



Case Study

At a glance

Spartan Bee Bread, a new entrant in the natural supplements market, sought to establish a strong presence on Amazon but faced the challenge of building brand authority from scratch. With no prior sales history and zero brand visibility, growth relied heavily on crafting the right strategy for launching, optimizing, and scaling effectively. Axis Brands implemented a comprehensive growth framework that helped Spartan Bee Bread scale from \$0 to \$1.5M/year in just 10 months, enabling rapid market entry, strong customer adoption, and long-term sustainable growth.

Key metrics

These metrics highlight the impact of our Amazon growth strategy.

Revenue Growth in 10 Months:

From \$0 → \$1.5M/year

Conversion Rate Improvement:

+40% increase in conversion rate

Advertising Efficiency

3.2 ROAS → 6.5 ROAS

Dominated Category Rankings

Achieved Amazon's Choice status within months

CHALLENGES

When Axis Brands began working with Spartan Bee Bread, the brand faced multiple hurdles entering the competitive supplements market. With no existing sales or brand authority, discoverability was low, and product listings lacked optimized keywords and strong creative assets. There was no clear advertising strategy, making it difficult to generate momentum or achieve a positive ROI. Additionally, logistics planning was limited, risking stockouts or overstocks during launch. Without a defined growth roadmap, the brand struggled to establish a strong presence and capitalize on the fast-growing natural supplements category.

SOLUTIONS



Establish Brand Presence



Optimize Advertising



High-Converting Creative Assets



Logistics and Inventory Management

BENEFITS

1

Benefits One

Established a trustworthy, high-visibility presence on Amazon, allowing Spartan Bee Bread to gain early traction against larger competitors.

2

Benefits Two

Aggressive yet efficient PPC campaigns drove a massive increase in sales volume while maintaining profitability, achieving \$1.5M ARR in under a year.

3

Benefits Three

Improved forecasting and fulfillment processes enabled the brand to meet growing demand without costly overstock or missed sales opportunities.

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