

retail bloom

Third Party Marketplace Service Provider

www.retailbloom.com

Brand Case Study 3

Continued Growth Both Online and Offline

A leading athletic apparel brand re-entering the marketplace had issues maintaining brand integrity and solving the challenges that had forced them to terminate their previous relationship with Amazon.

CHALLENGES



Free fall of brand equity due to changes in perceived retail price



Unknown number/identity of unauthorized 3rd party sellers



Difficulty protecting content integrity

ACTIONS



Implemented a new inventory management strategy utilizing Fulfillment by Amazon and seller fulfilled options



Tactical merchandising strategy based on full inventory and product listing audit



Reviewed and updated 1200 SKUs



Optimized over 250 product listings



Leveraged SellerSight™ toolset to identify and shut down unauthorized sellers

RESULTS



22% retail price increase over 12 month period



\$5 million + in marketplace sales over a 12 month period



10.7% sales lift over a 12 month period