

MTN OPS is a renowned brand in the world of outdoor nutrition and performance supplements, offering a range of high-quality supplements tailored to the unique needs of adventurers, hunters, athletes, and fitness enthusiasts. Their product line includes everything from energy boosters and protein powders to hydration aids and post-workout recovery formulas, all designed to support peak performance in demanding environments.

The Challenge

When MTN OPS came to Cartograph, the Amazon channel was just 10% of their sales portfolio and had been a lower priority. A multitude of challenges included oversaturation in the fiercely competitive product categories, price wars and aggressive promotions, supplement-related suppressions, and unauthorized resellers compromising brand integrity.

The Cartograph Approach

- Emphasize Content Callouts**
Making the flavor prominent on the hero image ensured that MTN OPS offerings stood out amidst the crowded marketplace. Cartograph honed their differentiation tactics, emphasizing **unique value propositions and quality assurance** measures in infographics.
- Implement Dynamic Pricing Strategy**
We leveraged data-driven insights from our Margin Analysis and P&L Dashboard to strike a balance between competitiveness and profitability. This visibility allowed us to **test price elasticity and choose a profitable price floor**.
- Create SEO Optimization Strategies**
To improve MTN OPS visibility in Amazon's search results, we shifted away from broad terms like "preworkout" and focused on winning granular, niche keywords. This has resulted in **measurable uptick in engagement, click-through and conversion rates**.
- Level Up Enhanced Storytelling**
By rigorously testing hero images, A+, titles and bullets, we were more effectively able to **communicate MTN OPS' value propositions** such as clean energy and mental focus. This fine-tuned content now **resonates with their audience** and is reflected in optimal page views and higher conversion.
- Audience Prospecting Strategies**
Along with SEO, through the full-funnel advertising strategy, we focused our new customer acquisition outside of the traditional protein segment, **expanding targeting and gaining market share** in niches such as such as hunting, running, and outdoor performance demographics.
- Provide Monitoring and Support**
To address Amazon's ever-evolving policies, particularly for the supplements space, we established a process to quickly address compliance flags. MTN OPS and Cartograph collaborated on **providing timely customer support** to bolster end-consumer trust.



"Amazon is a critically important channel for all the businesses I've worked with, and I wouldn't trust it to any other partner."

Chris Hickey
Board Member

The Results

Cartograph put our best operatives to work with the goals of **overhauling content and brand presence, pivoting prior inventory challenges, and strategically executing a robust advertising plan**. Through our comprehensive approach, MTN OPS not only navigated the challenges, but also emerged as a resilient contender in their competitive category on Amazon.

Sales & Inventory

- +10% Net Sales for New Product
- +27% YoY Best Seller Ranking

Performance

- Top 1% in Multiple Categories
- +25% Conversion Rate

YoY Key Metrics

+115%
Sales Growth

+20%
Hero Product Sales

+15%
Brand Awareness Index