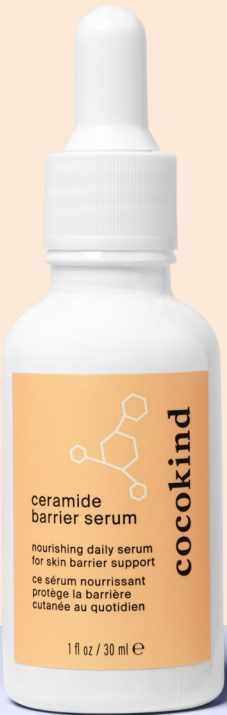


cocokind is a clean beauty brand with a focus on powerful, plant-based ingredients. When they approached Cartograph, cocokind was already a well-known brand with robust sales and distribution in major retailers such as Target, Ulta, and Whole Foods Market, as well as healthy direct-to-consumer (DTC) website sales.

The Challenge

With other channels scaling, it was time to size up the Amazon opportunity. cocokind had initially established their presence on Amazon in July 2021. From the beginning, their performance metrics on Amazon struggled and their Buy Box percentage was averaging only 50%. Additional challenges included a disjointed working rhythm with their 3PL and difficulty meeting customer demands with frequent out-of-stocks.



The Cartograph Approach

- Improve Working Relationship with 3PL**
We implemented a robust demand planning and forecasting strategy for the brand's products and integrated it with our standard 3PL communications. By **analyzing historical sales data and market trends**, we were able to ensure that the right amount of inventory was consistently available.
- Improve Buy Box Ownership**
We employed effective third-party reseller management tactics and automated pricing solutions. By **monitoring reseller activities** and **strategically adjusting prices**, we maintained better control over the Buy Box, thereby **increasing visibility and driving sales**.
- Create Educational Content**
We relaunched content emphasizing cocokind's values of customer education and skincare routines, reinforcing its position as a trusted skincare authority. We **utilized the brand's packaging** in main images to call out differentiated ingredients and attributes which **improved CTR and Conversion Rate**.
- Shift Marketing by Season**
We recognized the seasonality of our products, thus **adjusting merchandising** to ensure that the brand's offerings were well-positioned to **capture the attention and preferences of seasonal shoppers** effectively. One example of this was capitalizing on sunscreen during summertime, ensuring this product was first on our virtual shelf and featured heavily in ads.
- Microtargeted Advertising**
To expand the brand's reach and attract new customers, we launched our **upper funnel advertising tactics** through Amazon's Demand-Side Platform (DSP). By crafting **engaging ad creatives** and Targeting relevant Amazon shopper audiences, we effectively captured past page viewers and pushed the higher AOV serums.

The Results

Our comprehensive strategy encompassed **supply chain optimization, content enhancement, seasonal marketing, and advertising refinement**. By addressing these key areas, we helped cocokind not only improve brand performance on Amazon but also align its e-commerce strategy with its core values and goals, ultimately contributing to its impressive success on Amazon.

Sales & Inventory

- +250% Increase in YTD Sales
- Improved in-stock rate to 99%
- Buy Box Improved by 30+ points

Performance

- Increase conversion rate by 2X+ on hero product
- Grew mix share of higher priced items by 3X
- Increased average order number (AOV) by \$3.50+

Key Metrics

+250%

YTD Sale Increase

*7-Figure Growth

+30pp

Buy Box Increase

+20%

AOV Increase