

Amazon Sales Booster

How we increased our Product Sales by 60% in only 90 Days

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A case study by AGM Marketing Agency - Amazon Department

At a glance

Step by step process of how the AGM Amazon Dept. conducted an experiment with one of Natural Slim's Products, Helpzymes to Increase Product Sessions, Conversions and Sales.

Key Performance Indicator

Amazon Sales usually naturally increase if efforts focus on these 2 main KPIs:



SESSIONS

unique product visits



CONVERSIONS

percent of sales over visits

OVERVIEW

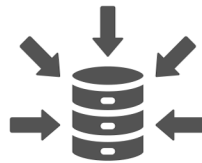


Our current goal for NS is to hit \$400,000+ in sales every month, and all products have to show affluence in sales. During our audit, we found out that some of the product listings are not quite optimized. To help reach our current target, we will start with individual product optimization.

METHOD



Find a winning formula through rigorous experimentation on Helpzymes listing to increase product sessions, conversions and sales.



Current Data



Set KPIs/Target Goals



Course Of Action

PHASES OF THE EXPERIMENT



Current Data

1

We started the experiment by getting all the data we need from previous months' sales and created a graph for it including actions made to the listing that eventually became our Product Monitoring Sheet

Set KPIs/Target Goals

2

For this experiment, we set our target for the sessions, and conversions, and identified areas of the Amazon listing that affects those 2 KPIs.

Course of Action

3

We then tested different things for those areas and the most successful results we had were recorded.



Attention Grabbing Media



Marketing Agency



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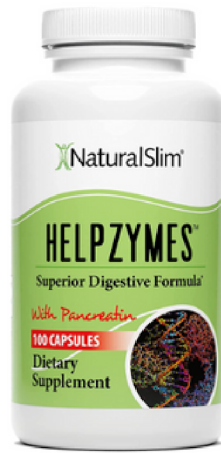
01

Main Image Test

Using our competition research data we proceeded to test the 3D rendered image as the main image.



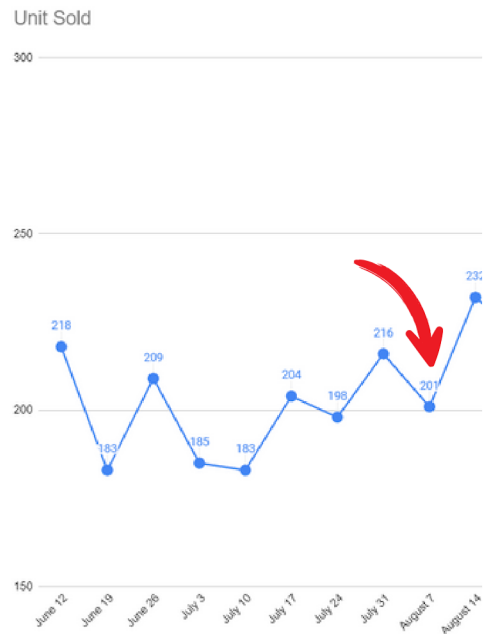
Old Main Image



3D Rendered Image



Sessions increased by 15% from 953 to 1104



Units Sold increased by 16% from 201 to 232

A	B	C	D	E	F	G
Date		Note	Sessions	Conversion	Unit Sold	Sales
	August 12	Changed main image				
August 14			998	23.25%	232	\$6,649
August 21			1,104	20.02%	221	\$6,310

Every action taken is recorded on the PMR for analysis

02

Title Copy Test

We tested the indexing of the keywords on the title.

NaturalSlim Helpzymes - Premium Formula Digestive Enzymes for Ultra Digestion & Absorption w/ HLC Acid & Pancreatin - Metabolism Support Supplements - Gluten Free Constipation & Gas Relief - 100 Caps

First test



NaturalSlim Helpzymes - Superior Blend of Digestive Enzymes with Betaine HCL and Bile Extract w/ Pancreatin - Metabolism Support Supplements - Gluten Free Constipation & Gas Relief - 100 Caps (Solo)

Second test

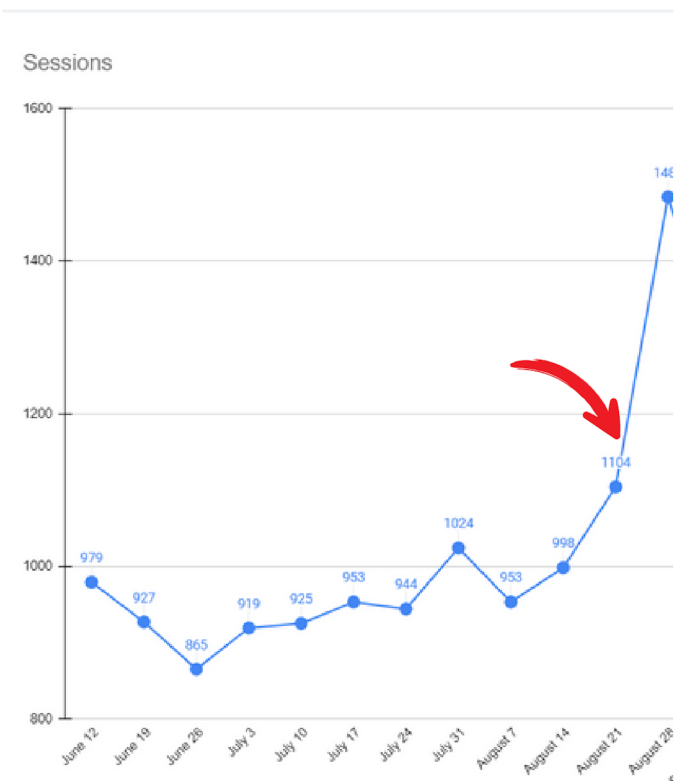


NaturalSlim Helpzymes Digestive Enzymes - Superior Digestion Supplements for Gut Health, Bloating & Gas Relief - Amylase, Bromelain, Lipase, Protease & Pancreatin with Betaine HCL - 100 Caps (Solo)

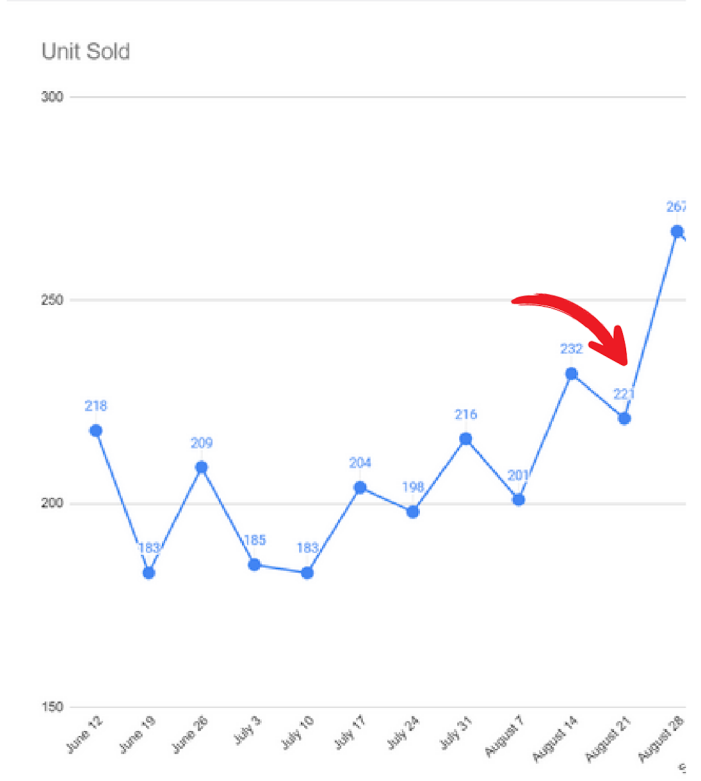
Third test



Conclusion: The best results for the title of this keyword indexing experiment were keeping "Gut health", "Bloating" and also adding the ingredients "Amylase", "Bromelain" and "Lipase".



Sessions increased by 27% from 1104 to 1484



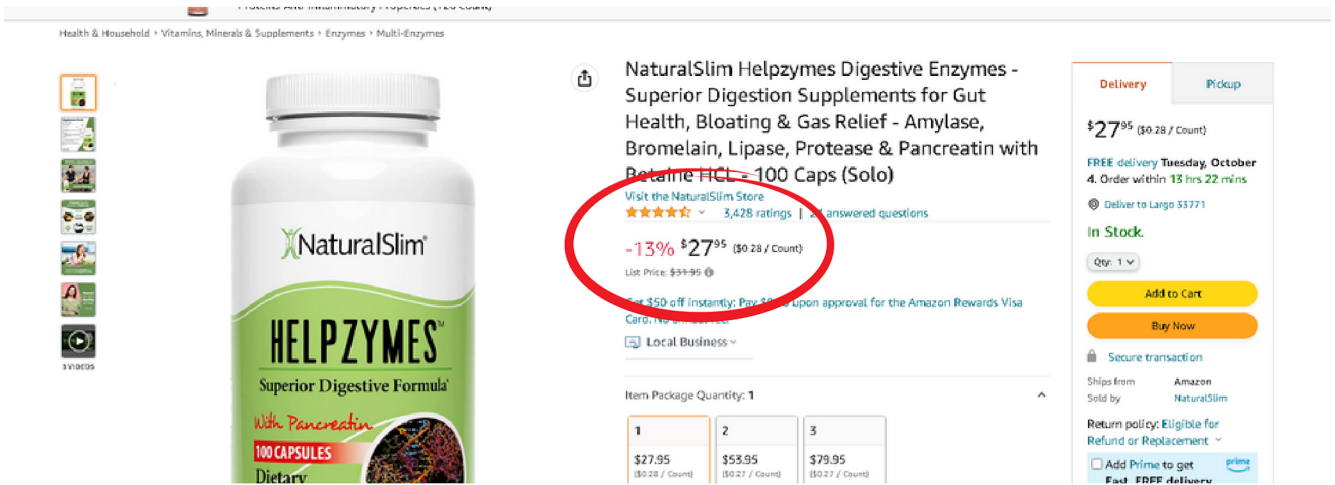
Units Sold increased by 20% from 221 to 267

Date	Note	Sessions	Conversion	Unit Sold	Sales
August 23	Changed title				
August 28		1,484	17.99%	267	\$7,703
September 4		1,247	20.37%	254	\$7,259

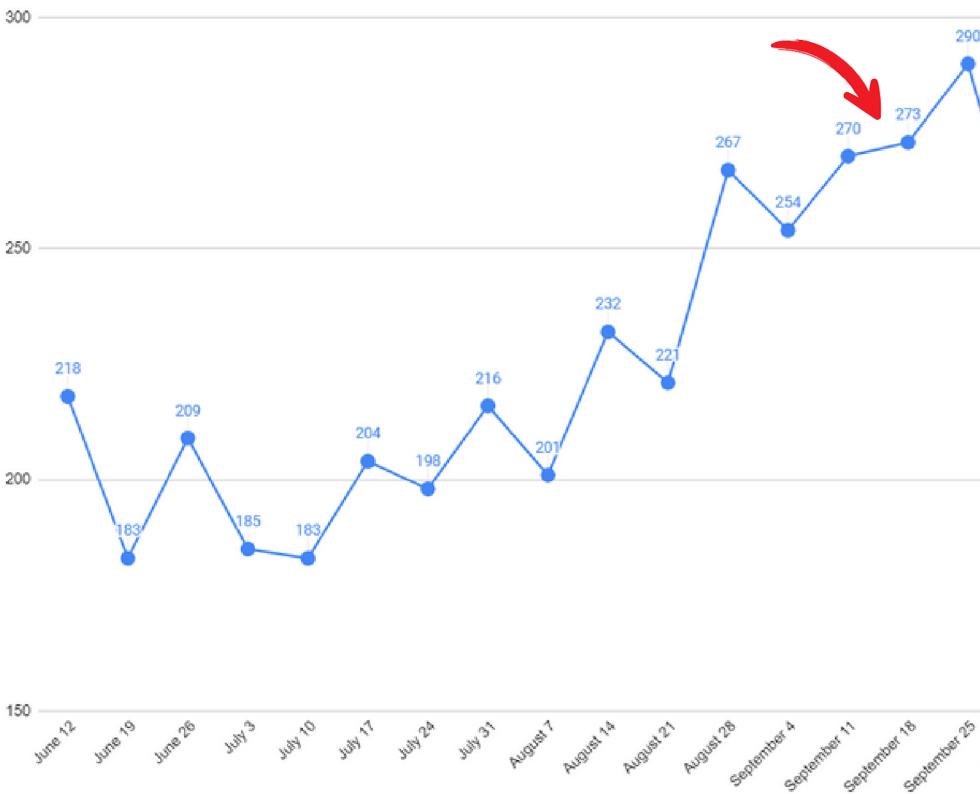
03

Strike-Through on The Price

We tested the effect of having a strike-through on the price



Unit Sold



Units Sold increased by 7% from 270 to 290

Date	Note	Sessions	Conversion	Unit Sold	Sales
September 14	Called Amazon about the Strike-Through on the Price				
September 18		1,254	21.45%	273	\$7,618
September 25	Strike-Through on the Price is now showing	1,419	20.44%	290	\$8,092

04

Bullet Points and Search Terms Test

We tested the indexing of the keywords on the bullet points.

SUPPORTS HEALTHY DIGESTION - Recommended to anyone with digestive issues. This product will help you improve your digestion and avoid stomach or digestive problems, reflux, gas, and fatigue after eating.

ABSORB NUTRIENTS EFFECTIVELY - This formulation provides a mixture of powerful digestive enzymes that help the body to effectively and efficiently absorb the nutrients contained in the food we eat. They also work to promote healthy digestion.

SPECIFIC FAT BURNING FORMULA - HELPZYMES is a powerful combination of highly-potent digestive enzymes including pancreatin, which helps optimize the breakdown of fats and improve metabolism. It also has an anti-inflammatory effect.

BLEND OF SPECIAL DIGESTIVE ENZYMES - Including **betain**, bromelain, lipase, and amylase. As an additional aid, these capsules contain a dose of hydrochloric acid comparable to the level in your stomach, helping the natural digestion of protein.

Old Bullet Points

Superior Formula – Our super digestive enzymes include pancreatin, betaine HCL, bile extract, and a powerful digestive enzyme complex of amylase enzyme, bromelain, protease (pH levels of 6.0, 4.5 & 3.0), and lipase enzymes for digestion. Truly, the best digestive supplement formula that you need!

Better Digestion – To fuel the body, we need to absorb nutrients from the foods that we eat, but first, it needs to be broken down. Our digestion supplement is formulated to help break down foods naturally with its organic digestive enzymes for men & women.

Efficient Absorption – The body needs essential digestive enzymes to convert foods into absorbable substances. Enzymes for digestive health like **Helpzymes** can help improve the absorption of nutrients from foods (proteins, fats & carbs) while maintaining gut health.

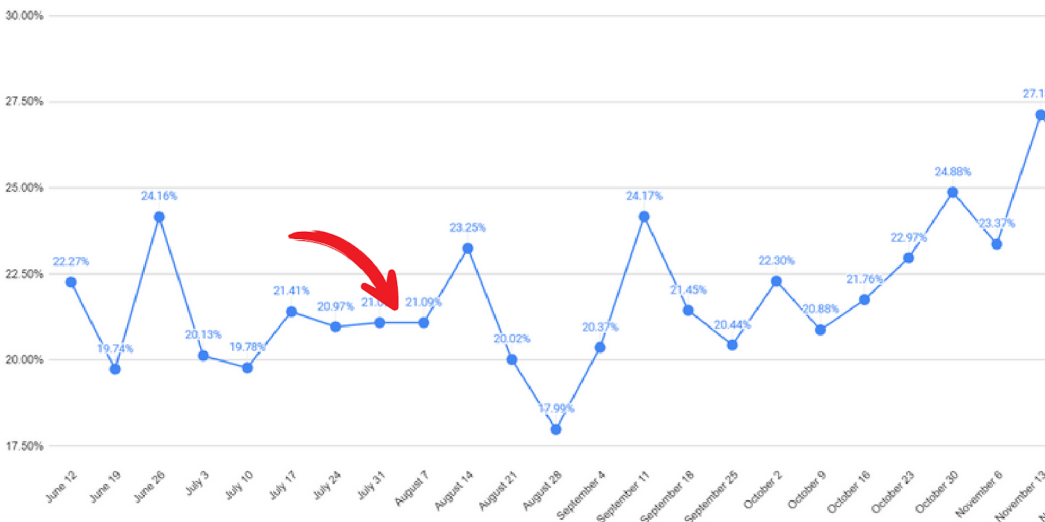
Current Bullet Points

Metabolism & Energy Boost – Our digestive enzyme supplements promote gut enzymes for digestive aid and stomach health. Enzymes are natural substances that our body produces in order to digest food and convert it into energy for our metabolism.

Committed to Satisfaction – If for any reason, you're not happy with the results you experience within the first 30 days, we're happy to help! Simply send us a message, and we will process your reimbursement as long as it is requested within 30 days of purchase, no exceptions. There is no need to return the product to us! Note: SHIPPING COST IS NON-REFUNDABLE.

Conclusion: We not only added keywords for indexing and ranking but also keywords that would make the visitors convert based on our keywords and competition research.

Conversion



Overall Conversion increased by 6% - from 21% to 27% - over the course of the experiment

Date	Note	Sessions	Conversion	Unit Sold	Sales
August 1	1st Bullet Only				
August 3	All Bullets				

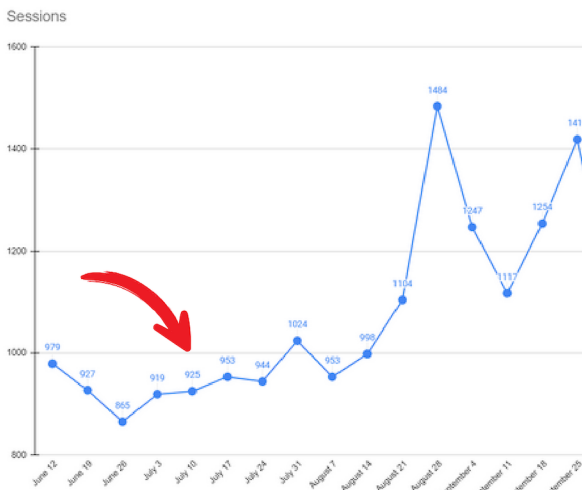


Experiment Conclusion

Now that we have collected enough data from the experiment we can come up with a Formula for Scaling Amazon Products for Natural Slim.



BSR ranking went up from **25,000 to 15,000** by the end of the experiment



Affluence in Sessions and peaked highest at 1,484 visitors in a week.



Units Sold also show affluence and peaked at 290 in a week.



Sales naturally showing affluence and peaked at \$8k in a week.