

TRibella

Case Study



TRIBELLA CASE STUDY

The Brand.

SELLER INTERACTIVE



TRlbella Beats Initial Roadblocks for Future Growth in Amazon Sales.

Before Jenette Fong, account manager at SI (Seller Interactive), met Skip Li, TRlbella's brand owner, he managed his seller account on his own. He took over his daughter's role after she moved away. Overwhelmed by juggling several tasks and issues, he decided that the best way to move forward is to work with SI.

In January 2020, TRlbella officially partnered with the SI team. To grow the TRlbella brand on Amazon, he obtained the following services:



Seller Account Management



Ongoing Optimization



Amazon SEO



Sponsored Ads Management



Systematic Reimbursements



Marketplace Brand Protection



Prep and Logistics

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Identifying Roadblocks.

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Identifying **Roadblocks**

Skip's ultimate goal is to grow his Amazon sales significantly. He and the SI team started their collaboration by first identifying and analyzing these critical issues:



There were two missing shipments worth over \$8,000 that the brand couldn't resolve with Amazon for a long time.



New listings couldn't be created because some of the UPCs on the Amazon platform were mapping to another Amazon seller's ASINs instead of recognizing them as TRibella products.



Competing with numerous resellers made it difficult to convince buyers and Amazon Support that TRibella's products are authentic.

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Overcoming Challenges.

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Overcoming **Challenges**

After several brainstorming sessions and a comprehensive account audit, we identified crucial challenges. We came up with strategic solutions for each.



01 Deal with Missing Shipments



02 Resolve UPC Issues



03 Beat the Competition

01

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Deal with Missing Shipments

Assertive communication, proper documentation, and persistence are vital in persuading Amazon to either find the inventory or reimburse its cost. Six months prior to his engagement with SI, the client tried to create cases with Amazon but was unsuccessful in resolving the issue. We reconciled all prior shipments one by one to identify discrepancies. We opened several cases and showed invoices from the supplier / warehouse to Amazon to prove that the brand shipped inventory to Amazon.

02

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Resolve UPC Issues

We needed to prove that the UPCs belong to the brand, so we can use them when creating the new listings. And that's what SI did. We showed Amazon that TRibella owns the UPCs by presenting manufacturing documents, a catalog, and images showing UPC was printed and labeled on the actual product.

03

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Beat the Competition

Strict competition consisted of numerous resellers. To rise above them, we proved that TRIBella is genuine by registering it with Brand Registry and then creating a storefront. We also protected the brand by getting rid of about 10+ hijackers and counterfeiters. We issued Cease and Desist letters to the resellers and as a result, we were able to regain the Buy Box.

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The Winning Results.

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The **Winning Results**

In 3 months, we were able to achieve these favorable outcomes:

Issued reimbursement

of two (2) missing shipments in January 2020 both valued at \$4,000.00 each in March 2020. This sum can be used for ad campaigns or product reordering;

Published Amazon listings

with optimized and benefit-driven copy and images in February 2020;

Approved brand registry

for marketplace brand protection; and

Removal of listing hijackers and counterfeiters

that tarnished TRibella's reputation and hurt its sales.


Testimonial

An all-star solution.

For those of you who get lost and tangled, or time depleted by the operational complexities of Amazon, I have found an all-star solution, Seller Interactive. From the moment we started together, I was assigned very skilled project manager who took the time to understand the status of my business, and my goals going forward. Several calls and e-mails later we had an agreeable strategy... and budget. In very short order, my Amazon presence was refreshed and testing of our strategy had commenced. If all of this wasn't enough, they were also able to track down several orders of lost inventory which had occurred in the prior year. Although the inventory was never located. Seller Interactive was able to recover my financial loss from Amazon. I am 100% delighted.

SKIP LEI

TRIBELLA, LLC, OWNER



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.](#)

