

retail bloom

Third Party Marketplace Service Provider

www.retailbloom.com

Partner Performance

Retail Bloom has worked with numerous brands to help them strengthen brand integrity and improve brand exposure

CHALLENGES



Perceived retail price lower than actual price



Content problems with parent-child linkage



Minimum exposure to new product styles



Rogue Sellers misrepresenting brand image

ACTIONS



Created strategy to retake brand control and boost sales



Launched advertising campaign to increase exposure



Investigated all unauthorized sellers & enforced MAP policies

RETAIL BLOOM CLIENTS' AVERAGE SALES RESULTS AS COMPARED TO SAME MONTH PRIOR YEAR*

Month 1 = 1%
Sales Increase



Month 12 = 9766%
Sales Increase



Month 4 = 185%
Sales Increase



*Sales data represents Clients who had past Amazon sales history available prior to Retail Bloom partnership.

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