

# CASE STUDY



## Background

My Medic is a brand in the First Aid category that partnered with Kaspian to launch their brand on Amazon. Through market research, a customized marketing plan, and aligned efforts, we've generated 300% growth.

## Before Kaspian

- Exclusive focus on B&M
- Struggled to compete within saturated market due to lack of consumer awareness

## After Kaspian

- 4x revenue growth to date
- Improved content creation strategy
- Custom promotions and ongoing optimizations resulted in increased market share
- Reinvestment in direct response marketing scaled brand's reach and sales

Kaspian is one of my favorite partnerships I have. The growth we have experienced together in the last year and a half has been more than exciting. Every individual I work with is filled with enthusiasm and is always asking how they can help us reach our goals. I consider my account manager and purchase order manager close friends of mine. Those two go above and beyond with each email and call I have with them.



– Tyson Farr, My Medic

## Year on Year Growth

