



Case Study

At a glance

Molly Suds had reached a growth plateau on Amazon, with no clear strategy to scale beyond their existing performance.

Key metrics

These metrics highlight the tangible outcomes of our Amazon Strategy — direct results from regaining brand control which drove scalable revenue growth and improving conversion rate.

\$24M- \$55M

Revenue in 24 Months

25-35%

Increased conversion Rate

4.1- 9.4

ROAS Increase

CHALLENGES

While their listings were live and generating steady sales, the brand lacked the logistical infrastructure and strategic roadmap needed to unlock the next phase of growth. Internally, there were concerns that transitioning to a seller-direct model would risk disrupting current revenue streams and strain operational capacity. This uncertainty created hesitation, ultimately stalling momentum and limiting the brand's ability to fully capitalize on Amazon's potential.

SOLUTIONS



Removed Unauthorized Sellers



Enrolled in Transparency



PPC Management



Logistics Management

BENEFITS

1

Benefits One

Clear, data-driven strategy and the operational/logistical structure needed to scale efficiently and take full control of their Amazon channel.

2

Benefits Two

Increased Sales on Amazon, greatly out weighed the loss of distribution within the first year.

3

Benefits Three

Sole Authorized Seller on Amazon – Enabled Direct-to-Consumer Sales at Manufacturer Pricing, Resulting in Significantly Improved Profit Margins.



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