



## 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.



**AXIS BRANDS**

A PARTNER YOU CAN  
TRUST