



CASE STUDY

The brand managed is assigned to the Personal Care segment. The brand has extensive awareness values and is marketed via various offline and online channels.



Objectives

The further development of the Amazon business was a key objective as part of the overall brand strategy.



Challenges

The brand is marketed via various offline and online channels. There were some unauthorized offers on amazon.



Solutions

A review process was used to analyze and define problems and key potentials. An individual package of measures was subsequently developed to increase the visibility and sales of the brand.

BENEFITS



Visibility increase

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



3.5 x higher sales

We were able to increase sales through various optimizations and the use of targeted advertising measures.



Acquiring new customers

We were able to gain a significant proportion of new customers.



"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