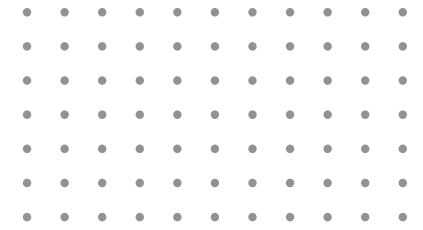




Case Study

BellyGuard



BELLYGUARD CASE STUDY

What Happened Here?

BellyGuard experienced a sales growth of **57%** and increased page sessions from **39.93%** to **93.48%** in a span of 9 months through effective listing optimization, better-converting ads, and well-executed promotions.



BellyGuard

The Brand

BellyGuard's dog garment serves as a recovery onesie or post-surgery often worn after spaying and neutering. This prevents dogs from licking or chewing wounds, reducing the possibility of infection and can therefore speed up their recovery process.

BELLYGUARD

Case Study

The Challenge

The brand was receiving consistent orders but found itself plateauing at **an average of \$16,000 of sales per month**. They wanted to address the issues that were stalling their sales.

Strategy for BellyGuard

The brand's innovative product established a sound foundation on Amazon. As a result, they were consistently earning sales even before their partnership with Seller Interactive.

Unfortunately, their strategies weren't enough to generate the revenue they were targeting at the time.

Seller Interactive Approach

Seller Interactive's approach was to implement strategies that prioritized listings as the backbone of the product. Optimizing the listings with high-ranking keywords within the title, product descriptions, and back-end was critical.

With optimized listings, the brand would be better positioned to anchor PPC

campaigns. At this point, it would be a matter of bidding on the right keywords to target the audience and increase the brand's visibility and sales. Although organic searches can generate a healthy number of orders, investing in PPC campaigns would get them to the level of sales they wanted to accomplish.

BELLYGUARD CASE STUDY

Seller Interactive Approach

Old A+ Content

Keep Your Pooch Comfortable
 Cottony soft and stitched to perfection, our dog jacket is your solution to safeguard healing wounds.

No More Shaming
 Provide your pup more comfortable protective gear.

Ditch the cone!

Soft and Light Material **PERFECT FOR**

- Spaying
- Neutering
- Rashes
- Hotspot

Adjustable for **All Doggy Sizes**

SIZE	LENGTH	CHEST	ADJUST. WEIGHT
Mini	9.0-10.5"	Up to 13.0"	1 - 5 lbs
XS	11.0-13.0"	Up to 15.0"	5 - 10 lbs
S	13.5-15.5"	Up to 20.0"	8 - 15 lbs
M	16.5 - 19.0"	Up to 24.0"	15 - 30 lbs
L	20.5 - 23.5"	Up to 30.5"	30 - 50 lbs
XL	24.5 - 28.0"	Up to 35.0"	50 - 70lbs
XXL	27.5-31.5"	Up to 40.0"	70+lbs

Easy Potty Time Feature
 No need to remove our onesie whenever your pooch needs to go and use the potty.

Simply unbutton the bottom flap

[BROWSE MORE PRODUCT](#)

New A+ Content

No More Shaming
 Provide your pup more comfortable protective gear.

Ditch the cone!

SOFT & LIGHT MATERIAL PERFECT FOR

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XL	24.5 - 28.0"	Up to 35.0"	50 - 70lbs
XXL	27.5-31.5"	Up to 40.0"	70+lbs

Easy Potty Time Feature
 No need to remove our onesie whenever your pooch needs to go and use the potty.

Simply unbutton the tail flap and clip up at the chest

BELLYGUARD

Seller Interactive Approach

Revamping A+ Content

Our team worked on revamping their A+ content to make it more visually pleasing by balancing the image elements out. We've also included detailed graphics on how to measure the size chart, highlighted the simple clip-up system design, and added a "how it works" section so customers would understand how to use them.

SELLER INTERACTIVE

Seller Interactive Approach

Although the old keywords are good keywords to use, they don't exactly have much search volume. We use some of the high-ranking keywords with at least 1300+ search volumes each were incorporated into the listings.

Old Keywords

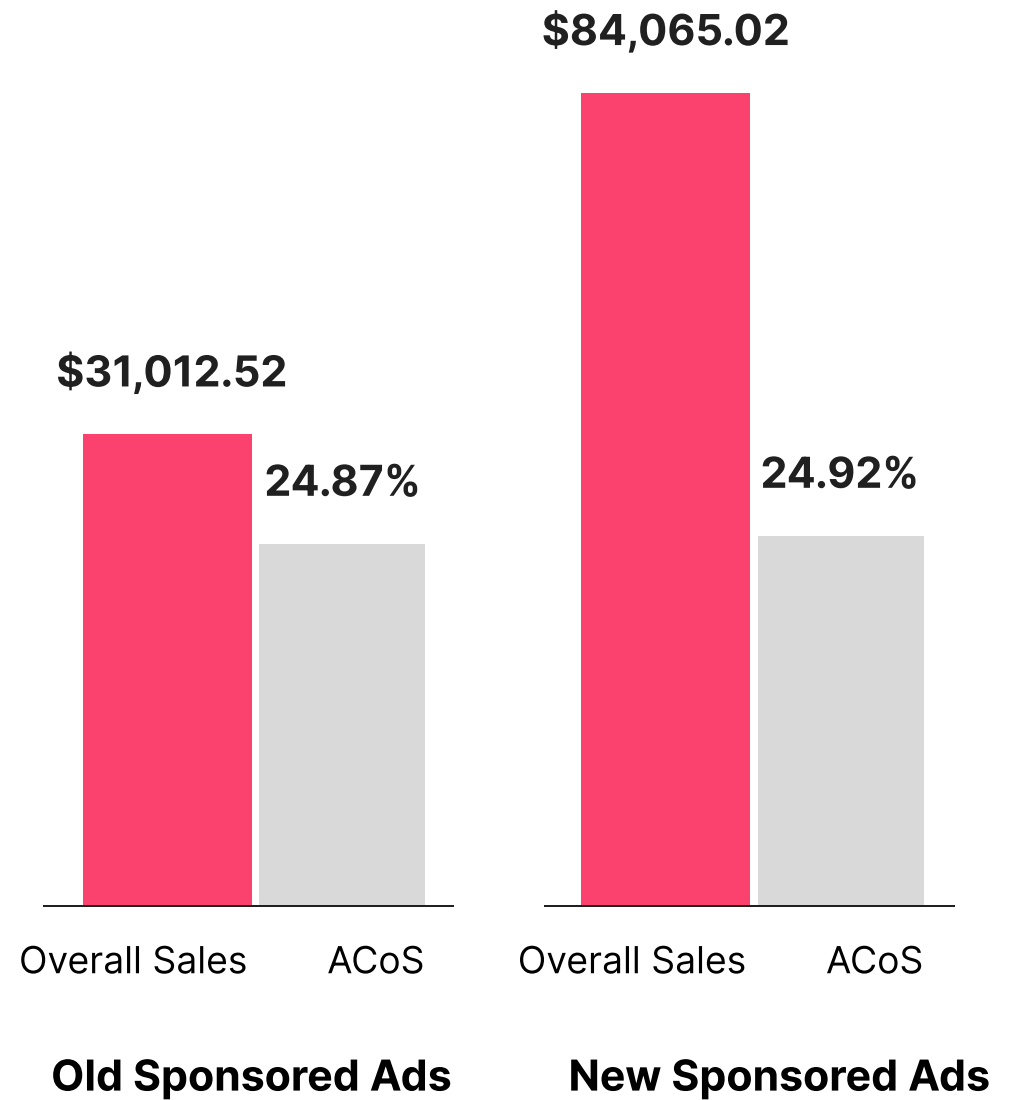
- ✘ Dog Suit Recovery
- ✘ Post Surgery Wear
- ✘ Cone Onesie
- ✘ Surgical Alternative

New Keywords

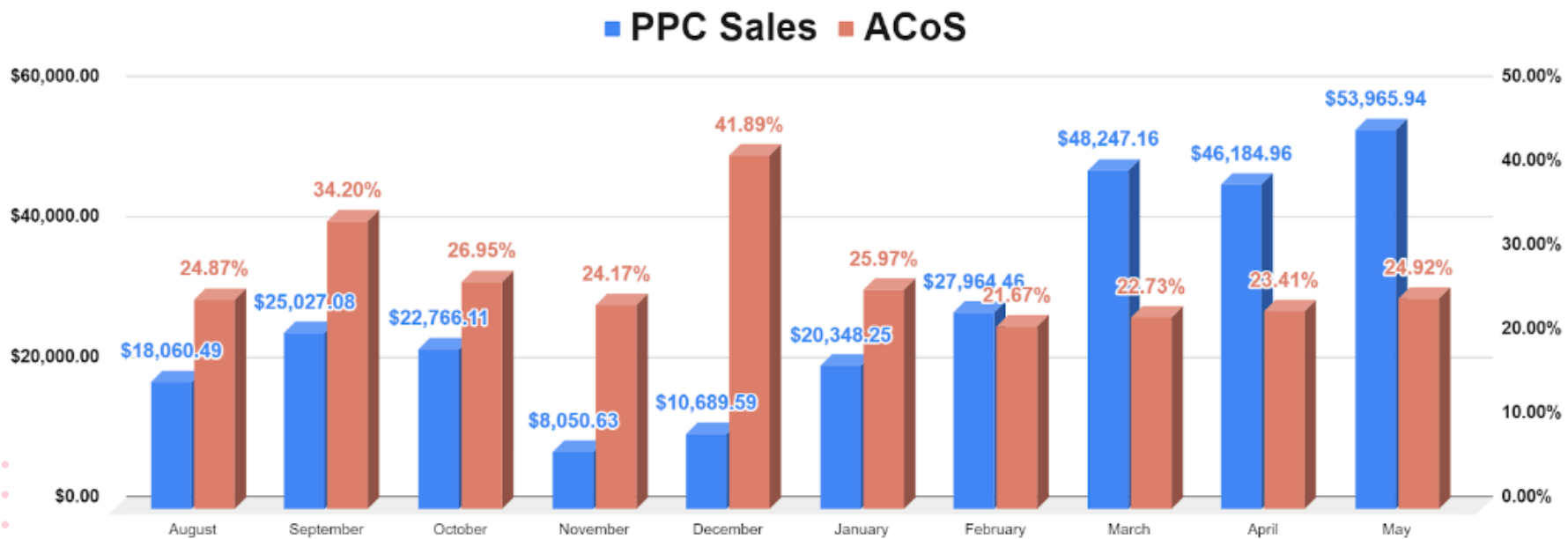
- ✔ Dog Onesie
- ✔ Onesies Dogs
- ✔ Dog Onesies for Large Does

BELLYGUARD CASE STUDY

Improving sales while maintaining good ACoS



BELLYGUARD CASE STUDY



↑ 198.81%

**Total Growth
in 10 Months**

Improved the Sponsored Ads campaigns

By running the new strategic ad campaigns, Seller Interactive could impact BellyGuard's overall sales growth significantly. The client requested that PPC specialists enhance their Sponsored Ad campaign by targeting relevant keywords to appear on competitors' listings.

The purpose of implementing the PPC Campaigns under Sponsored Product,

Sponsored Brand, and Sponsored Display was to drive traffic to the listing as quickly as possible to see the full benefits. Our specialists improved the previous campaigns with more suitable targeting options such as creating exact campaigns based on the harvested keywords from the customer's search term report for the last 30 days, and launched SD campaigns targeting their competitors, along with tier auto campaigns

Improved the Sponsored Ads campaigns

By optimizing the bids based on where they stood next to their target ACoS and implementing automated campaigns with low prices, the SI team managed to increase the order item session percentage of product listings, which led them to more traffic and increased sales.

BELLYGUARD

Launched Tier Auto Campaigns

Show chart Columns Date range - May 1, 2022 - May 31, 2022 Export												
<input type="checkbox"/>	Active	Automatic targeting groups ⓘ	Status	Suggested bid ⓘ	Bid ⓘ	Impressions ⓘ	Clicks ⓘ	Spend ⓘ	CPC ⓘ	Orders ⓘ	Sales ⓘ	ACOS ⓘ
		Total: 4		Apply all		327,948	613	\$614.44	\$1.00	85	\$2,051.76	29.95%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Loose match ⓘ	Delivering	ⓘ \$0.87 \$0.66-\$1.10	Apply \$ 1.05	73,896	324	\$332.24	\$1.03	50	\$1,237.31	26.85%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Substitutes ⓘ	Delivering	ⓘ \$0.86 \$0.61-\$1.09	Apply \$ 1.05	198,694	218	\$210.29	\$0.96	23	\$533.47	39.42%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Close match ⓘ	Delivering	ⓘ \$1.04 \$0.85-\$1.35	Apply \$ 1.05	34,651	53	\$54.88	\$1.04	11	\$255.99	21.44%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Complements ⓘ	Delivering	ⓘ \$1.02 \$0.82-\$1.18	Apply \$ 1.05	20,707	18	\$17.03	\$0.95	1	\$24.99	68.15%

- ✓ Automatic targeting campaigns with different fixed bids.
- ✓ Bids were based on the CPC of Broad and Phrase but 10% higher.
- ✓ Started with a low budget for the testing period, then slowly adjust the budget according to their performance.

SELLER INTERACTIVE

BELLYGUARD

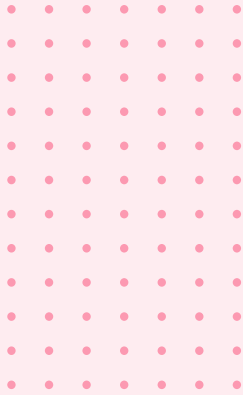
Tier Auto Campaigns Optimizations

<input type="checkbox"/>	Active	Campaigns ⓘ		▼ Start date	Budget ⓘ	Impressions ⓘ	Clicks ⓘ	Spend ⓘ	Orders ⓘ	Sales ⓘ	ACOS ⓘ	Copy ⓘ
		Total: 5				447,150	847	\$799.84	130	\$3,357.57	23.82%	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SI Auto Dog Onesie \$0.85	g	May 23, 2022	\$ 10.00 Daily	46,578	73	\$59.84	16	\$543.66	11.01%	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SI Auto Dog Onesie \$1.05	g	May 12, 2022	\$ 50.00 Daily - Recomm...	333,915	623	\$624.80	89	\$2,146.50	29.11%	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SI Auto Dog Onesie \$0.80	g	May 12, 2022	\$ 20.00 Daily	60,630	122	\$95.22	21	\$573.92	16.59%	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SI Auto Dog Onesie \$0.70	g	May 12, 2022	\$ 10.00 Daily	5,471	28	\$19.33	4	\$93.49	20.68%	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SI Auto Dog Onesie \$0.65	g	May 12, 2022	\$ 5.00 Daily	556	1	\$0.65	-	-	-	Copy

- ✓ Adjusting bids is unnecessary since they should have fixed bids
- ✓ Pause targeting group(s) if they overspend
- ✓ Negate irrelevant search terms Orders = 0, Clicks \geq 10, last 30 days

SELLER INTERACTIVE

Exposure and Promotions



The Seller Interactive team's efforts to promote the BellyGuard on Amazon were fruitful. The SI team has utilized a 5% coupon strategy that runs once or twice weekly, achieving 589 unit sales. Additionally, the team has successfully participated in Amazon Prime Day 2021, which led them to selling 357 units.

BELLYGUARD CASE STUDY

The Seller Interactive Difference

After working with Seller Interactive under full-account management services, BellyGuard's sales encountered significant growth. After only one month of partnering with SI, the business achieved a **21.86% increase in sales from August 2021 to September 2021**. BellyGuard's sales jumped to **57% since partnering with the agency**.

BellyGuard's page sessions also grew, spiking to **39.93% in the first month**. Through SI's listing optimization and PPC advertising efforts, the sessions leaped from 5,014 at the beginning of the partnership to 9,701—a **93.48%** increase. As a result, BellyGuard overcame its plateau, leading them to gain over **\$25,120 with Seller Interactive**.

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Testimonial




[Seller Interactive Google Reviews](#)



[Seller Interactive Clutch Reviews](#)

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[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.](#)