



CASE STUDY

The brand managed is assigned to the Household Care segment. The brand has notable brand recognition and is marketed through various offline channels.



Objectives

Up to the start of the project, the brand was mainly sold in brick and mortar stores. Amazon was identified as a relevant platform in terms of business expansion.



Challenges

The brand has so far been marketed mainly via offline channels. Experience in e-commerce was missing. In addition, there were various unauthorized offers on Amazon.



Solutions

The main potentials were analyzed and defined in a review process. An individual package of measures has subsequently been developed to ensure successful business development.

BENEFITS



Visibility increase

We were able to significantly increase visibility and reach to address existing and new customers.



Strong revenues

Thanks to an optimal set-up and the use of targeted advertising measures, we were quickly able to generate significant sales.



New customer segments

We were able to gain a considerable share of new customers in the digital business.



"Category Know-How is essential! We focus on the categories Beauty & Personal Care. This enables us to offer you the best possible solutions for your needs."

SASCHA GILLESSEN
a-Gil