

Transforming a New Supplement Brand's Amazon Debut



BACKGROUND

A clinically-backed vitamins and supplements brand was debuting on Amazon in November 2022. At that time, they were brand new to the scene, without any online or offline presence.

THE CHALLENGE

As a newcomer, the brand needed to build credibility and visibility to capture sales beyond celebrity loyalists by reaching a broader, health-conscious demographic.

ANDEZA'S STRATEGY

Andeza collaborated closely with this supplements brand to create robust product and brand content, focusing on underscoring the effectiveness of organic, clinically-studied ingredients.

The brand launched on Amazon concurrently with their D2C site. Andeza conducted keyword research and leveraged team expertise to build product listings from the ground up. Leveraging creative content, Amazon's Early Reviewer Program, Amazon coupons, and Sponsored Ads, Andeza was able to establish a strong market presence for the brand. Ad management software provided insights for continuous optimization.

RESULTS

Andeza did not stop at launch. Enhancing the brand's Amazon presence with creative Amazon Advertising, Enhanced Brand Content and an intuitive Amazon Store garnered a loyal customer base.

This strategy led to the brand's success in launching a full product line on Amazon with 15 products gaining 3,000+ reviews in less than a year. By focusing on subcategory awareness and product efficacy, not celebrity endorsements, Andeza was able to solidify the brand's credibility.

BRAND GROWTH

15 Products Launched

3K+ Product Reviews

AMAZON ADVERTISING SUCCESS

29.0% Advertising Cost of Sales (ACOS)

\$3.41 Return On Ad Spend (ROAS)

19.3% Conversion rate



BRAND STOREFRONT PERFORMANCE

The brand's Andeza-built Brand Store contributed significantly, accounting for:

17.4% of advertising sales

17.0% of advertising orders

13.0% of overall visitors



Andeza's comprehensive strategy led to remarkable success within a year and established the brand as a credible and successful entity in the supplements market. Additionally, Andeza's dedication to creative content earned them the *2023 GDUSA American Digital Design Award*—recognizing their expertise in outstanding design. The multifaceted approach, blending internal and external software solutions, ensured ongoing optimization for the brand.

FOR MORE INFORMATION, CONTACT:

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