Achieving Remarkable Market Growth!

A 304.6% Boost in Conversion Rates

Through MyTeamz Listing Optimization

Introduction:

Embark on a captivating journey where strategic optimization turned the tide for our client, a seller of flavoring extracts on Amazon. Witness an extraordinary 304% increase in conversion rates, transforming the product from an underperformer to a sales powerhouse. In this case study, discover the innovative tactics implemented to breathe new life into the listing, making it a beacon for those looking to elevate their Amazon game.

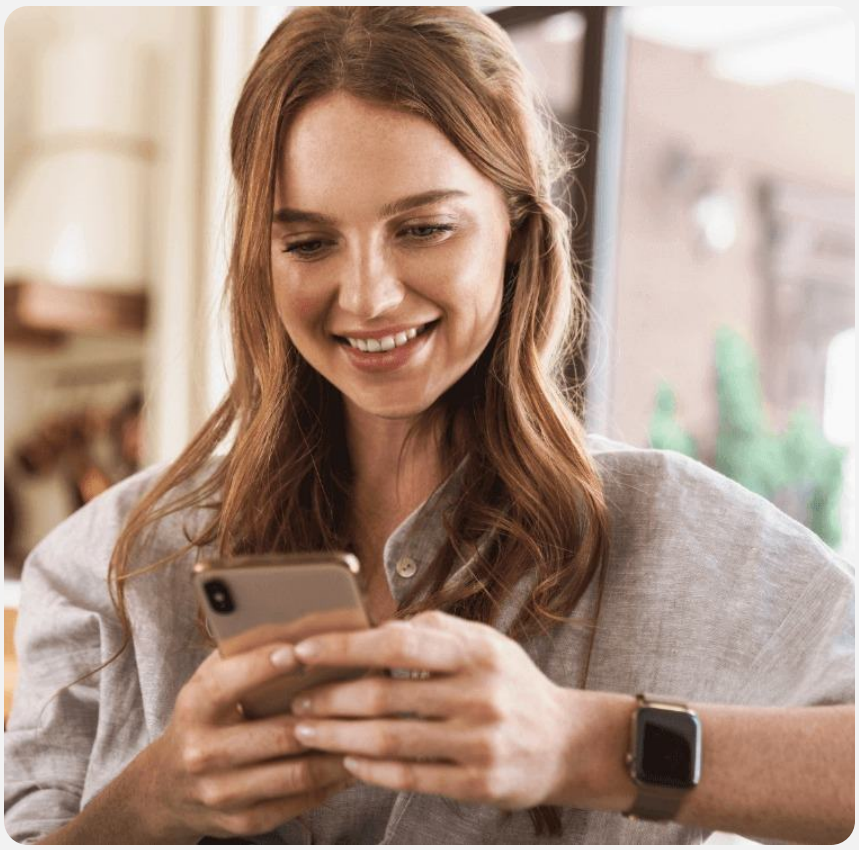
Our Challenges

The product faced a daunting challenge with a meager 5% conversion rate. A comprehensive

audit revealed unappealing images, lackluster SEO, and a ranking juice of 524,900, paling in comparison to competitors with six to seven figures. The absence of a brand story and lifestyle images in Enhanced Brand Content (EBC) further hindered the product's potential. Alt text in the image back-end was nonexistent.

Strategic Approach:

To tackle these challenges head-on, we devised a multifaceted strategy aimed at resonating with the target audience and optimizing every facet of the listing.



Buyer Persona Understanding:

Conducted a detailed review and sentiment analysis to identify the buyer's persona, understanding their pain points and aspirations.

Products | Search Terms | Insights | Trends | Customer Review Insights

Customer Review Insights

Need Help? Watch Tutorial

Last updated on 11/25/2023

Positive Review Snippets

Review snippets pertain to data collected in the last 6 months.
Based on customer ratings with text reviews for products in the Niche.

Topic	%Mentions	Review Snippets
Taste-Overall	25.54%	"Great taste.", "Taste delicious", "Tasty."
Quality-Overall	19.26%	"Very good quality.", "High quality.", "great quality"
Value For Money	16.95%	"great value.", "Fair price.", "The price is right"
Ingredients-Overall	5.89%	"This product is amazing for any recipe.", "This stuff is stronger, higher quality, and absolutely delicious.", "Loved this bc it only had 2 ingredients."
Smell	5.30%	"Smells delicious.", "nice aroma.", "THE SCENT IS FANTASTIC."
Flavor	5.24%	"The flavor is strong", "Flavor is acceptable", "Natural flavors???"
As Advertised/Claimed	2.78%	"Exactly what I needed.", "Exactly as advertised.", "Just what I needed."
Well Within Expiration	2.38%	"Good expiration date.", "Long shelf life.", "will last a long time."
Correct Size	1.51%	"Love the size", "I like the size", "I likes size"
Vegan/Organic	1.28%	"Plus, it's organic.", "Excellent non GMO vanilla!.", "ASIDE FROM ACTUALLY USING VANILLA BEANS THIS IS THE BEST I HAVE TRIED - AND IT'S ORGANIC!"

Negative Review Snippets

Review snippets pertain to data collected in the last 6 months.
Based on customer ratings with text reviews for products in the Niche.

Topic	%Mentions	Review Snippets
Taste-Overall	25.18%	"not a good taste.", "has a terrible aftertaste.", "It tastes terrible."
Flavor	12.87%	"No flavor.", "No Flavor.", "Lack of flavor"
Value For Money	12.47%	"Kinda pricey.", "very expensive.", "A bit more expensive"
Smell	7.61%	"Smells odd", "Smells like chemicals", "The smell."
Ingredients-Overall	4.68%	"some not healthy ingredients.", "Very bad ingredients.", "Ingredients - product not as advertised."
Quality-Overall	4.50%	"Not the Quality I expected.", "Very Poor Quality.", "Very bad quality!"
Dilute/Watery	4.14%	"Watered down.", "It's so thin and watery.", "Watered down."
Alcohol Content	3.30%	"Strong alcohol.", "Heavy alcohol.", "this has hidden alcohol in it!"
Comfort	1.44%	"Hard to open.", "I can not open it!", "Can't even open."
Sweetness	1.35%	"It's all sugar.", "sugary flavored water!!!", "Too much sugar!."

Intelligent Review Analysis

Only a few reviews were analyzed. If you need a more comprehensive analysis with multiple dimensions, please upgrade to Full Insights

Customer Profile

Who	When	Where	What
Homemaker (22%)	Baking (44%)	Home (88%)	Baking (44%)
Baker (15%)	Cooking (22%)	Bakery (5%)	Candy making (17%)
Chef (10%)	Candy making (13%)	Restaurant (3%)	Flavoring drinks (13%)

Pros

Topic		Reason
Great Flavor	35%	Customers love the flavor of the extract. They f...
Pleasant Aroma	18%	Customers love the pleasant aroma of the extr...
Tasty	12%	Users find the product to have a true vanilla fla...
Complex Flav...	7%	Users enjoy the complex flavor profile of the e...
Suitable For B...	7%	Users find the product to be of great size for b...

Usage Scenario

Topic	Percent	Reason
Baking Essenti...	29%	The product is essential for baking, especially f...
Cooking Recip...	24%	Users have found the product to be versatile a...
Ice Cream Ma...	11%	Customers enjoy using the product in making ...
Everyday Use	11%	The product is highly valued for its everyday u...
Dessert Prepa...	8%	Customers appreciate the product for its versa...

Cons

Topic		Reason
Poor Taste	24%	Customers are not satisfied with the taste of th...
Lack Of Flavor	20%	Users have expressed dissatisfaction with the fl...
Artificial Taste	16%	Users have expressed dissatisfaction with the a...
Bad Smell	12%	Customers have complained about a bad or ra...
Not Authentic	6%	Customers have expressed dissatisfaction with ...

Customer Expectation

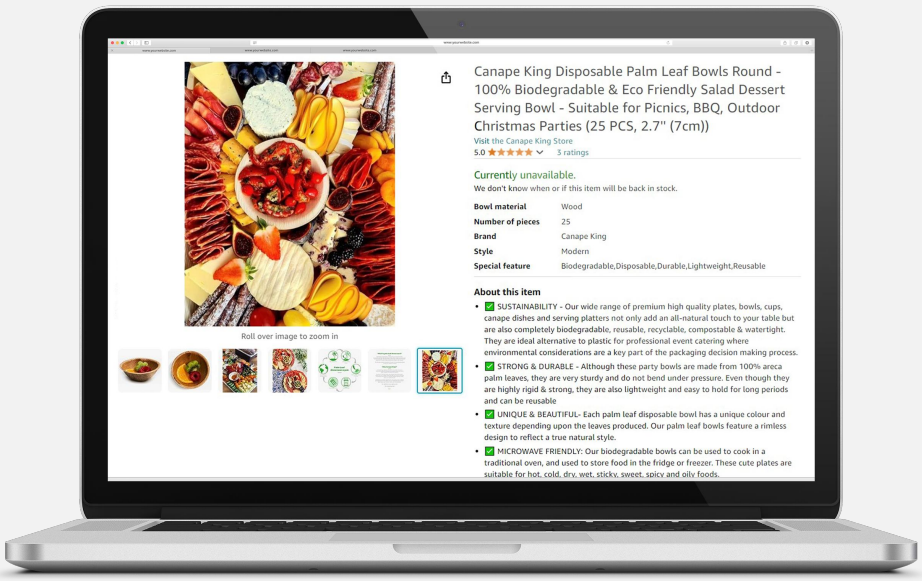
Topic	Percent	Reason
Desire For Im...	50%	Customers have expressed a desire for an impr...
Issues With Pr...	14%	Customers have expressed concerns about the...
Need For Bett...	9%	Customers have expressed a desire for more a...
Issues With Pr...	9%	Customers have reported issues with the prod...
Desire For Bet...	5%	Customers wish for quicker dispensing of the ...

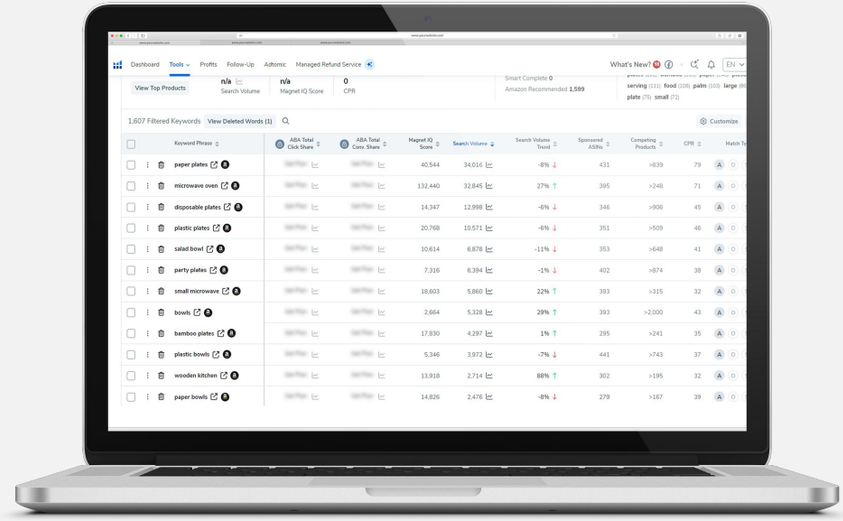
Purchase Motivations

Topic	Percent	Reason
Great Flavor	41%	Customers love the flavor of the products, esp...
Great Value	24%	Customers believe the products offer great val...
Good Price Q...	6%	Customers are satisfied with the price-quality r...
Ideal For Dess...	6%	Customers find the products great for making ...
Quality Aroma	6%	Customers appreciate the quality of the aroma...

Compelling Content Optimization:

Crafted a compelling title, bullet points , description, and image content to emotionally connect with buyers, addressing their specific needs and desires.





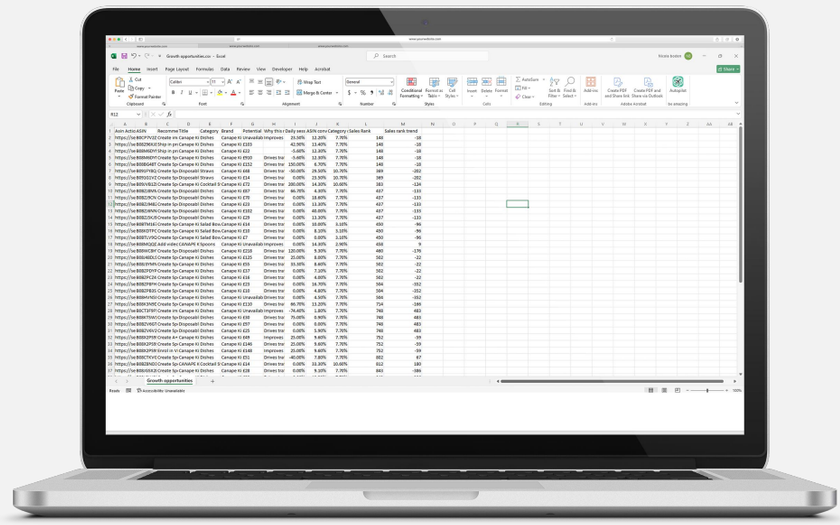
Keyword Optimization:

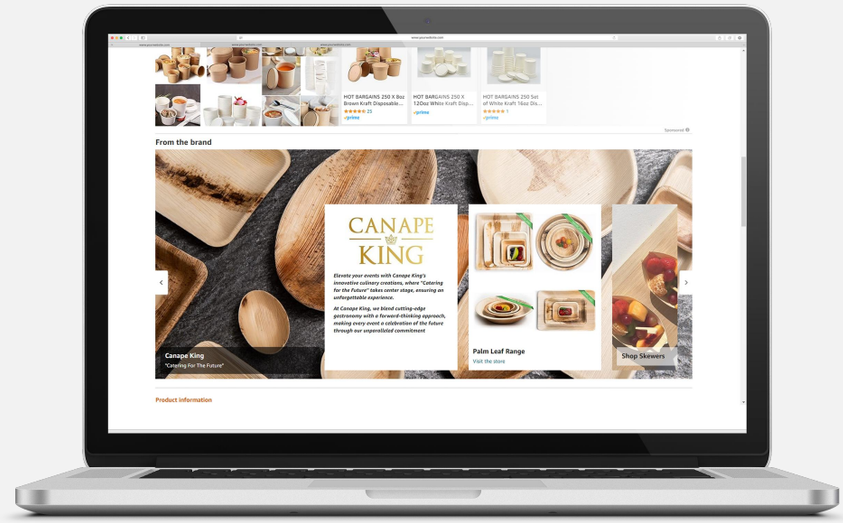
Utilized extensive keyword research, including insights from search query performance and competitor analysis.

Incorporated high search volume and high-converting keywords to boost visibility and relevance.

SEO Ranking Boost:

Elevated the listing's ranking juice from 824,900 to an impressive 5,310,209, surpassing competitors and capturing a larger audience.





Brand Story Integration:

Infused the listing with a captivating brand story, fostering trust and creating a meaningful connection with potential customers.

Premium A+ Content :

Upgraded from basic EBC to premium, featuring beautiful carousel module imagery highlighting every product feature and benefit.

Introduced lifestyle imagery, allowing customers to envision themselves using the product. Included an inspiring recipe, adding value and motivation for customers to make a purchase.

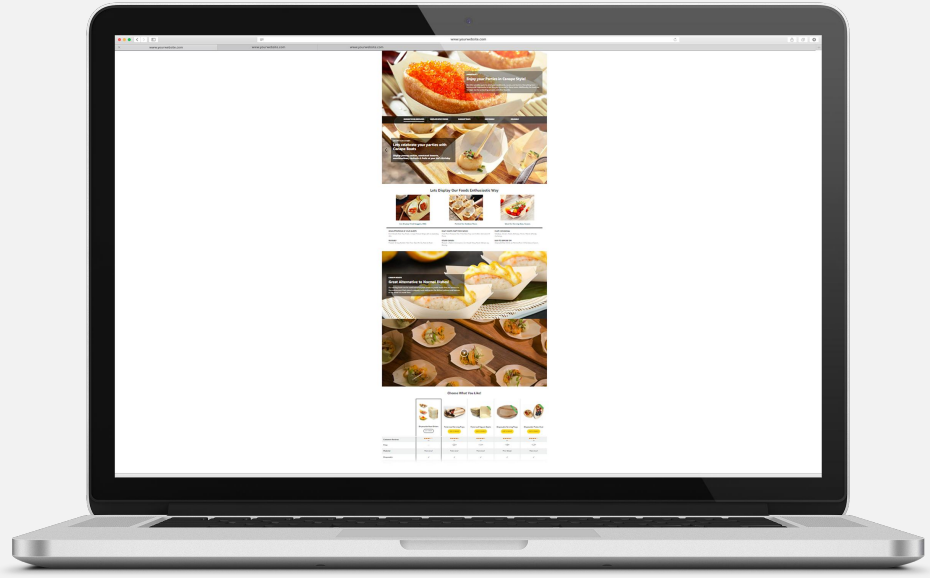
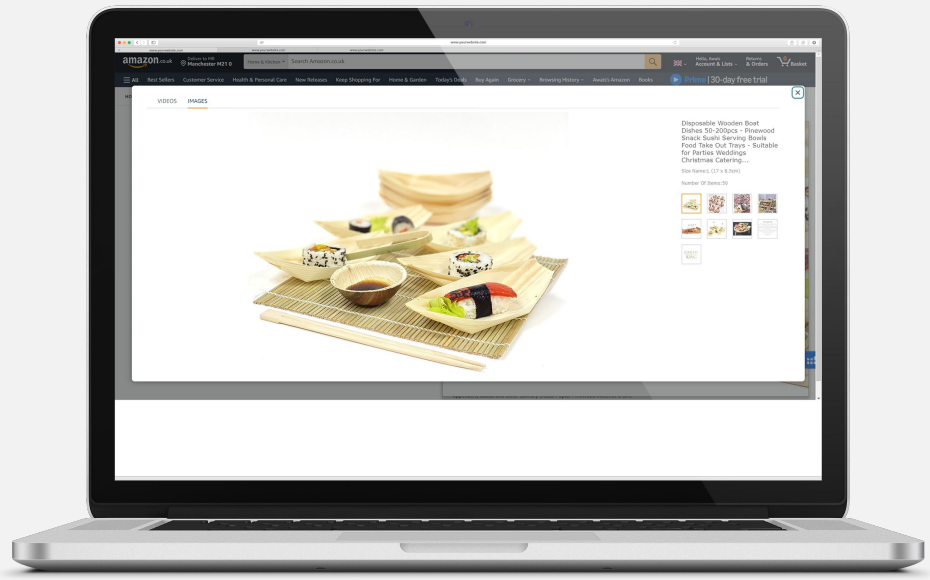
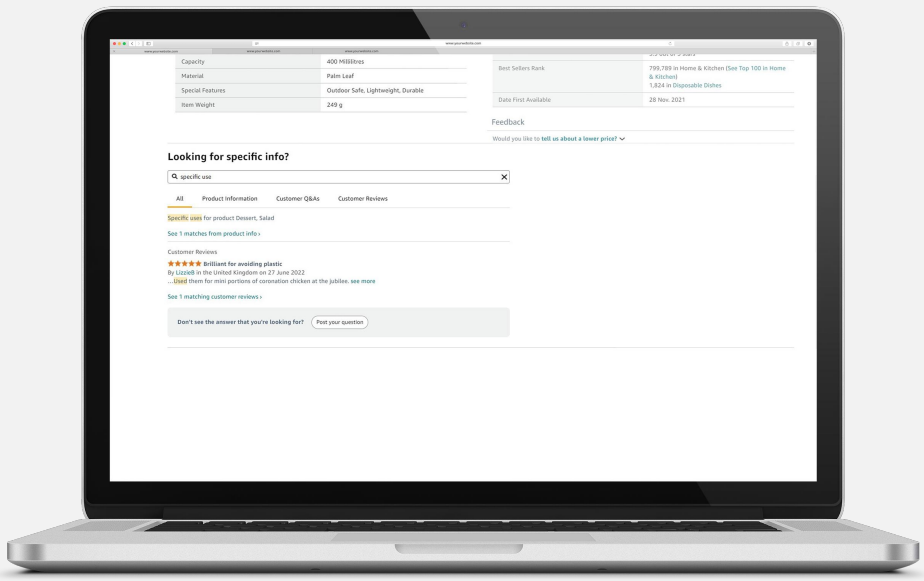


Image Optimization Using Customer Interaction Analysis:

We analyzed customer interaction with images to understand how they engage with visual elements. Based on these insights, we tested and optimized the images to enhance the features that attract and engage potential buyers.





Question-Answer Keyword Integration:

Filled the question-answer section with important keywords relevant to the product and customer queries.

Ensured that the Q&A section served as an additional opportunity to embed valuable keywords for improved search visibility.

Results Achieved

Conversion Rate Surge:

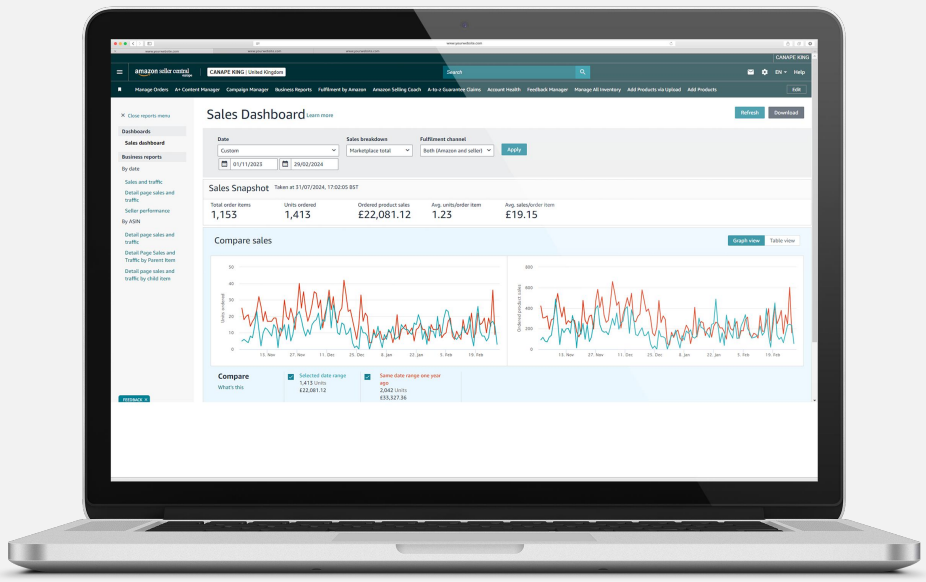
Soared from 5% to an impressive 23%, marking a staggering 304% increase.

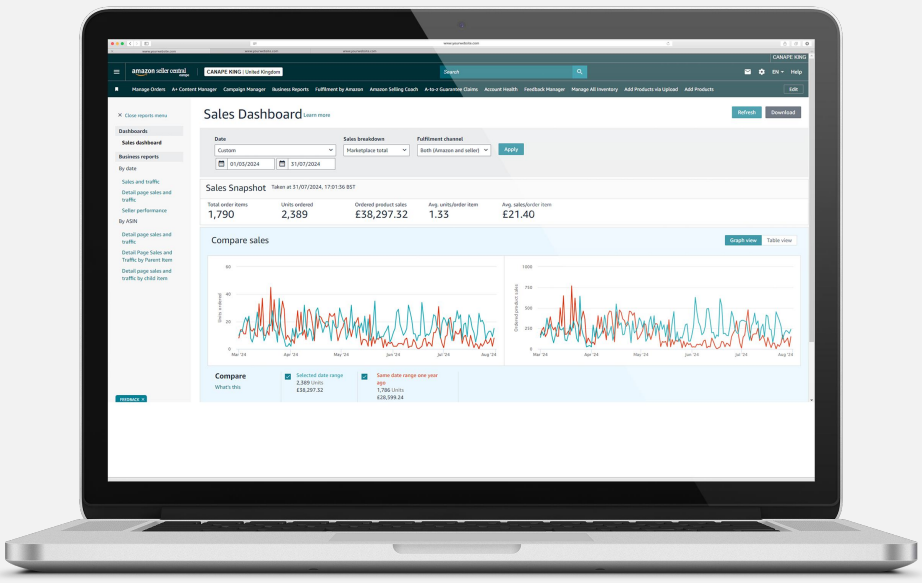
SEO Dominance:

Ranking juice skyrocketed from 824,900 to 5,310,209, outshining competitors and capturing a larger share of the market.

Before November-Febuary

Total Order Items: 1,153
Units Order: 1,413
Order Product sales: £22,081.12





After March-June

Total Order Items: 1,790
Units Order: 2,389
Order Product sales: £38,297.32

Conclusion

This case study stands as a testament to the transformative power of strategic optimization. By delving deep into the buyer's mindset, implementing NLP strategies, optimizing keywords, and enhancing the overall content, our client achieved unprecedented success on Amazon. The integration of a compelling brand story, premium EBC, and impactful video content further solidified the product's position as a top choice for consumers.