



CASE STUDY: HOW SMART ADVERTISING BOOSTED SALES AND BRAND REACH

Transforming an Amazon Honorarium
& Souvenir Brand with Strategic
Ecommerce Solutions

EXECUTIVE SUMMARY

A premium gift and souvenir brand, struggled with stagnant sales and limited marketplace visibility on Amazon despite its niche product positioning and high-quality offerings. The brand lacked discoverability in search results, under optimized listings, and did not communicate its unique gifting value, resulting in diminished conversion and low customer engagement.

Upon partnering with SEO Geniuss, the brand underwent a complete marketplace transformation. Through strategic listing optimization, compelling A+ Content built around lifestyle storytelling, and targeted Amazon PPC campaigns designed to reach high-intent gifting audiences, the brand quickly gained traction. SEO Geniuss reinforced brand identity, improved product discoverability, and aligned its listings with customer gifting motivations.

20%

**Amazon Sales
Increase**

Within 90 days of partnership

28%

**Campaign Sales
Increase**

Within 90 days of partnership

60%

Review Growth

Increase in product reviews

INTRO

This case study demonstrates how SEO Genius transformed the brand's underperforming amazon listings into powerful sales assets while expanding its reach across multiple online marketplaces. With a premium blend of gourmet coffee and protein nutrition, the brand needed clear positioning, stronger discoverability, and conversion-focused content to turn awareness into measurable results.

The Challenge

A high-value offering that couldn't effectively reach its target audience amid intense ecommerce competition.

The Solution

Strategic optimization combined with multichannel expansion to unlock untapped growth potential.

BACKGROUND

The brand caters to passionate gift and souvenir lovers, offering thoughtfully designed products that capture memories, emotions, and special occasions. With a strong appeal to travelers, collectors, and those seeking meaningful presents, the brand had successfully built a loyal customer base through its unique product designs and premium quality.

Thoughtful Designs

Designed to capture memories, emotions and special occasions.

Strong Appeal

Best For Travelers, Meaningful present seeker

Premium Quality

Manufactured with love and craft

CHALLENGES

Under-optimized Listing Content

Listings were not SEO-optimized, leading to low organic rankings.

Weak Visual Presentation

Lack of A+ Content and enhanced visuals meant poor engagement and brand recall.

Limited Product Visibility

Lower search ranking = Fewer shoppers see the products and it leads to amazon's weak performance

Minimal Brand Storytelling

Less brand-telling leads to reduction in long-term brand loyalty.

Negative or Low Review Count

Listings had low review counts leads to customer's less confidence, which leads to low conversions.

Underperforming Advertising Campaigns

Existing ad campaigns were not optimized and had high ACOS.

SEO GENIUSS'S STRATEGIC APPROACH

❖ Amazon Listing Optimization

- Conducted detailed keyword research focused on gifts and souvenirs categories.
- Optimized product titles, bullet points, and descriptions to improve discoverability and conversion.

❖ PPC Advertisement Optimization

- Optimized or paused high-spending campaigns, ad-groups and keywords with low ROAS and high ACOS.
- Launched Strategic Sponsored Products, Brand and Display campaigns with targeting niche audiences.

❖ A+ Content Optimization

- Created new designs which were visually rich to tell what the product is and the key features.
- Complete changes in the overlays of the A+ Content with more lifestyle shots, infographics, and comparison charts

❖ Customer Engagement & Reviews

- Encouraged review generation through automated post-purchase follow-up campaigns through our automated tools.
- Addressed FAQs and added a detailed FAQ section in listings to reduce customer hesitation.

A+ CONTENT & VISUAL BRANDING TRANSFORMATION

We developed visually rich design layouts that clearly communicated the product's purpose and key features. The A+ Content was completely revamped, incorporating lifestyle photography, informative infographics, and comparison charts to highlight unique value propositions and enhance customer engagement.

Wedding Cake Knife and Server Set

For Wedding, Birthday Events, Ideal For Gifting Any Other Special Occasion



Gift



Wedding



Birthday



Banquet

Brand Storytelling

Crafted a richer visual narrative that resonates with customers.

Lifestyle Imagery

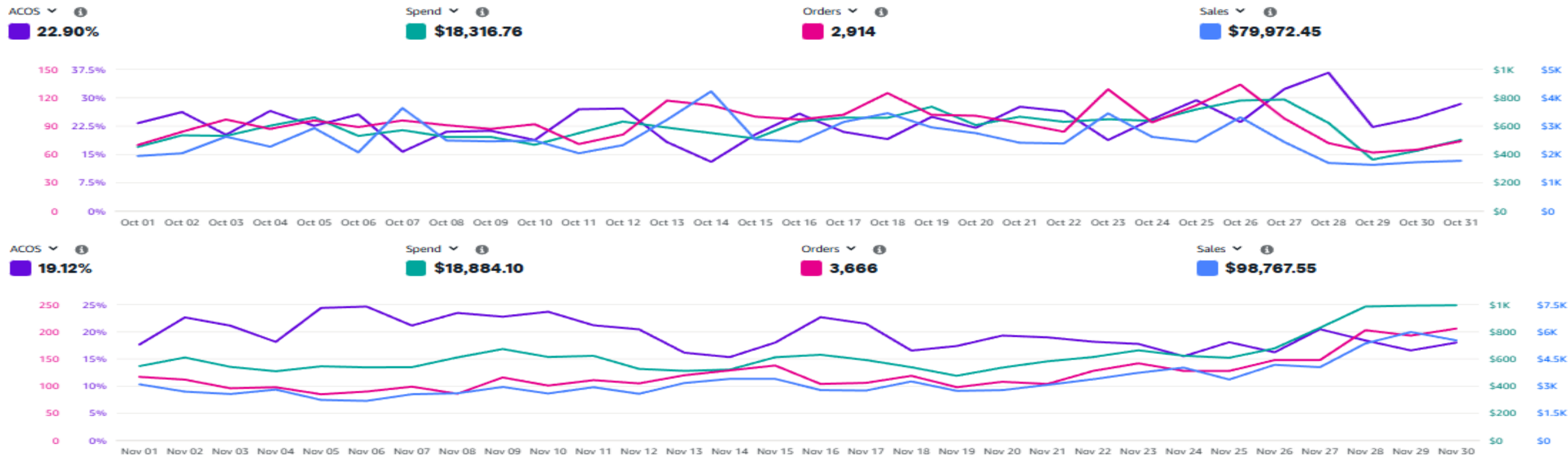
Implemented professional product photography that showcased real-life use cases and highlighted key features.

Infographic Images Design

Delivered clear benefit communication through thoughtfully crafted visual elements.

PPC advertising Success

We launched segmented Sponsored Product, Sponsored Brand, and Sponsored Display campaigns tailored to specific audience groups. The strategy prioritized high-converting long-tail keywords and retargeting to reduce ACOS, improve conversion rates, and maximize ROI.

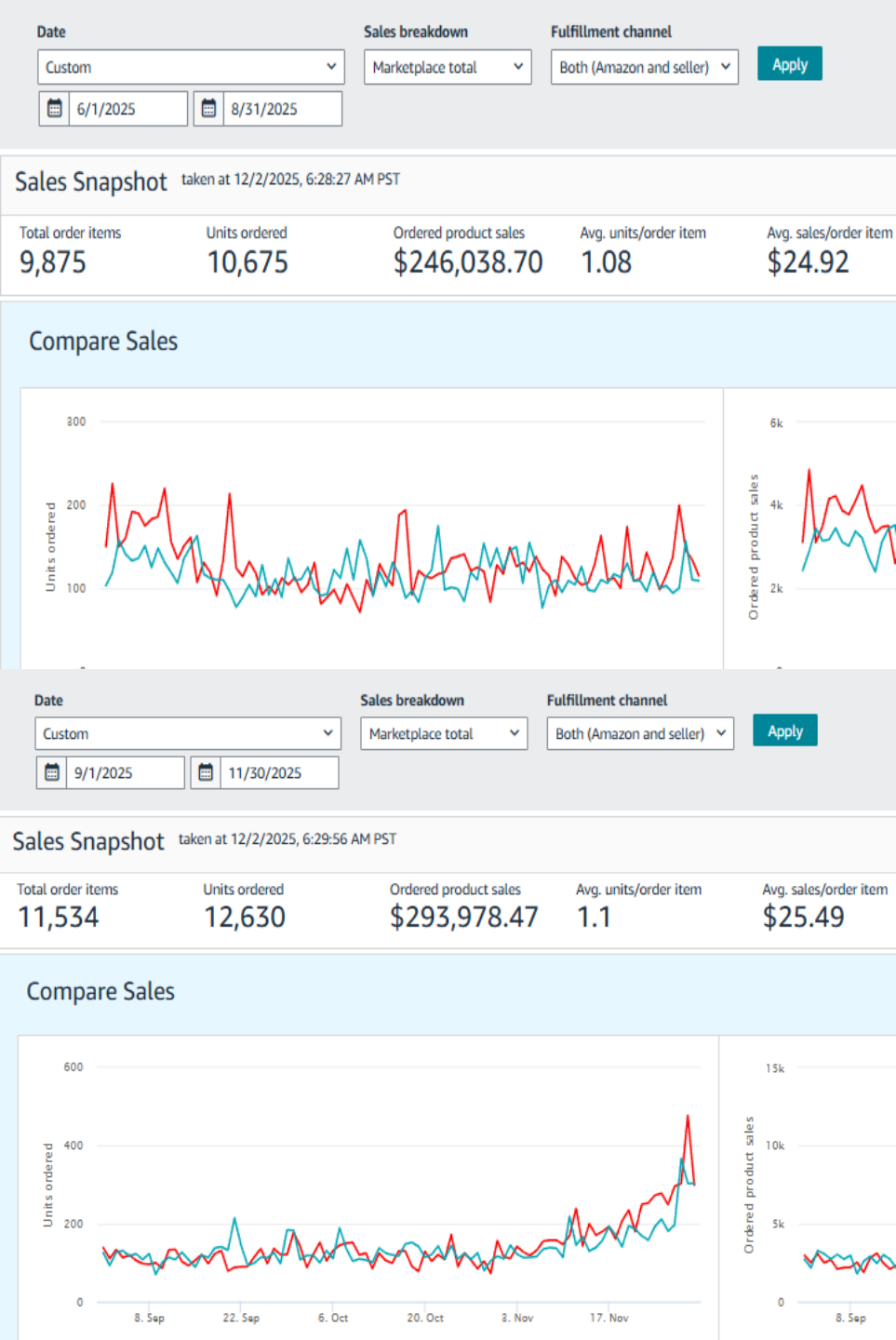


23%

Conversion Increase
Improved ad performance

4%

ACoS Reduction
Lower advertising costs



Results and Impact

Amazon Sales Increase: 20% Growth in revenue within 3 months

❖ Improved Organic Rankings

Top 3 position for major keywords like “personalized knife”, “personalized gifts” and “anniversary gifts”.

❖ Enhanced Ad Performance

23% Increase in Conversion and 4% drop in ACOS.

❖ Customer Engagement

Product reviews increased by 30% with an average rating of 4.2+

CLIENT TESTIMONIAL & CONCLUSION

“Working with SEO Genius was a turning point for our brand. They understood our vision, strengthened our brand story, and aligned every strategy to reach the right customers. The difference in visibility, sales, and market presence was immediate. For the first time, we feel like our products are being seen—and valued.”

Marketing Director, Brand Owner

Conclusion

The case clearly demonstrates how a data-driven, creative, and strategically executed approach can transform the trajectory of a niche brand. By combining precision listing optimization, compelling brand storytelling, and targeted advertising strategies, SEO Genius helped brand strengthen its online presence, enhance customer engagement, and unlock measurable sales growth.

