

# Branch Basics Case Study



## At a glance

Without a clear growth strategy or internal infrastructure to manage Amazon effectively, Branch Basics struggled to gain meaningful traction or scale its revenue on the platform.

## 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.

### \$100K- \$1M

Revenue in 14 Months

### 25-50%

Increased conversion Rate

### 3.3- 5.6

ROAS Increase

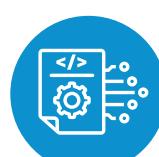
## CHALLENGES

Branch Basics, a rapidly growing clean-ingredient brand, faced significant challenges on the Amazon marketplace. Despite being on the platform for over two years, the brand was generating only \$100,000 in annual sales and had lost control of its presence due to a high volume of unauthorized third-party sellers. These sellers disrupted pricing consistency, diluted brand representation, and compromised the customer experience.

## SOLUTIONS



**Removing Unauthorized Sellers**



**Rebuilding Brand on Amazon**



**PPC Management**

## BENEFITS

1

### Benefits One

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

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

Increased Consumer Trust - Higher conversion rates.  
Improved Customer Service - Reduced confusion and complaints by centralizing order fulfillment, returns, and communication under a single, reliable seller.


**AXIS BRANDS**

A PARTNER YOU CAN  
TRUST