

Case Study: Powering Growth for Freshmist – A Leading E-Liquid & Vape Brand

Driving Sales, Visibility, and Multi-Channel Expansion in the Competitive Vape Industry

Executive Summary

Freshmist, a premium UK-based e-liquid and vaping brand, was facing challenges in gaining traction on Amazon and other online platforms despite having a loyal customer base. After partnering with **SEO Geniuss**, Freshmist saw almost a new growth of **800% increase in Amazon sales within 60 days since we are able to launch their E-liquid and Vape Business**, along with significant improvements in brand visibility, ad performance, and platform diversification. Our full-spectrum approach included Amazon listing SEO, compliance-friendly A+ Content, advertising optimization, and a dedicated Shopify store.

800%

Sales Growth

Amazon sales increase within 60 days

85

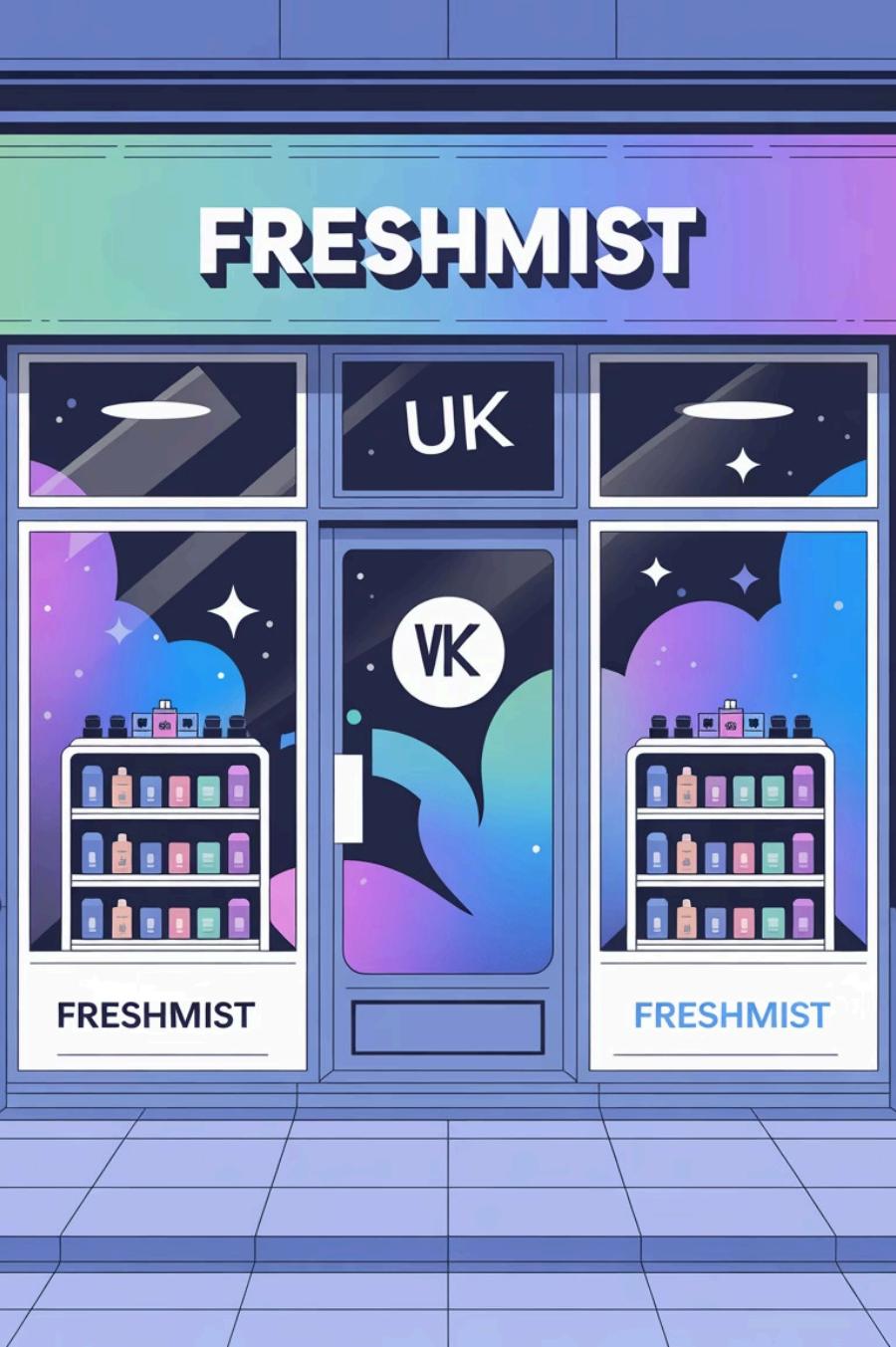
Listings Created

Reinstated and optimized product
listings

28%

ACoS Reduction

Improved advertising efficiency



Introduction

This case study showcases how SEO Geniuss helped Freshmist unlock scalable growth and digital dominance in the e-liquid and vape category. With a catalog of nicotine and non-nicotine e-liquids, Freshmist needed a specialized ecommerce strategy to navigate platform policies, educate its audience, and stand out in a regulated market and managing the compliance issue's.

Background

Freshmist has built a strong reputation in the UK and international vape markets for its quality ingredients, diverse flavors, and lab-certified products. However, the brand's ecommerce performance—especially on Amazon—was underwhelming due to limited discoverability, poor compliance adaptation, and lack of brand presence in search results.

Key Challenges

Poor Search Ranking

Listings weren't optimized for Amazon's algorithm or customer search behavior.

Ad Inefficiency

Existing PPC campaigns were delivering low ROI and driving irrelevant traffic.

Compliance Limitations

Product titles and content often conflicted with Amazon's restricted category policies.

Weak Visual Storytelling

No A+ Content or cohesive image assets were available.

Limited to Amazon

Freshmist had no presence on Walmart and was underutilizing DTC channels.

SEO Geniuss's Strategic Approach

Amazon Listing Optimization

- Conducted keyword analysis within Amazon's restricted tobacco & vape product categories.
- Rewrote titles and descriptions to ensure compliance while boosting SEO visibility.
- Able to reinstate and create 85 listings.

Visual & Compliance-Friendly A+ Content

- Created platform-compliant A+ Content with emphasis on brand safety, lab-tested purity, and flavor variety.
- Added lifestyle and product comparison images to build trust and improve engagement.

Strategic Approach Continued

Targeted Amazon PPC Strategy

- Launched segmented campaigns by nicotine strength, flavor categories, and target audience.
- Used negative keyword filtering to reduce ad waste and maximize relevant clicks.

Customer Engagement & Education

- Built a robust FAQ section addressing product safety, usage, and compliance.
- Deployed review automation and customer follow-up emails using approved messaging practices.

Multi-Channel Rollout

- Built a high-converting **Shopify store** with a blog, subscription model, and email marketing integration.

Sales Growth Results

Date: Year to date - 25/06/2025

Fulfillment channel: Both (Amazon and seller)

Sales snapshot taken at 25/06/2025, 14:50:11 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item
2,843	5,066	£16,273.51	1.78

Compare Sales

	Total order items	Units ordered	Ordered product sales
This year so far	2,843	5,066	£16,273.51
Last year	201	209	£1,678.09
% change from last year	N/A	N/A	N/A

Performance Improvements



Search Ranking Improvement

Ranked on Page 1 for key terms such as "nicotine e-liquid" and "UK vape juice."



Ad Performance

ACoS dropped by 28%, with a 35% increase in CTR and 40% increase in conversions.



Marketplace Expansion

Shopify now contribute an additional 30% to monthly sales.



Customer Trust

Product reviews increased by 20%, maintaining a 4.2+ star average rating.



Client Testimonial

"Working with SEO Geniuss has been a turning point for our ecommerce business. Their expert handling of compliance, SEO, and advertising within a regulated category like vaping helped us grow fast—and smart. We're now thriving on Amazon, Walmart, and our own site with a clear roadmap for scale."

— Ecommerce Manager, Freshmist



Conclusion

Freshmist's case illustrates how a brand in a sensitive, highly regulated industry can still dominate online marketplaces with the right strategy. By partnering with SEO Geniuss, Freshmist achieved platform compliance, increased visibility, reduced ad costs, and successfully expanded into new digital sales channels.

01

Platform Compliance

Successfully navigated Amazon's restricted category policies

02

Increased Visibility

Achieved Page 1 rankings for key search terms

03

Reduced Ad Costs

Optimized PPC campaigns for maximum ROI

04

Multi-Channel Expansion

Successfully launched on Shopify and expanded digital presence