

# POMBEAR CASE STUDY

AMAZON ACCOUNT MANAGEMENT SERVICES

2025



x



# CONTENTS

**2**

INTRODUCTION

**3**

GLOSSARY

**4**

THE CHALLENGE

**5**

THE I7VERDE APPROACH

**7**

CREATIVE OPTIMISATION

**12**

QUALITATIVE RESULTS

**13**

WHY I7VERDE?

# INTRODUCTION

**At I7VERDE, we do not just manage Amazon accounts.  
We specialise in them.**

Amazon is a complex ecosystem with strict compliance requirements, fragile catalogue structures, and constant rule changes that can quietly suppress visibility, limit discoverability, and damage conversion. Our expertise lies in navigating this complexity on behalf of brands, ensuring their products are compliant, discoverable, and positioned to perform.

This case study highlights our work managing the Pom-Bear Amazon account, demonstrating how specialist Amazon account management, combined with best-in-class creative optimisation, transformed both the technical foundation and the customer experience.

**Our approach: Specialising in your brand.**

# GLOSSARY

Not everyone knows Amazon like us. Here is a glossary of some of the Amazon jargon in this case study.

**ASIN (Amazon Standard Identification Number)**

A unique identifier Amazon assigns to each product listing.

**Parent ASIN**

The main ASIN that groups multiple related product variations, such as different sizes or flavours, into a single product family.

**Variation / Family**

A group of related products displayed together on Amazon, allowing customers to select options such as size or flavour from one listing.

**Search Suppression**

When Amazon limits or removes a product's visibility in search results due to missing information, policy issues, or compliance problems.

**Backend Search Terms**

Hidden keywords added in Seller or Vendor Central that help Amazon understand when a product should appear in search results.

**Attributes**

Specific product details required by Amazon, such as size, weight, flavour, or ingredients, used for compliance and search relevance.

**IDQ (Information Density Quality)**

Amazon's internal measure of how complete and informative a product listing is, including imagery, content, and brand assets.

**A+ Content**

Enhanced brand-controlled content on product listings that includes images, comparison charts, and richer storytelling.

**Brand Story**

A brand-focused content module that appears on listings, designed to communicate brand values and product range.

**Brand Store**

A multi-page branded storefront on Amazon that showcases a brand's products and story in one destination.

**AVS (Amazon Vendor Services)**

Amazon's internal support team for Vendor accounts, used for advanced catalogue and structural changes.



# THE CHALLENGE

Prior to I7VERDE's involvement, Pom-Bear's Amazon presence was underperforming due to a combination of technical, compliance, and creative issues, including:

- ♦ Listings at risk of or suffering from search suppression
- ♦ Outdated and incorrect family and variation structures
- ♦ Inconsistent naming conventions across sizes and flavours
- ♦ Weak SEO and backend attributes limiting discoverability
- ♦ Poor-quality, outdated imagery that did not reflect the Pom-Bear brand
- ♦ No Brand Story, A+ Content, or Brand Store, resulting in:
  - ♦ Low Information Density Quality (IDQ)
  - ♦ Weak trust signals for customers
  - ♦ A customer experience misaligned with Pom-Bear's strong retail presence

Many of these issues are not immediately visible but have a direct impact on traffic, conversion, and scalability. Resolving them requires specialist Amazon knowledge.

## Who are Pom-Bear?

**POM-BEAR®**

**POM-BEAR snacks are deliciously light and crispy, delicately flavoured and fun to eat. They are free from gluten, artificial colours and flavours, and also free of clothes!**



# THE 17VERDE APPROACH

## Compliance, Structure and Discoverability

As Amazon account management specialists, our first priority was to stabilise and future-proof the Pom-Bear catalogue.

### Compliance and Search Suppression Resolution

- ♦ Audited all ASINs to identify and resolve search suppression risks
- ♦ Added missing mandatory attributes and product details
- ♦ Submitted required compliance documentation directly to Amazon
- ♦ Ensured all listings met current Amazon category and policy requirements



### Listing Copy and SEO Optimisation

- ♦ Rewrote titles, bullet points, and descriptions using a search-led, conversion-first approach
- ♦ Maximised Amazon character allowances without compromising clarity
- ♦ Tailored copy at variation level, including size and flavour where relevant
- ♦ Optimised backend search terms and attributes to maximise keyword coverage
- ♦ Established consistent brand positioning and messaging across all ASINs within the family

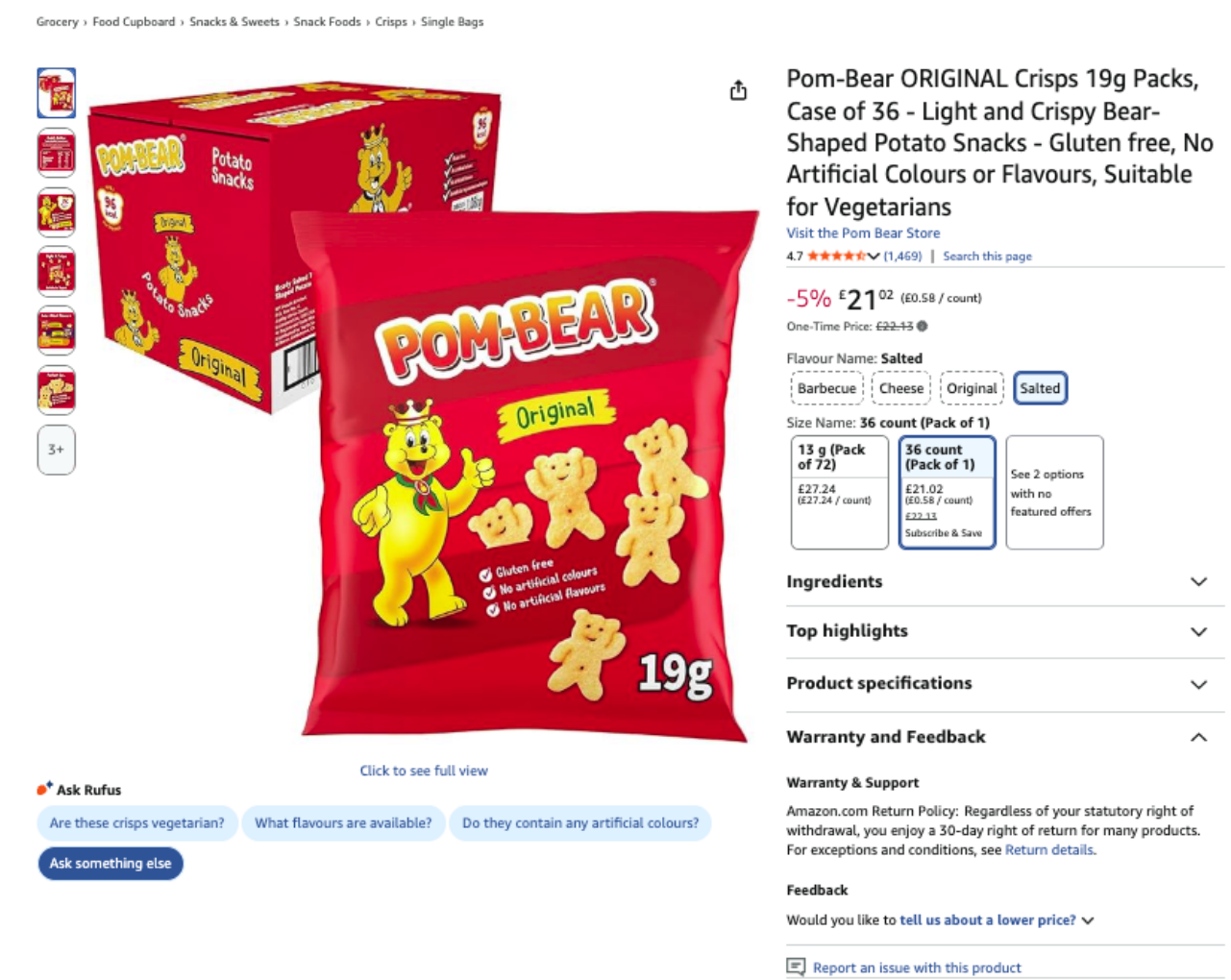
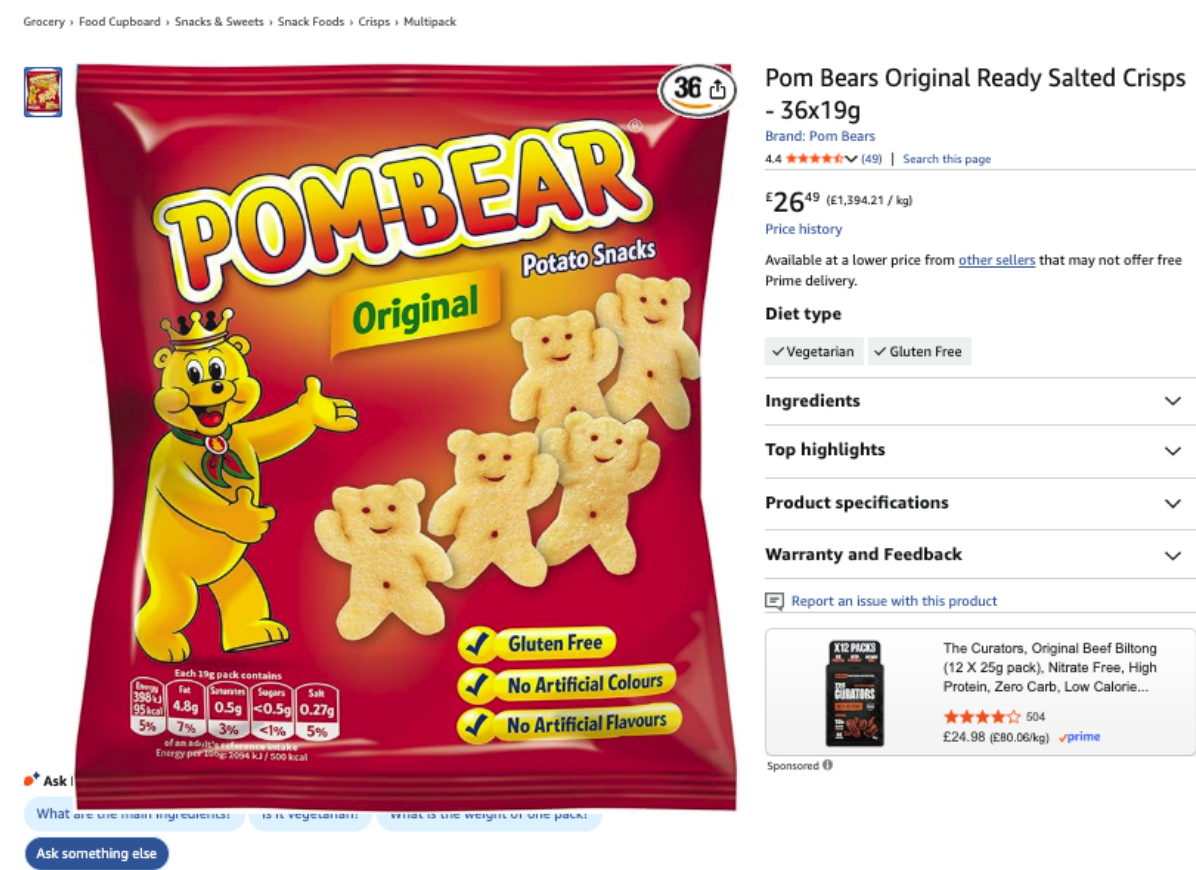


Catalogue and Family Structure Expertise

- Identified the correct Parent ASIN, a critical step when dealing with legacy families created before Amazon updates
- Conducted a full Family audit, removing unwanted and irrelevant listings
- Standardised Size and Flavour naming conventions for improved customer navigation
- Carefully constructed a new variation template and worked directly with Amazon Vendor Services to implement it
- If AVS was unavailable, this would have been handled through Seller Support cases or family reconstruction

Family Structure Before and After

- Pom-Bear 19g x 36
- Stand-alone listing versus the product sitting alongside flavour and size variations allowing for easy cross-selling and discoverability
- This level of catalogue intervention requires a deep understanding of Amazon’s systems and is a core part of I7VERDE’s specialist offering.





# CREATIVE OPTIMISATION & BRAND EXPERIENCE

## Building Trust, Clarity and Conversion

Once the account was technically sound, we focused on elevating Pom-Bear's customer-facing experience.

### Listing Imagery Overhaul

The existing imagery suffered from:

- ♦ Crumpled pack photography
- ♦ Incorrect use of back-of-pack images
- ♦ No infographics or benefit-led visuals
- ♦ Poor adherence to brand guidelines



### Listing Imagery Overhaul

- ♦ I7VERDE delivered a complete image overhaul:
- ♦ Created professional listing imagery aligned fully to Pom-Bear brand guidelines
- ♦ Introduced clear, benefit-led infographics
- ♦ Improved visual hierarchy and information clarity
- ♦ Presented products as they appear on retail shelves, but optimised for online conversion

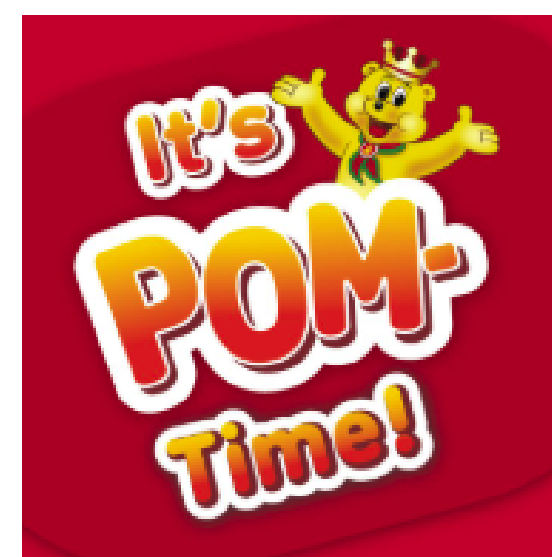


# LISTING IMAGES: BEFORE AND AFTER



Nutrition Information		
Average Values	Per 100g	Per 19g pack
ENERGY	2209 kJ 528 kcal	420 kJ 100 kcal
FAT	28 g	5.3 g
of which SATURATES	2.7 g	0.5 g
CARBOHYDRATE	64 g	12 g
of which SUGARS	1.2 g	<0.3 g
FIBRE	2.4 g	<0.3 g
PROTEIN	3.2 g	0.6 g
SALT	1.7 g	0.32 g

**Ingredients:** Dried Potato, Sunflower Oil (28%), Potato Starch, Modified Starch, Salt, Sugar, Yeast Extract, Emulsifier: **SOYA** Lecithin, Paprika Powder.  
For allergens see ingredients in bold.



Ready Salted Teddy Shaped Potato Snack		
Ingredients: Dried Potato, Sunflower Oil, Potato Starch, Malt Starch, Malt Dextrin, Sugar, Salt, Potato Protein, Yeast Extract, Emulsifier: Mono- and Diglycerides of Fatty Acids, Potassium Chloride, Paprika Powder		
Average Values	Per 100g	Per 19g Pack
ENERGY	2109 kJ 505 kcal	401 kJ 96 kcal
FAT	26 g	4.9 g
of which SATURATES	2.6 g	0.5 g
CARBOHYDRATE	61 g	12 g
of which SUGARS	2.0 g	<0.5 g
FIBRE	5.6 g	1.1 g
PROTEIN	3.7 g	0.7 g
SALT	1.3 g	0.25 g



**POM-BEAR**  
POM-BEAR snacks are deliciously light and crispy, delicately flavoured and fun to eat. They are free from gluten, artificial colours and flavours, and also free of clothes!



# BRAND STORY, A+ CONTENT & BRAND STORE

Prior to our work, none of these assets existed.

We created from scratch:

- ♦ An optimised Brand Story to strengthen brand presence across all listings
- ♦ High-quality A+ Content designed to communicate benefits, answer key customer questions, and improve conversion
- ♦ A fully built Amazon Brand Store providing a cohesive brand journey and improved cross-product discovery

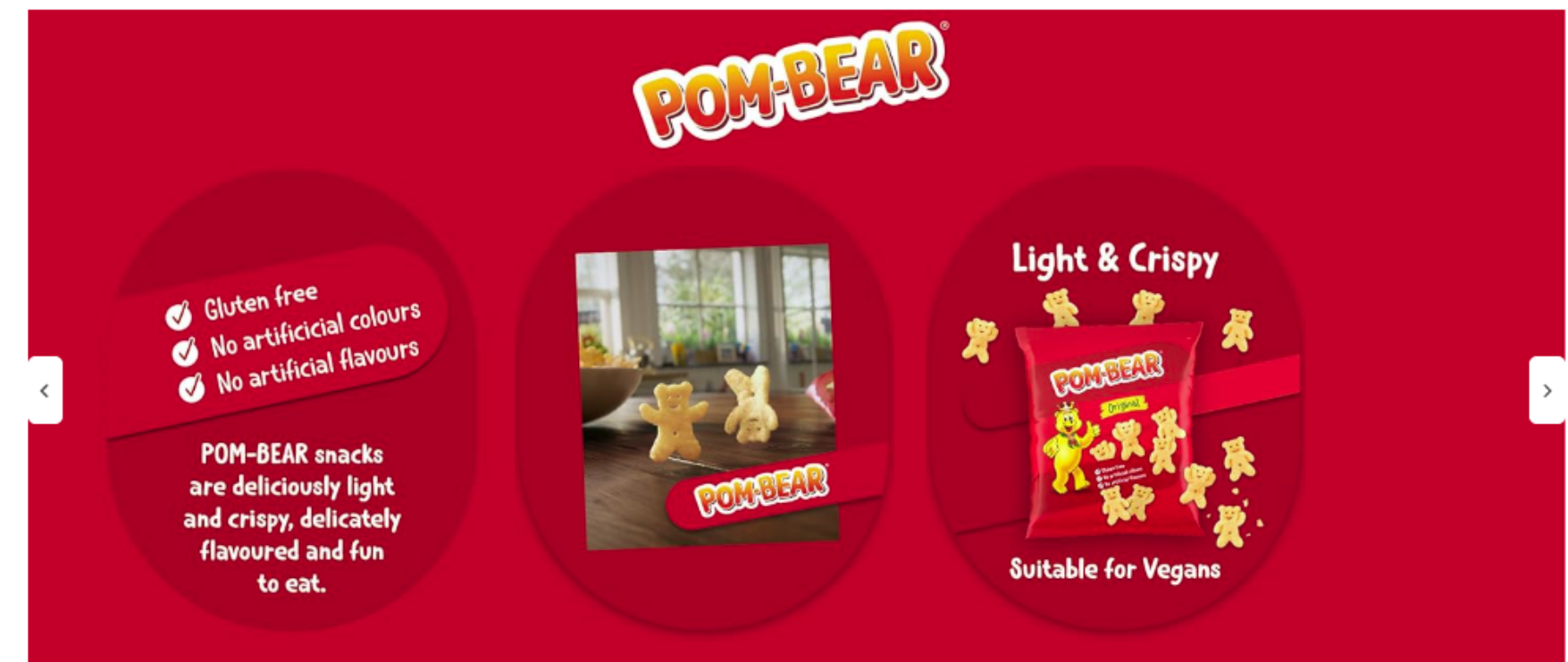
Together, these assets significantly improved IDQ scores, strengthened trust, and aligned Pom-Bear's Amazon presence with its offline retail execution.

## BRAND STORY

From the brand



From the brand



# A+ CONTENT

## A+ ASSETS



<a href="#">Add To Basket</a> <a href="#">Buying Options</a> <a href="#">Buying Options</a> <a href="#">Buying Options</a> <a href="#">Add To Basket</a> <a href="#">Add To Basket</a>						
Customer Reviews	★★★★★ 542	★★★★★ 1,469	★★★★★ 1,469	★★★★★ 1,469	★★★★★ 1,469	★★★★★ 1,469
Price	£1.50	£1.75	£1.60	—	£2.73 <sup>4</sup>	£2.21 <sup>5</sup>
Gluten Free	✓	✓	✓	✓	✓	✓
No Artificial Flavours	✓	✓	✓	✓	✓	✓
No Artificial Colours	✓	✓	✓	✓	✓	✓
Vegan	✓	✓	✓	✓	✓	✓
Vegetarian	✓	✓	✓	✓	✓	✓

## HOW IT STACKS



<a href="#">Add To Basket</a> <a href="#">Buying Options</a> <a href="#">Buying Options</a> <a href="#">Buying Options</a> <a href="#">Add To Basket</a> <a href="#">Add To Basket</a>						
Customer Reviews	★★★★★ 542	★★★★★ 1,469	★★★★★ 1,469	★★★★★ 1,469	★★★★★ 1,469	★★★★★ 1,469
Price	£1.50	£1.75	£1.60	—	£2.73 <sup>4</sup>	£2.21 <sup>5</sup>
Gluten Free	✓	✓	✓	✓	✓	✓
No Artificial Flavours	✓	✓	✓	✓	✓	✓
No Artificial Colours	✓	✓	✓	✓	✓	✓
Vegan	✓	✓	✓	✓	✓	✓
Vegetarian	✓	✓	✓	✓	✓	✓

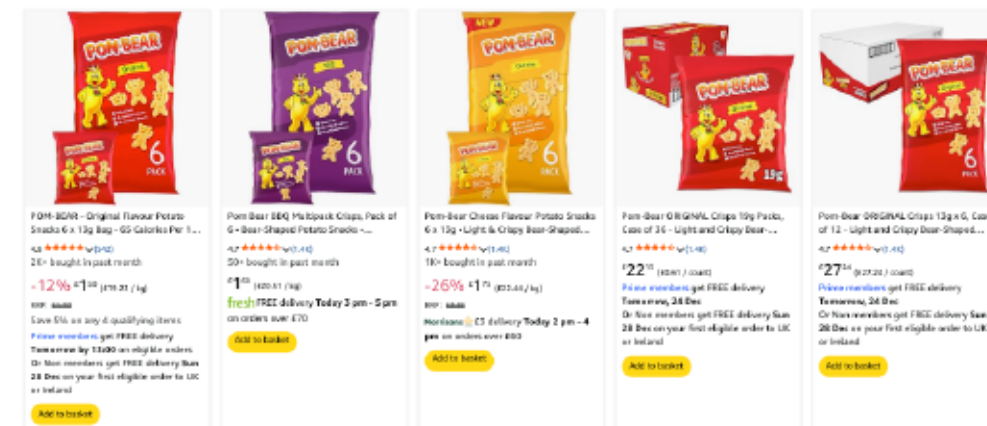


# BRAND STORE

## BRAND STORE ASSETS



3 Bear-illiant Flavours



Perfect for...

- Family picnics
- Packed lunches
- Snacking on-the-go

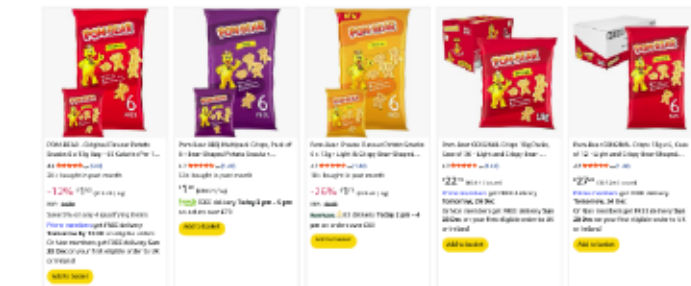


POM-BEAR

## HOW IT STACKS



3 Bear-illiant Flavours



Perfect for...

- Family picnics
- Packed lunches
- Snacking on-the-go



POM-BEAR



# QUALITATIVE RESULTS

## THE IMPACT OF OUR WORK

Performance improvements on Amazon are driven by multiple factors, the work delivered by I7VERDE resulted in clear qualitative gains:

- ♦ All key ASINs moved into a compliant, search-ready state
- ♦ Reduced risk of search suppression and catalogue instability
- ♦ Stronger organic discoverability through improved SEO coverage
- ♦ Clearer, more intuitive navigation across variations
- ♦ A consistent and professional brand presentation across all customer touchpoints
- ♦ A significantly improved customer experience aligned with Pom-Bear's retail brand standards
- ♦ A scalable Amazon foundation built for future growth, promotions, and advertising



Most importantly, Pom-Bear's Amazon account is now managed proactively by specialists who understand the platform at a granular level.



# WHY I7VERDE?

Amazon is not just another sales channel. It is a platform that rewards specialist knowledge.

At I7VERDE, we focus on the details other agencies miss: compliance, catalogue architecture, search suppression, and brand consistency at scale.



We specialise in your brand, by specialising in Amazon.



**17VERDE**

# **POMBEAR CASE STUDY**

**AMAZON ACCOUNT MANAGEMENT SERVICES**