

retail bloom

Third Party Marketplace Service Provider

www.retailbloom.com

Brand Case Study 2

Increase Volume and Improve Profitability

Outdoor equipment manufacturer needed solutions for increasing brand presence and sales volume issues.

CHALLENGES



Inaccurate listings –
wrong pictures and
description



Poor sales performance



No advertising strategy

ACTIONS



Comprehensive
product, identity and
channel analysis



Optimized over 250
product listings



Engaged advertising
strategy with partner,
ROI Revolution

RESULTS



Achieved 69% sales growth
over a 6 month period



Generated a 45%
advertising sales lift
over a 6 month period