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AMAZON SUCCESS CASE STUDY– OVERALL PERFORMANCE IMPROVEMENT

[380% increased in sales in 3 months]

Modern Apparel sells children's clothes and accessories on Amazon. They approached us early in September last year to help them improve their Amazon performance. Below shows a quick snapshot of how we improved their sales by 79% in three months.



How do we work?

We started by auditing their account and created an Amazon Masterplan for a three-month trial period. This plan outlined actions within a time frame and helped them to understand what's expected so that they can prepare for change. It also kept us focused on set actions every week. The plan is agile and changes based on account needs.

Account audit is our unique process to investigate what has been done in the past and how we can improve performance including competitor analysis. An Account Audit can be a standalone service [\[find out more\]](#)

What we did to make improvements?

We worked on the account right down from the listing structure and here are the set actions:

1. Listing Keywords Optimisation
2. Image Optimisation
3. Search Term Keywords Optimisation
4. Product Structured Data Improvement
5. Leverage Sponsored Ads
6. Competitor Analysis and Repricing
7. Enhance Cross Border Trade

These key actions are unique to every account which we define after the initial account audit.

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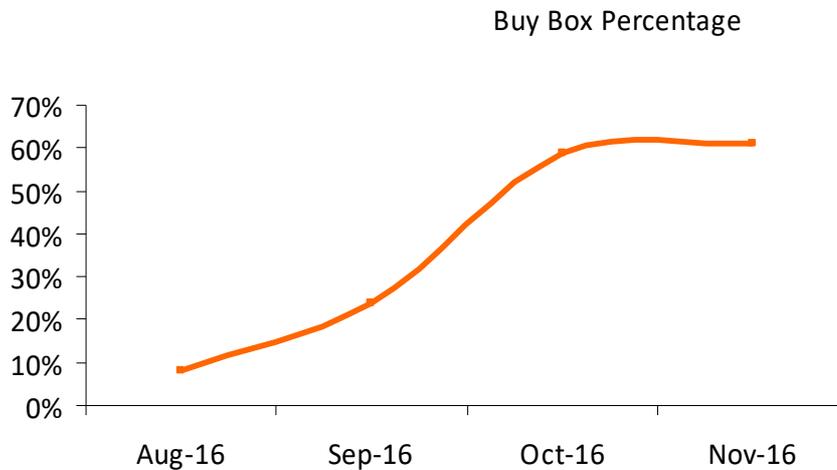


The result

We get surprises every time we work on an account because we don't know exactly what level of success we will get. Account improvement needs attention to detail which is why we suggest a 3-month trial period because this allows us enough time to make a difference. This also allows us to study your product and market well.

The graph below shows how we improved Buy Box share over the past three months which contributed directly towards increased sales.

The "Buy Box" is the box on a product detail page where a customer starts the purchase process by adding an item or items to their shopping basket. [\[Read more\]](#)



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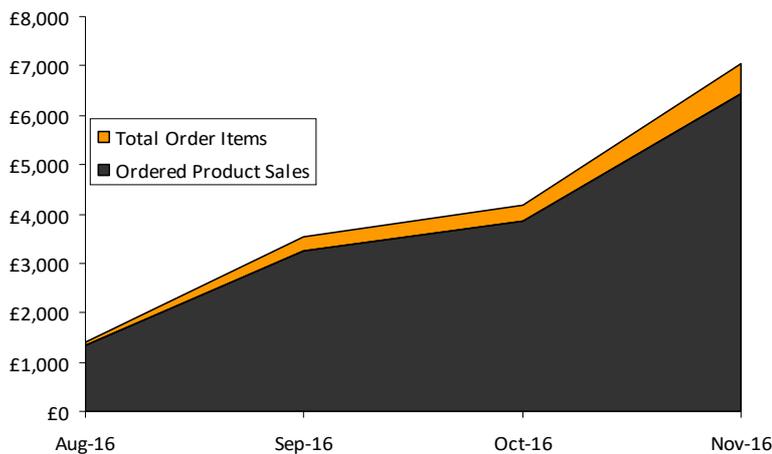
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The graph below shows how we improved total orders in terms of numbers and sales. We understand improving performance is not a rapid process and when we put our work into it, we have seen successes, like this, on all accounts we work on.



Conclusion

All of the actions outlined above can be easily implemented by you and we teach you how to do this in our Amazon Masterclasses in Manchester and throughout the UK. What we do differently from others is audit your account and start making small improvements which later on creates a greater impact. Our unique *Amazon Masterplan*, which has been tried and tested, has helped many retailers improve their performance. We can help you too! Please [get in touch](#) with Prabhat today.

Our *Amazon Masterplan* outlines actions for us every month and also gives you an idea of what changes to expect. It is unique to everyone.



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