



How a leading food category brand achieved 7X growth on Amazon

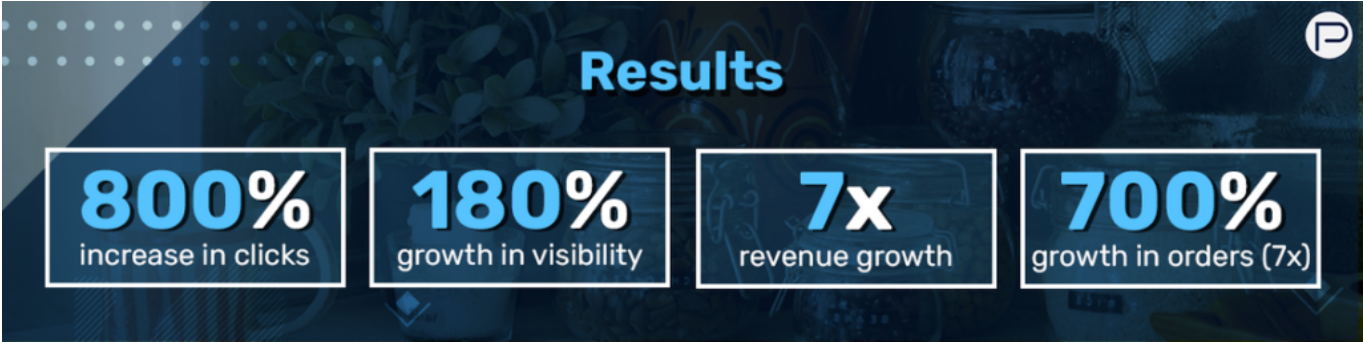
Description

Initial Challenges:

- Content and images Enrichment
- Lesser Campaign Relevancy
- Unable to Scale Sales
- Low Brand Visibility
- Low Organic Search Ranking

Paxcom's approach to improving the category's performance on Amazon-

- **Updated primary images & A+ content** across the platform, leading to higher conversion rates.
- **Upgraded titles with relevant keywords** that resulted in enhanced brand visibility across the multiple search terms.
- **Introduced optimal keyword-rich content and backend search terms** to improve the search result ranking.
- **Tested & launched campaigns with no end date** to improve the campaign relevancy.
- **Designed and launched Sponsored Product campaigns** for various product categories.
- **Segmentation of campaigns** based on the specific product type for upselling & cross-selling.
- **Started separate campaigns** with (Branded Keywords, Generic Keywords & Competition ASIN Targeting) to better analyze brand capabilities.



Want to see such exponential growth for your brand?

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Product Interest* _____

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