

# CASE STUDY: STRATEGIC EXECUTION TO ACCELERATE SALES AND BUILD STRONGER BRAND PRESENCE

Strategic Ecommerce Execution That Transformed a Vitamins & Supplements  
Brand on Amazon

# EXECUTIVE SUMMARY

A premium Vitamins, Minerals & Supplements brand faced low visibility and stagnant sales on Amazon despite offering high-quality, science-backed formulations. Under-optimized listings, weak search performance, and limited trust signals made it difficult to stand out in a highly competitive wellness category.

By partnering with **SEO Geniuss**, the brand achieved a complete transformation through data-driven listing optimization, enhanced A+ Content focused on real health benefits, and targeted advertising campaigns. This strategic approach improved discoverability, strengthened brand credibility, and unlocked measurable sales growth within weeks.

25%

**Amazon Sales  
Increase**

Within 90 days of partnership

26%

**Campaign Spend  
Decrease**

Within 90 days of partnership

32%

**Review Growth**

Increase in product reviews

# INTRO

This case study highlights how seo geniuss helped brand overcome marketplace challenges and unlock growth on amazon. despite offering high-quality vitamins, minerals, and supplements, the brand struggled to gain visibility and compete in a crowded wellness category. through strategic ecommerce execution and performance-focused optimization, seo geniuss transformed brand's amazon presence into a strong revenue-driven channel.

## The Challenge

A premium offering that failed to connect with the right buyers due to weak discoverability.

## The Solution

Leveraging strategic optimization and marketplace expansion to accelerate sustainable growth.

# BACKGROUND CONTEXT

The brand is a trusted health and wellness brand offering a wide range of vitamins, minerals, and supplements designed to support daily wellbeing and specific health needs. While the brand has strong product quality backed by scientific formulation, its value was not clearly communicated to Amazon shoppers. In a highly saturated supplements market, brand needed stronger positioning, better discoverability, and enhanced digital presentation to convert interest into sales.

## Health & Wellness

Offering a wide of vitamins, minerals and supplements.

## Strong product Quality

Backed by scientific formulation and strong wellness.

## Everyday Consumer Focus

Easy-to-use supplements made for daily wellness and long-term health maintenance.

# 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 GENIUS'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

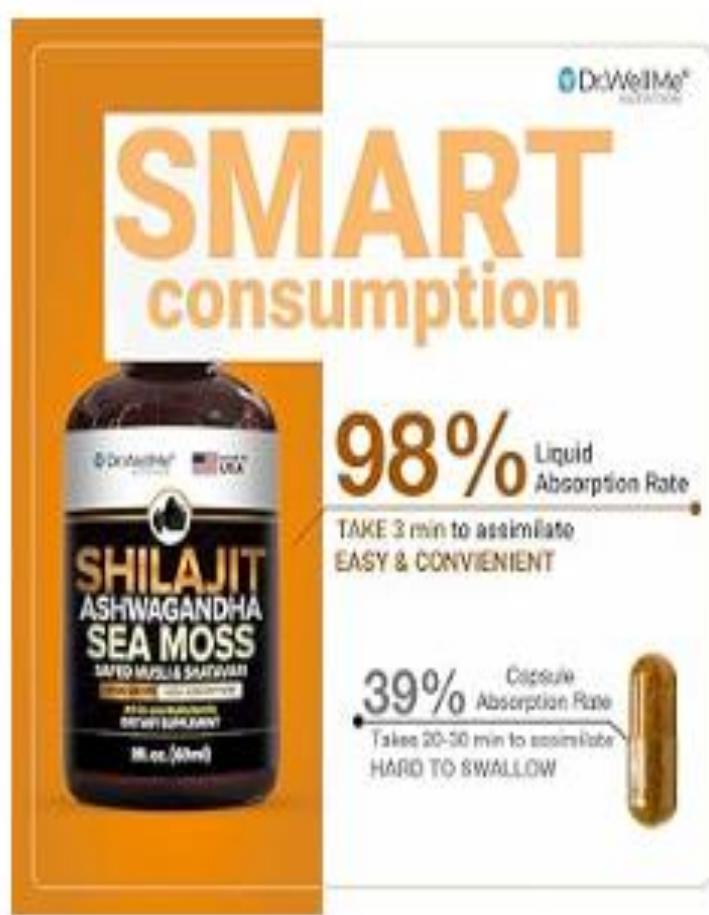
- Created new designs which were visually rich to tell what the product is and the key features.
- Complete changes in the overlays of the A+ Content with more lifestyle shots, infographics, and comparison charts

## ❖ 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 designed visually rich product layouts that clearly explained functionality and highlighted key features relevant to Amazon shoppers. The A+ Content transformation included lifestyle photos and benefit-driven infographics, resulting in improved value perception and deeper customer engagement.



## Lifestyle Imagery

Professional product photography showcasing real-life use and key features.

## Brand Storytelling

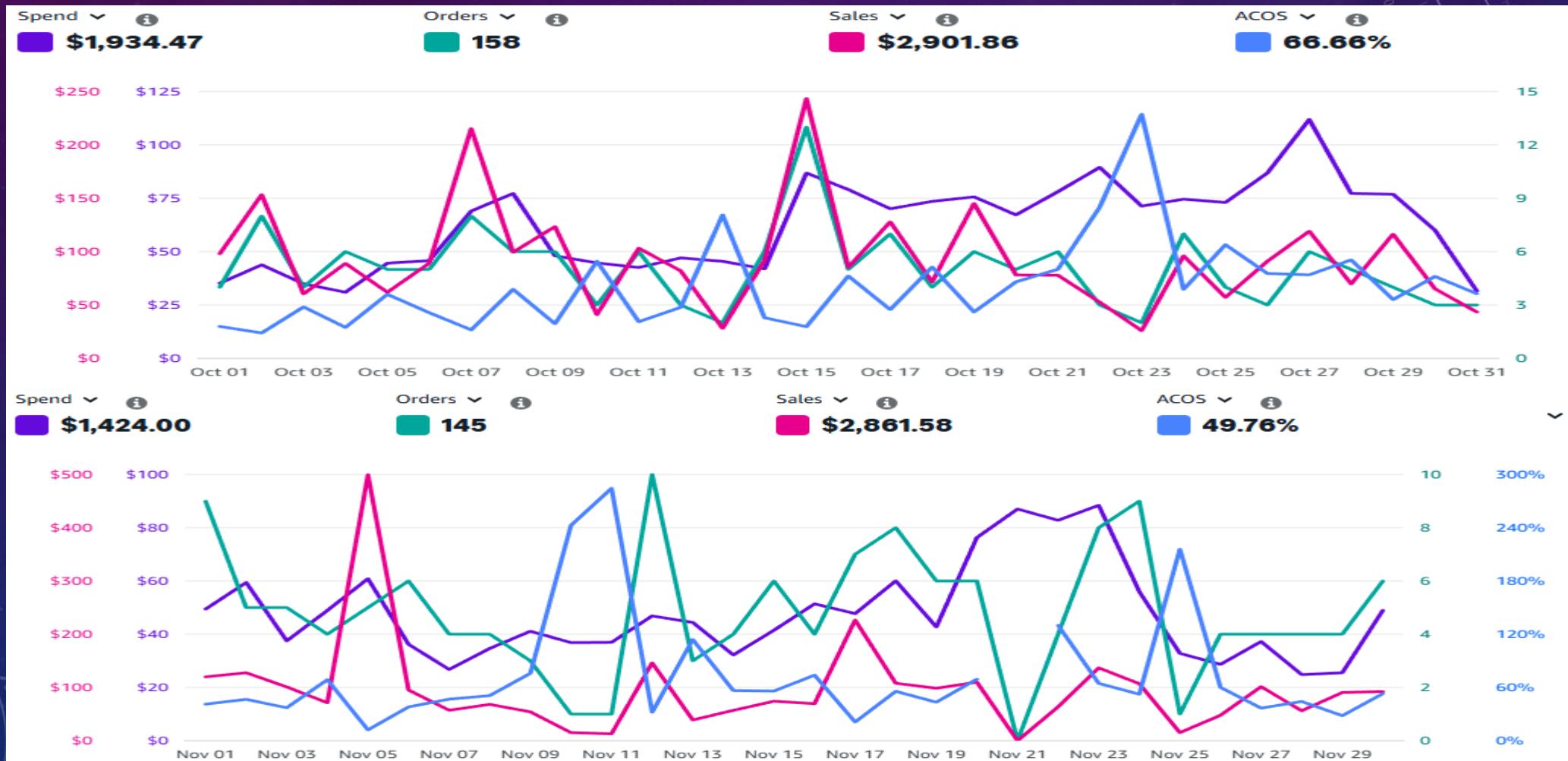
Built a richer visual narrative that resonates with customers.

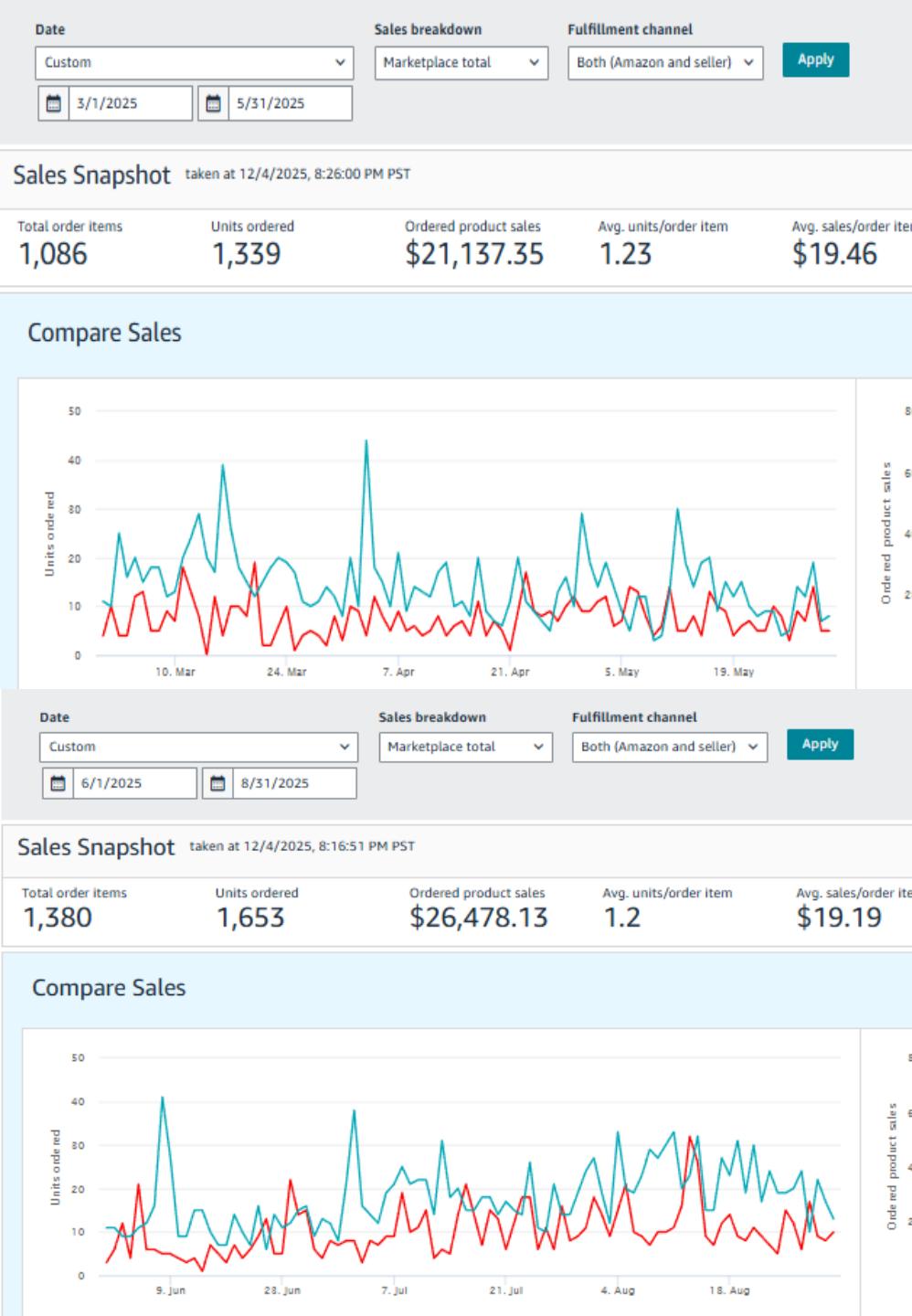
## Designed with Infographics

Communicated benefits clearly through thoughtful visual design.

# PPC advertising Success

We deployed segmented Sponsored Product, Sponsored Brand, and Sponsored Display campaigns aligned to specific customer intent profiles. By prioritizing long-tail keywords and strategic retargeting, we lowered ACOS, increased conversions, and scaled ROI efficiently. As a result, ACOS had decreased by 27% and had a increase in sales by 25%.





# Results and Impact

Amazon Sales Increase: 12% Growth in revenue within 3 months

## ❖ Improved Organic Rankings

- By working consistently on rankings, units sold increased by 23%.

## ❖ Enhanced Ad Performance

- 25% increase in total sales and 27% drop in ACOS.

## ❖ Customer Engagement

- Product reviews increased by 32% with an average rating of 3.7+.

# CLIENT TESTIMONIAL & CONCLUSION

*"We always believed in our products — now customers do too.*

*SEO Geniuss understood our mission from day one.  
Their strategy improved how shoppers see us.  
Sales and confidence grew hand-in-hand.  
We finally feel competitive and proud on Amazon."*

*Marketing Director, Brand Owner*

## Conclusion

This case demonstrates the power of well-aligned ecommerce strategy. Strategic enhancements turned underperforming listings into credible brand assets. The brand now competes confidently in a crowded supplements category. Improved discoverability and trust signals unlocked new customer segments. Sales momentum continues to rise with ongoing optimization.

