



CASE STUDY

The brand Dentasprint is assigned to the segment of dental care (nutrition supplements). The brand is new to the market and should initially be distributed via the online sector.



Objectives

The online segment was defined as the relevant sales & marketing channel. In the course of this, Amazon in particular was identified as a relevant platform.



Challenges

This was a new launch. The task was to develop both, awareness and sales.



Solutions

A review process was used to analyze and define possible marketing approaches and key potentials. An individual package of measures was subsequently developed to make the brand known beyond Amazon.

BENEFITS



Visibility creation

Through various promotional efforts and targeted listing optimization, we have been able to establish visibility.



Cost-covering sales

We were able to generate our first notable sales rapidly. We established a profitable business model after a short period.



Informing consumers

By using a brand store as well as A+ content, we were able to inform potential consumers and get them excited about the brand.



"Since the market introduction, a-Gil has been at our side as a reliable partner. We are very happy with the proposed marketing approaches and the results."

CHRISTOF SAUKE
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 Dentasprint