

CASE STUDY



Background

ZippyPaws is a large brand in the Pet Category that previously worked directly with Amazon Retail and eventually partnered with us as their exclusive Amazon seller. During the first six months of our exclusive partnership, they enlisted our expertise to develop an optimal Amazon strategy that would allow them to maximize their profits and ecommerce market share.

Before Kaspien

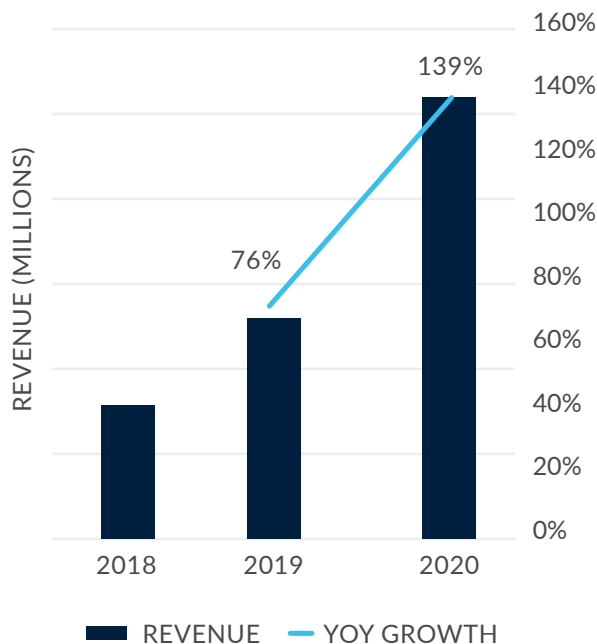
Before partnering with Kaspien, ZippyPaws struggled to maintain control of their brand's representation on Amazon. They had a direct relationship with Amazon Retail, which limited their ability to control their brand. They also had over 50 unauthorized sellers on the channel, who would make unapproved content changes and drop below MAP pricing. Their brand integrity was further undermined by pervasive counterfeit issues.

With Kaspien

Over our partnership, we delivered the following results:

- Strategic exit from Amazon Retail relationship resulted in newfound brand control
- Ensured profits and sales velocity through holistic pricing plan
- Used our proprietary software to reduce MAP violators and unauthorized sellers
- Identified and removed counterfeits

YEAR ON YEAR GROWTH



Our Results

139%

Revenue Growth
Year Over Year

93K

Additional Units
Sold Through
Social Marketing

\$0.28

Avg. CPE for
Influencer Marketing

126K

Impressions from
Influencer Marketing

80MM+

Impressions on
Social Media