



# Case Study

## At a glance

I'M A Nut had achieved moderate success on Amazon, but growth had plateaued at ~\$200K per month. The brand needed a clear strategy to regain momentum, improve profitability, and scale efficiently without compromising operational capacity.

## Key metrics

These metrics highlight the impact of our Amazon growth strategy:

Revenue Growth in 9 Months:

**\$200K/mo to \$700K/mo**

Conversion Rate Improvement

+28% Increase in Conversion Rate

Advertising Efficiency

4.0 to 9.1 ROAS

Buy Box Control

Secured 98% Buy Box Ownership

## CHALLENGES

While listings were established and driving steady sales, I'M A Nut faced significant hurdles that were preventing further growth. The brand had limited control over its presence on Amazon, which resulted in inconsistent pricing and the persistent issue of unauthorized sellers undermining consumer trust. Additionally, their advertising structure was ineffective, consuming budget without delivering efficient returns or scaling results. There was no unified operational strategy in place to optimize logistics, inventory management, and conversion rates, which led to frequent stockouts and lost sales opportunities. Finally, the business lacked a clear roadmap for expanding beyond their existing volume. This uncertainty stalled momentum and limited the brand's ability to fully capitalize on Amazon's potential.

## SOLUTIONS



Established  
Brand Control



Optimize  
Advertising



Improved  
Creative  
Assets



Logistics  
Management

## BENEFITS

### Benefits One

1

Established brand control and eliminated unauthorized sellers, creating a stable pricing environment and enabling a clear, data-backed growth strategy with full control of the Amazon channel.

### Benefits Two

2

Optimized advertising and creative assets drove significant increases in conversion rates and revenue, nearly tripling sales in under a year while maintaining strong ROAS and profitability.

### Benefits Three

3

Streamlined logistics and inventory management ensured consistent stock availability and fulfillment performance, supporting scalable growth and improving operational efficiency across the board.



**AXIS BRANDS**

A PARTNER YOU CAN  
TRUST