



**LUMINIZE**

Case Studies

## MERCHANDISING & CLV



165% INCREASE IN  
UNIQUE CUSTOMERS



10% INCREASE IN  
CUSTOMER LIFETIME VALUE



20% INCREASE IN  
AVERAGE ORDER VALUE

## PROBLEMS ENCOUNTERED

30% INCREASE IN AD SPEND

1

LOW PURCHASE FREQUENCY

2

DIFFICULTIES INCREASING SALES

3

## SOLUTIONS PROVIDED



COST-EFFECTIVE  
KEYWORD FOCUS



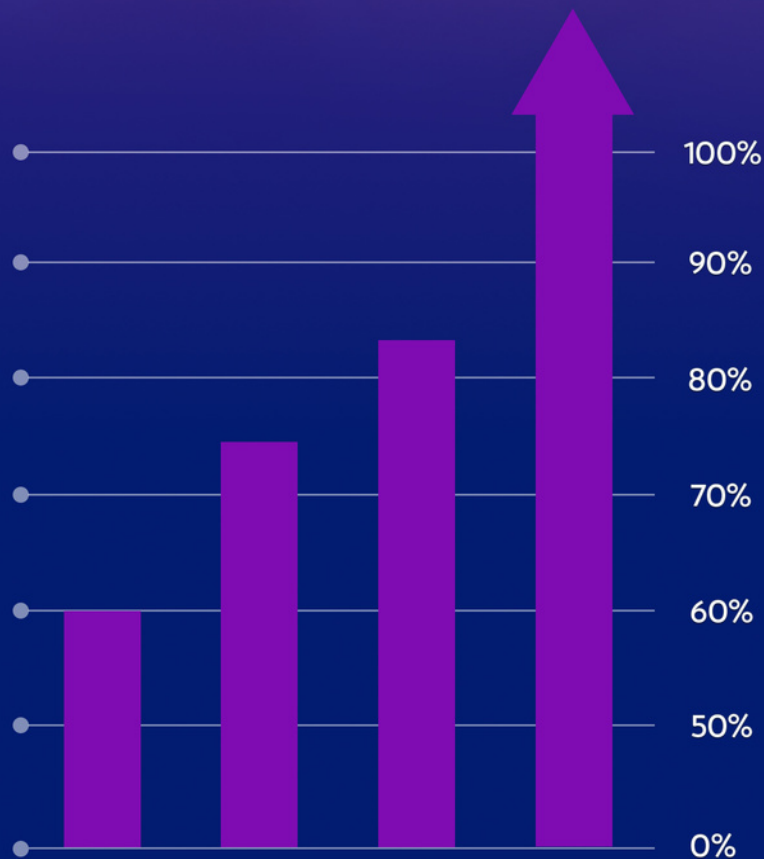
EFFICIENT SPEND  
ELIMINATION



CONVERSION RATE  
OPTIMIZATION



STRATEGIC BUNDLE  
AND CROSS-PROMOTION



170%  
SALES INCREASE

FIRST FULL-RANGE, SALON-INSPIRED HAIR CARE BRAND IN NATURAL PRODUCT STORES.

**TRANSITIONING FROM VENDOR CENTRAL TO DISTRIBUTION RETAILER, HEALTHY PANTRY SELLER CENTRAL**



**PROBLEMS ENCOUNTERED:**



AD SPEND INEFFICIENCY



MAP ENFORCEMENT ACROSS 6 PLATFORMS



DIFFICULTY INCREASING SALES

**ADDITIONAL VENDOR CENTRAL DIFFICULTIES:**



UNABLE TO GET COST INCREASES THROUGH

CHARGEBACKS & 3PL FEES

NO DEDICATED BRAND MANAGER

**SOLUTIONS WE PROVIDED:**



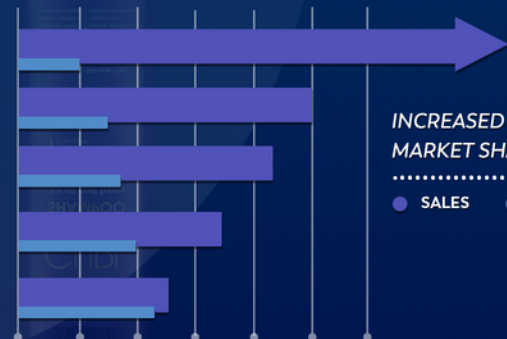
34%

TOTAL TOPLINE GROWTH



LOGISTICS EFFECTIVENESS

0% 50% 60% 70% 80% 90% 100%



INCREASED AD SPEND TO WIN MORE MARKET SHARE WHILE DECREASING ACOS

● SALES ● ADVERTISING COST OF SALES



OMNICHANNEL CLEANUP



CREATED NEW PRODUCT ASSORTMENTS

# ORGANIC INDIA

## INCREASED CONVERSION & CLICK THROUGH RATES



66% INCREASE IN CONVERSION RATES



300% OVERALL REVENUE INCREASE YOY



34% CUSTOMER LIFETIME VALUE INCREASED



35% INCREASE IN CLICK THROUGH RATES



Organic India is a global supplements and teas brand sold in brick-and-mortar stores such as Trader Joes and Whole Foods.

Our aim was to increase brand affinity and create an engaging customer journey from awareness to post purchase.



## PROBLEMS ENCOUNTERED



INEFFICIENT AD SPEND



LOW CONVERSION AND CTR



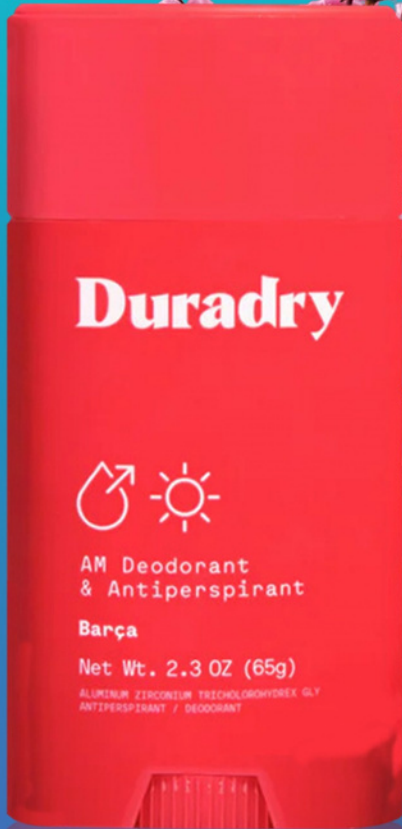
LOW CUSTOMER LIFETIME VALUE

## SOLUTIONS PROVIDED

- USED PROPRIETARY DASHBOARD AND ADDED OVER 1,000 HIGHLY RELEVANT SEARCH TERMS AND COMPETITOR PRODUCTS IN AD CAMPAIGNS
- RESTRUCTURED TITLES, BULLET POINTS, BRAND STORY, IMAGE CALLOUTS, AND A+ CONTENT
- CREATE NEW CONTENT THAT ALLIGNED THROUGHOUT THE COSTUMER JOURNEY
- IMPLEMENTED NEW MERCHANDISING PLAN

# DURADRY

a national **deodorant** brand that specializes in *hyperhidrosis* (excessive sweating).



## PROBLEMS ENCOUNTERED

3-PRODUCT BUNDLE LIMITING SALES

SALES PLATEAU AT \$2M

FAILURE TO CREATE LONG-TERM CUSTOMERS

## SOLUTIONS PROVIDED

FOCUSED ON USING ORGANIC SEARCH RANKINGS AND EXPANDED ON HIGHVOLUME KEYWORDS

SHIFTED FOCUS TO A PRODUCT WITH MORE REPETITIVE PURCHASE PATTERN

ENABLED SUBSRIBE AND SAVE

CREATED LONG-TERM CUSTOMERS



55% INCREASE TOTAL YOY SALES



67% NEW TO BRAND COSTUMERS



7% DECREASE ADVERTISING COST



43% REDUCTION TIME BETWEEN ORDERS



# WHISPS

## INVENTORY FORECASTING



1% SPOILAGE RATE OBTAINED



DECREASED CASH CONVERSION CYCLE



DECREASED LABOR COSTS FOR VENDOR



IMPROVEMENT IN CASHFLOW

## SOLUTIONS PROVIDED

### PROBLEMS ENCOUNTERED

- 1 HIGH RATE OF NEGATIVE REVIEWS
- 2 BAD CASH FLOW
- 3 INCORRECT FORECASTS



## • ROGUE SELLERS •



60% INCREASE IN REVENUE



98% BUY BOX SHARE



100% INCREASE IN PRICING WHILE INCREASING SALES



300+ CEASE AND DESIST

Amazing Herbs - is a national supplements and skincare products brand sold in brick and mortar stores across the USA and online via Amazon.



## PROBLEMS ENCOUNTERED

1 26 ROGUE SELLERS

2 HIJACK PRICING

3 STORES THREATENED TO PULL PRODUCT

## SOLUTIONS PROVIDED



ROGUE SELLER IDENTIFICATION



DISTRIBUTION NETWORK ANALYSIS



BUY BOX DOMINANCE



PROFITABLE ADVERTISING AND PRICING

EARTHBATH IS A NATIONAL PET PRODUCTS BRAND SOLD IN BIG CHAINS SUCH AS PETCO AND PETSMART

## CLV, PURCHASE FREQUENCY



100% INCREASE IN 30 DAY  
RETENTION RATE.



79% INCREASE IN 60 DAY  
RETENTION RATE



260% INCREASE IN NEW  
TO BRAND CUSTOMERS



315% SALES INCREASE



### PROBLEMS ENCOUNTERED

NO BRANDING TO BUILD  
CUSTOMER TRUST

LONG 190 DAY PURCHASE RATE

NO SUBSCRIBE AND SAVE

### SOLUTIONS PROVIDED

ENHANCED VISUAL APPEAL

EMOTIONAL BRANDING

STRATEGIC PRICING  
RESTRUCTURE

TARGETED MARKETING  
APPROACH





## ADVERTISING EFFECTIVENESS



INCREASE IN  
MONTHLY SALES



15% SALES OF  
TOTAL CATALOG



CONTENT  
OPTIMIZATIONS

5%  
INCREASE IN  
MONTHLY SALES

### PROBLEMS ENCOUNTERED

- OVERSPENDING ON POORLY CONVERTING TERMS
- NOT TARGETING TOP SEARCH VOLUME TERMS
- TOO MUCH FOCUS ON HERO PRODUCT



### SOLUTIONS PROVIDED

- OPTIMIZED BIDDING SYSTEM
- STRATEGIC KEYWORD IDENTIFICATION
- HERO SKU REALLOCATION
- PROFIT-FOCUSED AD SPEND



# DRTUNG'S

 LUMINIZE

AMAZON IS NOT YOUR FRIEND. WE ARE

## A TRAILBLAZER

IN NATURAL ORAL CARE SINCE 1997



## BRAND AFFINITY AND TRUST THROUGH CONTENT



46% INCREASE  
CONVERSION RATE

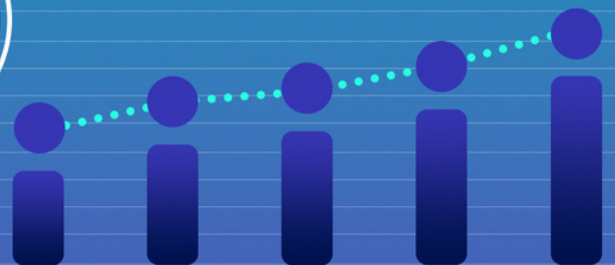


29% INCREASE RETURN  
ON AD SPEND



26% INCREASE IN  
CLICK THROUGH RATE

33%



INCREASE IN AVERAGE ORDER VALUE

## PROBLEMS ENCOUNTERED

- IMAGES NOT ENGAGING
- UNATTRACTIVE BRAND STORE
- LOW CLICK THROUGH AND CONVERSION RATE

## SOLUTIONS PROVIDED

KEY BENEFIT HIGHLIGHT

- CUSTOMER ENGAGEMENT VIA POSTS
- ENGAGING AND EMOTIONAL CONTENT
- COLLABORATIVE CONTENT ENHANCEMENT

THANK YOU

