

## Company Background

Embe Babies, a baby brand specializing in unique swaddles, was struggling to achieve success on the Amazon platform. Despite being carried in multiple big-box retail stores and working with four agencies, Embe Babies saw little progress on Amazon. That's when they partnered with ExpertCPG, a full-service Amazon agency, and their journey to success began.

## The Challenge

Embe Babies' primary objective was to increase overall sales. Their struggles included little to no growth on Amazon, excessive spending on Amazon advertising with a poor return on ad spend, and insufficient resources to devote to the Amazon channel.

## ExpertCPG's Approach

ExpertCPG implemented the following strategies to tackle Embe Babies' challenges:

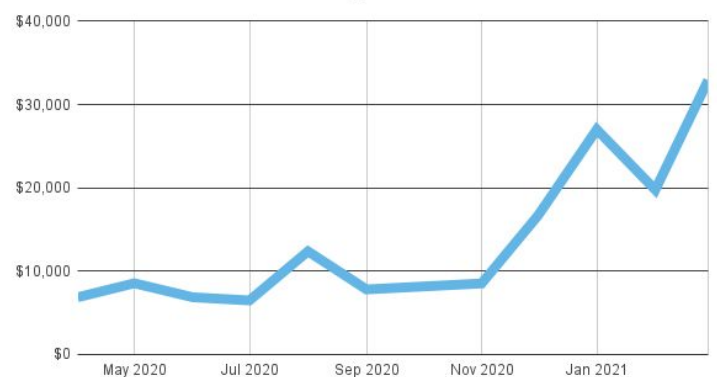
1. Optimize page content, including copy, images, and search terms.
2. Clean up variation sets to make it easy and logical for the customer to find the right products.
3. Overhaul current advertising campaigns to eliminate wasted ad spend and create new ad campaigns to focus on brand-based keywords.

## Results

After partnering with ExpertCPG, Embe Babies saw significant improvements in their sales and advertising metrics:

- Monthly sales increased from \$7,814 in September 2020 to \$32,922 in March 2021, a 321% increase.
- Advertising Cost of Sales (ACOS) reduced from 21.15% to 17.17%.
- Click-Through Rate (CTR) on ads increased from 0.36% to 0.58%.

Embe's Monthly Amazon Sales



## Conclusion

ExpertCPG's expertise in Amazon account management and content creation has helped Embe Babies overcome their challenges and achieve remarkable success on the platform. By optimizing product listings, streamlining variation sets, and improving advertising campaigns, ExpertCPG demonstrated their ability to help brands like Embe Babies thrive on Amazon.