

CASE STUDY

RAPID SALES GROWTH

BACKGROUND

PillStashios' edible pill containers for dogs have always performed well in brick and mortar stores, but their Amazon business was not performing at the same level. In 2019, PillStashios partnered with Kaspien Agency to manage their Amazon channel and achieve two primary goals: increase topline sales and free PillStashios' time so they can focus on their brick and mortar business.

OUR STRATEGY

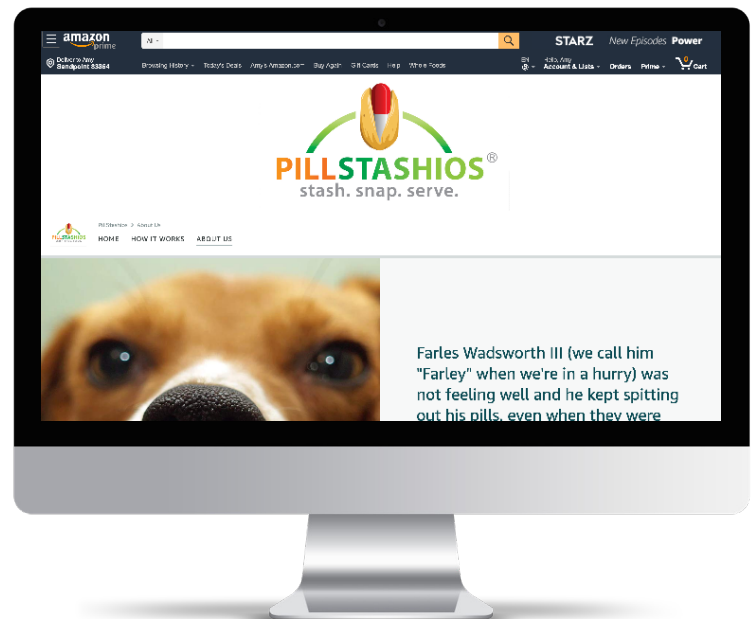
Convenience is the backbone of a positive customer experience, so we overhauled PillStashios' channel to provide a streamlined, intuitive experience. We added images and highly searched keywords to listings, created enhanced brand content, built an Amazon brand store, and made a variation listing.

With the channel primed to convert shoppers, we began running Sponsored Product ads and Sponsored Brand ads to increase listing traffic, and we targeted seasonal traffic with promotions, including Prime Week coupons.

Most recently, we've implemented our Social Media Management services and launched micro-influencer campaigns to further expand their brand reach.

RESULTS

Our listing optimizations and paid advertisements amplified PillStashios' visibility, contributing to a significant increase in their topline sales.



98%

avg. MoM sales increase during first 3 months

400K+

impressions from sponsored ads

73%

increase in customer reviews