

## Case Study: Haircare

# Adding Color, Content, & Control

### The Challenge

Recom's challenge was to partner with Brand X's eCommerce team to extend their digitally forward strategy and jumpstart the Amazon flywheel; ultimately driving holistic growth in three key areas: brand awareness, sales volume, brand loyalty.

**106%**

increase in QoQ  
brand sales

**10%+**

YTD 2021 increase in session  
conversion rates

**95%**

Q1 2021 average  
buy box ownership

### Creative Optimization

To ensure advertising success, our creative team collaborated with Brand X to develop a cohesive visual and verbal strategy that communicates the brand across everything from titles, bullets, and search terms, to image tiles, A+ content, and a reimagined storefront. With an emphasis on mobile-first design, product routine building, and high quality ingredients, Brand X's Amazon listings now provide customers with the content needed to convert. The Brand X storefront prioritizes choice, with intuitive navigation that allows users to find their perfect product through problem-solution, color specific, and results driven portals. Our content optimization directly resulted in an increase of over 10% in customer session conversion rates from order to purchase.

### Advertising

With the creative overhaul complete, it was time to execute a fresh advertising strategy to drive growth. Our team took a hands-on approach, developing an Amazon-specific media plan based on buyer intent.

Recognizing Amazon's place in the customer journey, the advertising strategy targets motivated shoppers with ads that clearly define a path to purchase. Weekly performance meetings, on-demand reporting, and proprietary, category-specific data helped improve campaign drivers like cost-per-click and conversion rates. Amazon's ads proved more efficient and profitable than those Brand X utilizes on other marketing channels, leading to a significant shift in advertising spend in pursuit of additional growth.

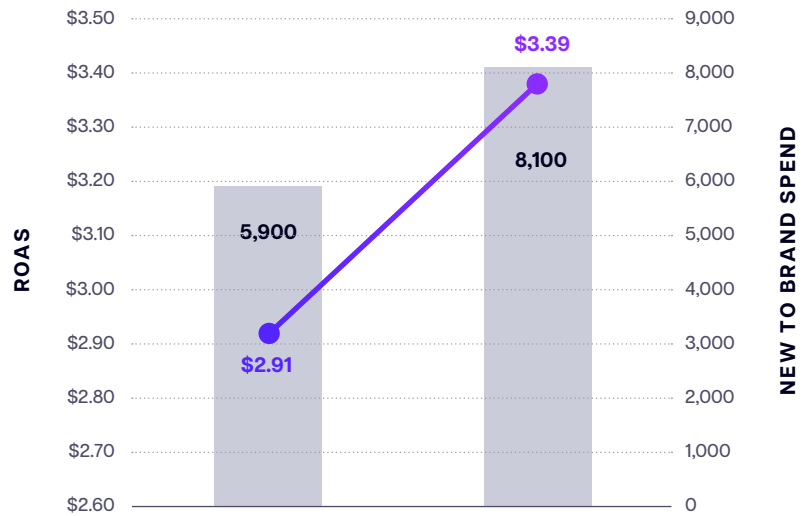
## Advertising Performance KPIs

# 16%

return on Ad Spend YoY

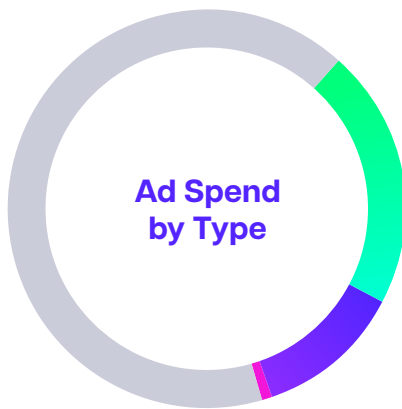
# 37%

increase in New-to-Brand Orders YoY

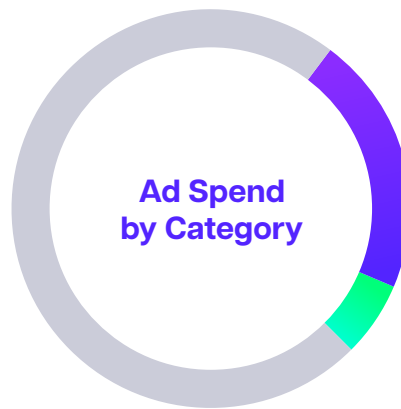


## Advertising Spend Breakdown

With Brand X focused on sustainable, profitable growth on Amazon in an effort to achieve the organization-wide goal of increased household penetration, 61% of all media spend went towards non-brand customer acquisition. With ROAS target KPIs being first-purchase profitable, Recom acquired over 8,000 new-to-brand orders over Q1 2021.



● Sponsored Products	66.1%
● Sponsored Brand	21.2%
● DSP	12%
● Sponsored Display	0.64%



● Non-Branded	72.9%
● DSP	21.2%
● Branded	5.9%



● Non-Branded	\$16.9	61.1%
● DSP	\$8.68	31.4%
● Branded	\$2.07	7.49%

## Advertising Ad Allocation

66% of spend was allocated to Sponsored Products to ensure we owned a healthy portion of the share of shelf against competitors. 21% of spend went towards Sponsored Brands on large category searches to begin awareness building and create cross-selling opportunities across other Brand X products. Lastly, we leveraged 12% of spend on DSP to focus on non-purchase retargeting to bring back—and convert—new-to-brand browsers.

## Marketplace Control and Expansion

Even with limited distribution and select brick & mortar presence, Brand X had 49 unauthorized sellers prior to Recom establishing a brand protection program. Within 90 days of onboarding, we were able to gain and maintain 95%+ of the buy box.

As Brand X was looking to further grow sales, the Canadian marketplace was a natural extension. Given the success of the Amazon US sales and minimal retail presence in Canada, Recom assisted Brand X in expanding Canadian distribution through amazon.ca.

## Supply Chain Optimization

Recom has maintained 100% in stock rates by working closely with Brand X's team in demand forecasting, monitoring the entire supply chain lead time, and managing key promotion dates on- and off-platform.