communications by providing that all customers received daily responses and addressed their various concerns.

# The Seller Interactive Difference

Regarding inventory planning, because the account was under consistent observation, **our team could assess and resolve issues faster**, positively impacting inventory concerns that weighed in on their account's health.

The PPC team adjusted the brand's targeted keywords and campaigns accurately and consistently. The team is still running campaigns to boost its sales, hoping to **surpass the \$1.3 million mark this year.**



# Book a Call with Seller Interactive.



[Book a Call Now](#)

If you're curious about how your competitors are doing on Amazon, or if you're ready to take your business to the next level, we can help. Our team of experts at Seller Interactive has years of experience in helping businesses just like yours find success on Amazon.

Stop surviving and start thriving on Amazon with Seller Interactive.

[Book a call with us to learn more about getting started.](#)

Seller Interactive  
4.8 ★★★★★   
83 Reviews

Clutch  
4.5 ★★★★★ 30 REVIEWS >