



# Case Study

## At a glance

Airnex entered the Amazon marketplace with quality products but lacked the foundational structure needed to thrive in a highly competitive environment.

## Key metrics

These metrics highlight the tangible outcomes of our Amazon Strategy — direct results from regaining brand control which drove scalable revenue growth and improving conversion rate.

**\$3M- \$5M**

Revenue in 18 Months

**40-50%**

Increased conversion Rate

**4.8- 6.4**

ROAS Increase

## CHALLENGES

Existing listings were underdeveloped—missing optimized copy, compelling infographics, and proper keyword targeting—resulting in poor visibility and low conversion rates. Without a launch strategy in place, the brand struggled to roll out new SKUs effectively.

Compounding these issues, unauthorized sellers further diluted the brand's presence and made it difficult to maintain consistency or build trust with customers.

## SOLUTIONS



**Removing Unauthorized Sellers**



**Launched New Skus**



**PPC Management**

## BENEFITS

1

### Benefits One

Clear, data-driven strategy and the operational structure needed to scale efficiently and take full control of their Amazon channel.

2

### Benefits Two

Consistent Brand Representation – Ensured all product listings, messaging, and visual assets reflected the brand's identity accurately across the marketplace.

3

### Benefits Three

Sole Authorized Seller on Amazon – Enabled Direct-to-Consumer Sales at Manufacturer Pricing, Resulting in Significantly Improved Profit Margins.

