

# retail bloom

Third Party Marketplace Service Provider

www.retailbloom.com

## Brand Case Study 1

### Turn Year Over Year Losses into Profit

A U.S. manufacturer of premiere hosiery had unaddressed brand vulnerabilities that were crippling sales.

#### CHALLENGES



Perceived retail price lower than actual price



Content problems with parent-child linkage



Minimum exposure to new product styles

#### ACTIONS



Created strategy to retake brand control and boost sales



Launched advertising campaign to increase exposure



Investigated all unauthorized sellers

#### RESULTS



16.9% Retail Price increase over 6 month period



350% growth in year over year sales



6.2% sales lift over a 6 month period due to advertising efforts