

# retail bloom

Third Party Marketplace Service Provider

Brand Partner Since  
November 2016

A leading yoga 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



Challenges competing with low price alternatives



Inability to reach the first page of search results for keywords



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 over 2,000 SKUs



Optimized over 80 product listings with keywords, Enhanced Brand Content, & Videos



Launched promotional strategies for new products

## RETAIL BLOOM CLIENT RESULTS

492% Sales Growth in month 4 vs. Same Month Prior Year



5x Sales Return due to Advertising Efforts



2804% Sales Growth in month 12 vs. Same Month Prior Year

