

# Barebells

## Case Study

### At a glance

Barebells, a premium protein bar brand, had built strong brand awareness but faced challenges scaling efficiently on Amazon. While the brand was doing ~\$3M/year, growth was slower than anticipated due to inefficiencies in brand control, advertising strategy, and operational execution. Axis Brands implemented a clear growth plan, enabling Barebells to grow from \$3M/year to \$38M/year within just 2 years, while increasing profitability and securing operational control.

### Key metrics

These metrics highlight the impact of our Amazon growth strategy.

Revenue Growth in 24 Months:

From \$3M/year →  
\$38M/year

Conversion Rate Improvement:

+35% increase in  
conversion rate

Advertising Efficiency

3.8 ROAS → 6.8 ROAS

Buy Box Control

Secured 99% Buy Box Ownership

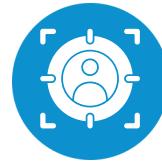
### CHALLENGES

When Axis Brands began working with Barebells, the brand faced multiple growth-limiting hurdles that were stalling momentum. Unauthorized sellers were competing for the Buy Box and driving inconsistent pricing, which weakened consumer trust and diminished brand authority. Advertising spend was inefficient, consuming budget without delivering proportional sales growth, and creative assets were outdated, limiting engagement and conversion rates. Operationally, Barebells lacked a unified logistics and inventory management strategy, leading to frequent stockouts, wasted ad spend, and missed revenue opportunities. Furthermore, the brand had no clearly defined, data-driven roadmap for sustainable Amazon growth, creating uncertainty and preventing them from fully capitalizing on the fast-growing protein bar market.

### SOLUTIONS



Established  
Brand Control



Optimize  
Advertising



Improved  
Creative  
Assets



Logistics  
Management

### BENEFITS

#### Benefits One

1 Secured Buy Box ownership and consistent pricing across the platform, eliminating gray market interference and enabling strong, sustainable brand positioning.

#### Benefits Two

2 Optimized ad strategy and high-converting creative drove a massive increase in sales volume growing annual revenue by over 1,100% in just 2 years while maintaining strong ROAS.

#### Benefits Three

3 Improved inventory forecasting and supply chain processes allowed Barebells to meet surging demand without sacrificing operational efficiency or customer experience.



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