



The Need

A body and haircare brand was looking to reach more consumers on Amazon and grow their customer base.

The Situation

The brand started working with Blue Wheel in the fall of 2020. They were looking for an agency partner to come alongside them as they revamped their Amazon strategy to get their products in front of more people.

Our Expertise

☑ Search Term Isolation

We pioneered this advertising strategy that avoids wasted spend and optimizes profitable keywords. It's our secret sauce to succeeding on the largest online marketplace.



The Solution

With a strategic approach to growing the brand and building rank on Amazon, we were able to dial in an advertising strategy that promoted massive growth for the brand.

Search Term Isolation

We have seen incredible growth from our Search Term Isolation strategy paired with the beautiful Amazon-specific content the brand has created.

Detailed Strategy

With the goal of growing the brand's presence on Amazon, Blue Wheel came up with a detailed strategy to help them meet their larger business goals.



Real Results

In just 8 months, Blue Wheel helped the brand achieve...

134%

REVENUE GROWTH

2.68 pt

DECREASE IN TACOS

14.15%

DECREASE IN ACOS