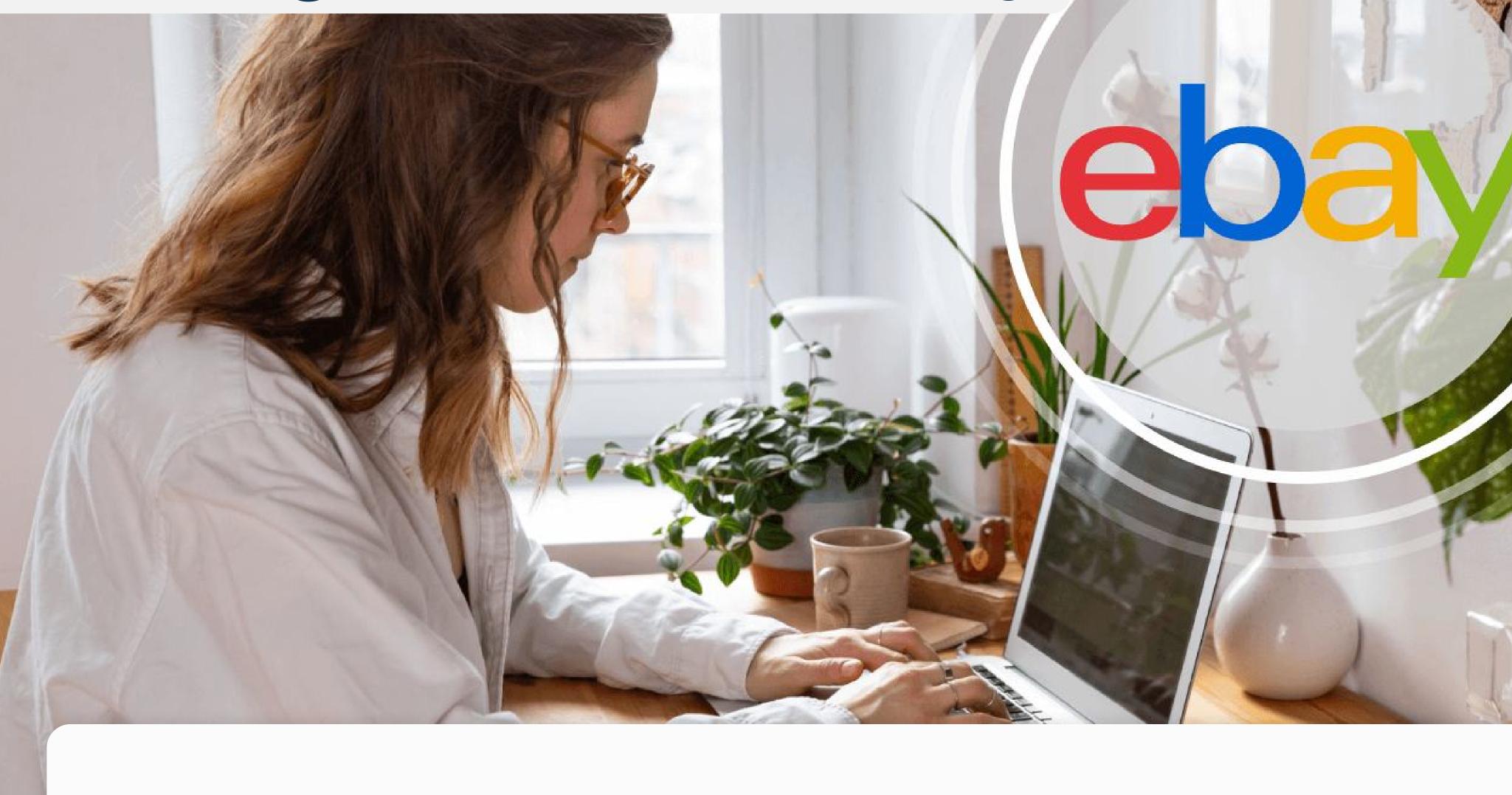


## **Boosting Sales & Visibility**

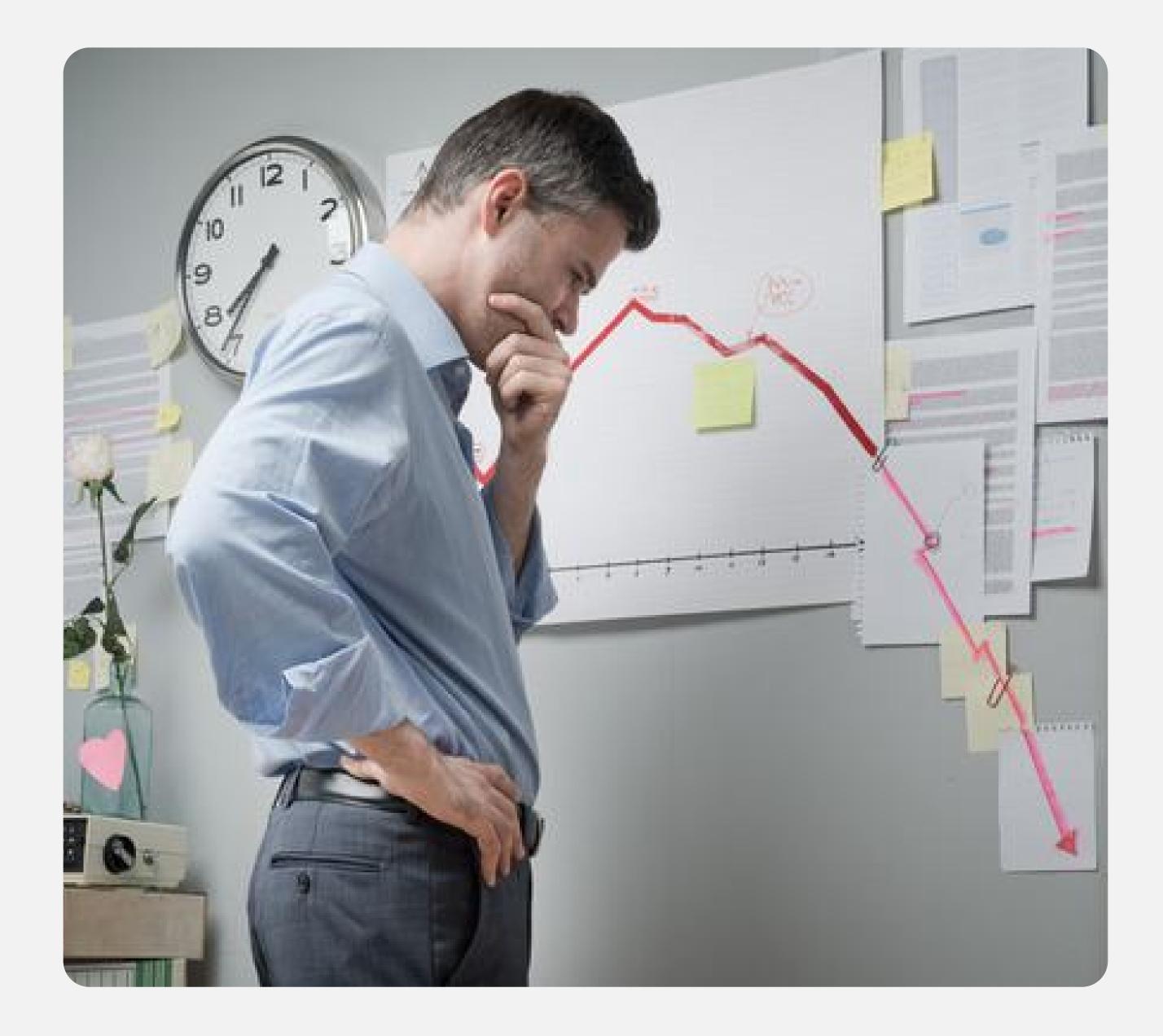


# Achieving 80.63% Revenue

#### Growth in One Month

## Project Overview

Our objective was to drive sales, improve organic rankings for listings, and maintain a healthy Return on Investment (ROI).



## **Our Challenges**

- Low sales volume
- High advertising costs
- Lack of organic ranking for listings
- Listings were not properly optimized

## Our Approach

## Market Analysis:

- Developed a detailed Buyer Persona to understand customer preferences and behaviors.
- Conducted a Competitor Analysis to identify gaps and opportunities in the market.





# Listing Optimization:

- Enhanced product descriptions by adding relevant keywords to improve search visibility.
- Updated **Item Specifics** to provide detailed product information and improve ranking.
- Performed **Pricing Analysis** to ensure products were competitively priced in the market.
- Added a well-structured **HTML description** for better presentation and user experience.

# <complex-block>

## **Results Achieved**

£38,759.13 £25,33		
▲ 11.9% vs. previous time period 34.62% of your total sales ▲ 16.4% vs	of selling costs) 🛈	
	£25,339.03	
Quantity sold () Avg. sales price per item Sales via Auction () Sales via Auction ()	previous time period	
Quantity sold U Sales via Auction U Sales via Fixed Price C		
1,934 £19.36 £38,759.13		

**Campaigns:** 

and customer engagement.

1. Launched Advanced Promotional campaigns for

2. Created an engaging **Store** and designed

high-potential products to boost visibility and sales.

promotional images to improve brand presentation

### **Before Optimization**

- Quantity Sold: 1,058
- Total Sales: £21,075.21
- Selling Costs: £10,048.66 (47.68% of total sales)

<ul> <li>Metrics are reported in near real-time. Allow at least 72 hours to reconcile, although some ad types might require more time. All reporting data will be in your time zone.</li> <li>Clicks ① <ul> <li>7,7,735</li> <li>• 25.05% vs. prior time period</li> </ul> </li> <li>Click-through rate ① <ul> <li>Sales O</li> <li>£9,577.34</li> <li>• 27.13% vs. prior time period</li> </ul> </li> <li>Click-through rate ① <ul> <li>Sales O</li> <li>Ad fees (excl. VAT) ①</li> <li>£490.09</li> <li>• 12.70% vs. prior time period</li> </ul> </li> </ul>	Dashboard Campaigns	Advertising		What	<u>'s new Talk to an expert</u> <u>Give us feedback</u> Create new campaign
Adjust the daily budget for Molton Brown. Sellers saw 15% more sales, on average. Adjust budget Campaign performance Review key metrics for your campaigns. Learn more At rampaign Premoted listings Premoted Shops Premoted			n more		
Adjust budget         Campaign performance         Review key metrics for your campaigns, Learn more         All campaigns       Permoted listings         Permoted listings       Permoted Stops         Permoted listings       Permoted Stops         It campaigns       Permoted listings         Permoted listings       Permoted Stops         Permoted listings       Permoted Stops         Permoted listings       Permoted Stops         Permoted listings       Permoted Stops         Outrot/Protocol       Stops         Stops       Stops         Victors are reported in near real-time. Allow at least 72 hours to reconcile, although some ad types might require more time. All reporting data will be in your time zone.         Cicks: ©       Stops         7,735       Stop         v 2505% vs. prior time period       Stops         Vicks: Charge       Stops         Vicks:		Adjust the daily budget for Molton Brown. Sellers saw 15%	6 more sales, on		
Review key metrics for your campaigns. Learn more          All campaigns       Promoted listings       Promoted Shops       Promoted Offsite       0V/07/2024 - 3V/07/2024 ~         Image: Contract of the period       Metrics are reported in near real-time. Allow at least 72 hours to reconcile, although some ad types might require more time. All reporting data will be in your time zone.       Ad fees (excl. VAT) ①       Ad fees (excl. VAT) ①         Clicks ①       7,735       0       \$allow approximation of time period       \$allow approximation of time period       \$allow approximation of time period       Ad fees (excl. VAT) ①         Click: through rate ①       Sales conversion rate ①       Avg. OPC ①       ROAS ①					
Clicks ①       Quantity sold ①       Sales ①       Ad fees (excL. VAT) ①         7,735       * 25,05% vs. prior time period       * 27,13% vs. prior time period       * 27,13% vs. prior time period         Click-through rate ①       Sales conversion rate ①       Avg. CPC ①       ROAS ①		Review key metrics for your campaigns.     Learn more       All campaigns     Promoted listings   Provided listings			01/07/2024 - 31/07/2024 ~
7,735       801       £9,577.34       £490.09         ▼ 22,16% vs. prior time period       ▼ 22,16% vs. prior time period       ▼ 12,70% vs. prior time period         Click-through rate ①       Sales conversion rate ①       Avg. CPC ①       ROAS ①		Metrics are reported in near real-time. Allow at least 72 ho	purs to reconcile, although some ad types might require n	nore time. All reporting data will be in your time zone.	
		7,735	801	£9,577.34	£490.09
0.22%         10.36%         £0.16         19.54           0.00% vs. prior time period <ul></ul>		0.22%	10.36%	£0.16	19.54

eoay Shop by category ~ (  Search	for anything			All Categories V Search	Advanced
Seller Hub				Messages (9)	Seller Help
Overview Orders Listings Marl	eting Advertising <sup>™ee</sup> Shop Pe	erformance Payments Research	Reports		
Dashboard Advertising			Wha	at's new Talk to an expert Give us feedback Creater	new campaign
Campaigns Today's recom	mondations				
	ampaigns with these tips. Learn more				
🖨 Maximise you	budget				
Adjust the daily budg average.	et for Molton Brown. Sellers saw 15% more sales	s, on			
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Campaign per Review key metrics fo	<b>formance</b> your campaigns. <u>Learn more</u>				
All campaigns	Promoted listings Promoted Shops	Promoted Offsite		Past	31 days 🗸
<ol> <li>Metrics are reported</li> </ol>	n near real-time. Allow at least 72 hours to recor	ncile, although some ad types might require more ti	ime. All reporting data will be in your time zone.		
Clicks ①		Quantity sold ()	Sales ①	Ad fees (excl. VAT)	
<b>9,863</b>		<b>917</b> • 44.87% vs. prior time period	£13,420.10 81.27% vs. prior time period	£596.48 34.06% vs. prior time period	
Click-through rate		iales conversion rate	Avg. CPC	roas 🛈	
0.27% ▲ 0.04% vs. prior tim		9.30% 0.86% vs. prior time period	£0.18 ▲ 1.92% vs. prior time period	22.50 ▲ 35.22% vs. prior time period	

#### After Optimization

- Quantity Sold: 1,934
- Total Sales: £38,759.13
- Selling Costs: £13420.10 (34.62% of total sales)

## Conclusion

Through meticulous market research, strategic listing optimization, and effective advertisement management, MyTeamz successfully helped our client overcome significant challenges and achieve impressive sales growth on eBay UK. Our collaborative efforts not only boosted sales but also decreased the overall selling costs.

