

SCI-MX CASE STUDY

AMAZON MARKETING SERVICES

JUNE 2024



17VERDE

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GLOSSARY

ACOS %

Advertising Cost of Sales i.e. Ad Spend/Ad Sales in %

AMS

Amazon Marketing Services

DEFENSIVE CAMPAIGNS

Campaigns which strategy focuses on protecting a company's business so they don't lose customers to their competitors.

NTB ORDERS %

The percentage of total orders which are from consumers that had NOT purchased a product from the same brand in the previous 12 months (New to Brand Orders).

OFFENSIVE CAMPAIGNS

Campaigns with strategies that directly target keywords/products searches, behaviours, audiences of competitors from which you may want to capture market share.

IMPRESSIONS

The number of times sponsored ads were displayed.

ORDERS

The number of Amazon orders shoppers submitted within 14 days after clicking on or viewing a sponsored ads.

PO

Wholesale Purchase Orders

SEO

Search Engine Optimisation and is a process that aims to improve a products visibility in search engines. The goal of SEO is to make a product listing easier to find and more relevant to user top searched queries, so that search engines rank them higher.

TACOS %

Total Advertising Cost of Sales i.e. Ad Spends/Total Sales or GMS (Organic+Ad Sales) in %.

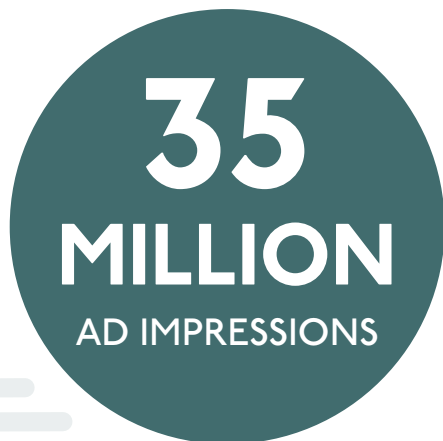
THE BRAND



High protein powder, shakes & bars

The highest quality formulas & supplements for muscle & bodybuilding development, backed by science for proven results.

KEY RESULTS



THE GOAL

Establish Brand Presence on Amazon

Drive awareness of all products, regain consumers after multiple barcode changes and establish the brand presence on Amazon, as a quality but affordable sport nutrition supplements choice.



THE CHALLENGE

SCI-MX started using Amazon marketing after;

1. New ownership of the brand with subsequent products changes.
2. New ownership also meant barcode changes which in turn meant loss of loyal consumers, who could not easily find the new replacement products.
3. A streamline of their products catalogue.

OPTIMISATION

A complete optimisation of listings attributes (titles, bullets points, descriptions etc... including SEO optimisation) and an advanced optimisation of listings creatives (listing images, enhanced brand content A+, Brand Story, Brand Stores, Listings Videos etc..) also took place to maximise conversion rates ahead of marketing investment.



SCI-MX Nutrition Diet Protein Powder, Low Calorie Shake, 900 g, Strawberry, 30 Servings

4.3 stars (378 ratings)

Currently unavailable.

Brand: SCI-MX
Flavour: Strawberry
Item weight: 900 Grams
Unit count: 900.0 gram
Recommended uses: Post-Workout for protein
Number of items: 1
Age range: Adult

About this item

- High protein diet formula to aid a healthy weight loss programme whilst maintaining muscle growth
- Nutritionally balanced with a quality ratio of proteins, fats and carbohydrates, SCI-MX Nutrition diet protein is formulated with a unique blend of essential vitamins and minerals.
- Boosts energy and vitality with ingredients to aid the reduction of tiredness and fatigue.
- Optimum levels of CLA with linoleic acid to help to control normal blood cholesterol concentrations.
- Contains 20 essential recommended daily allowance of Vitamins, Iodine and Biotin contribute to normal energy-yielding metabolism.



SCI-MX Nutrition Pro-V-Gain

4.1 stars (3,677 ratings)

GRAB LIST OF AMAZON SELLERS

10% off \$14.99 (14.49)

Flavour Name: Chocolate

Size Name: 20 Servings (Pack of 1)

Brand: SCI-MX
Flavour: Chocolate
Servings per container: 20
Item weight: 900 Grams
Material type: Caffeine Free

MACROS BREAKDOWN

Per 45g Serving

- 35g Protein
- 1.4g Fat
- 2.5g Carbs

ZERO SUGAR | VEGAN | NON GMO

WHAT'S IN THIS VEGAN CHOCOLATE VEGAN PROTEIN SHAKE: An advanced blend of non-GMO soy protein isolate, non-GMO pea protein isolate and non-GMO brown rice protein and cocoa powder; high levels of BCAA's (magnesium, vitamin B6 & vitamin B12, important for a non-dairy or vegan diet). Our protein is sugar free, and low in saturated fat at 35g protein per serving & 17g total per 45g serving. Allergens include soy, gluten & oats. This product is made in a facility which also handles milk and nuts.

KEY BENEFITS: Packed with 35g of complete plant protein, 1.4g fat, and 2.5g carbs per serving, our plant-powered protein is a super-convenient way to get extra protein into your diet, helping you grow and maintain muscle, essential for any fitness goal. This vegan protein powder provides all 5 essential amino acids and is fortified for a plant-based diet packed with B6, B12, and Magnesium, all contributing to the reduction of fatigue and tiredness.

HOW & WHEN TO USE: This plant based protein powder is extremely versatile. Breakfast - Try adding a scoop or two to your porridge or pancakes for a healthy, high-protein start to the day. Alternatively, throw some fruit and peanut butter or almond butter into the mix for a nutritious smoothie, the perfect high-protein snack. 2. Post workout - Make a shake before and/or after your session. Add 2-4 level scoops (45g) with 300ml of cold water or oat milk to a protein shaker bottle, shake & enjoy.

POWERING EVERY GOAL: Whether you want to build muscle, bulk, reduce body fat or peak your performance, our core focus is on high-protein nutrition. Healthy, balanced, low in sugar, low in saturated fat. Our sports nutrition products are made to complement all types of training and performance goals - whether you're a casual gym-goer, an athlete or sportsperson. Get your PRO-V-GAIN in a range of delicious flavours: Vanilla, Chocolate, and Salted Caramel.

WHY SCI-MX: Our goal is to help nurture, support, and inspire the sportsperson in all of us. From recovery to competition training, there's a SCI-MX product to help you achieve your goal. From high-quality protein powders, pre-workout and post-workout blends like creatine monohydrate to high-protein snacks such as flapjack bars, we've got you covered. Our no-nonsense approach to sports nutrition supplements guarantees you'll always receive premium quality, great value products.



THE SCIENCE

- MUSCLE GROWTH & MAINTENANCE
- HIGH LEVELS OF KEY AMINO ACIDS BCAAS
- FORTIFIED FOR A PLANT-BASED DIET Contains Vitamin B6, B12 & Magnesium
- HEALTH BENEFITS Contains zinc that boosts immune function

POWERING EVERY GOAL

Want to build muscle, reduce body fat or peak your performance to better your sport? Irrespective of where you are on your fitness journey, SCI-MX has you covered. Our no-nonsense research to nutrition guarantees you'll always receive premium quality products.

INSPIRING THE SPORTSPERSON IN ALL OF US

EXPLORE OUR RANGE



OFFENSIVE ADS STRATEGY

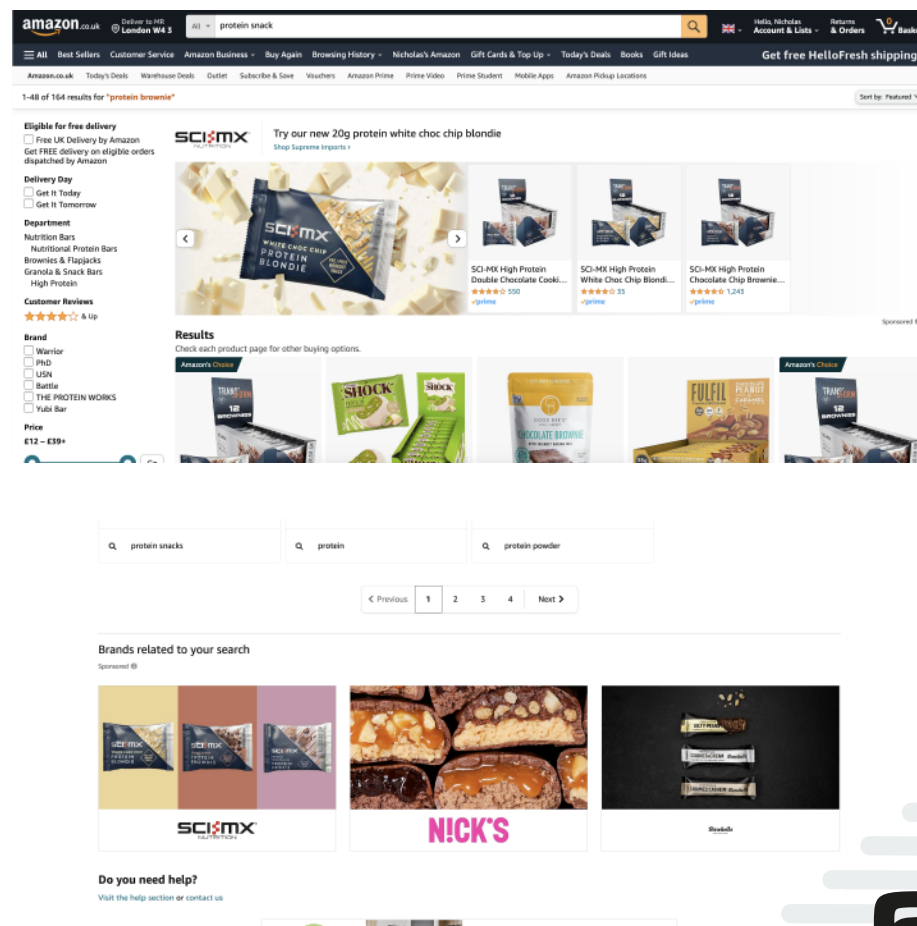
In June 2023 I7Verde started rebuilding the brand presence on Amazon with the use of various OFFENSIVE types marketing campaigns and various goals driven strategies:

a) **Keywords Search Targeting:** both Search Results and Banners Advertising

b) **Category, Competitors & Complementary Product Targeting:** both Search Results and Banners Advertising - including Videos creatives

c) **Audience Targeting:** Amazon Audiences (Lifestyle, Interests, Life events, and In-market), Purchase and Views Re-marketing (Display Advertising - including Videos ads)

d) **Contextual Targeting:** audiences who are visiting chosen and similar products and categories. (Display Advertising - including Videos ads)



DEFENSIVE ADS STRATEGY

A DEFENSIVE campaigns strategy was also put in place, which is still being further developed and in constant evolution, to ensure that:

a) Customers specifically searching for the brand and/or brand's products, are presented with listings from the brand itself and also presented with a range of products offered directly by the brand. In essence this is preventing competitors and third party resellers from attacking consumers searching for SCI-MX's products.

b) Newly launched products are introduced to consumers already familiar with the brand and/or brand's product.

We have ensured that the messaging, imagery and tone of voice remained consistent across Sponsored Brands, Sponsored Products, Sponsored Display and Brand Stores, so that customers are presented with a unified brand experience, building trust, recognition and loyalty.

The screenshot shows an Amazon search results page for 'sci mx'. The top navigation bar includes the Amazon logo, delivery location (London W4 3), and search results (29 results for 'sci mx'). The main content area features a 'Sponsored Brands' section with the headline 'The highest quality formulas backed by science' and a grid of product images. Below this is a 'Results' section with a grid of sponsored products, including 'SCI-MX High Protein White Choc Chip', 'SCI-MX Pro-V Gain - 100% Vegan Salted', 'SCI-MX Diet Meal Replacement Shake', 'SCI-MX Whey Protein Powder Chocolate', and 'SCI-MX High Protein Chocolate Chip Brownie'. A 'Similar brands on Amazon' section follows, displaying sponsored ads for 'Eat Protein 500ml Protein Shaker Bottle' and 'Kinetica DatGain Weight Gainer'. At the bottom, there is a 'Looking for specific info?' section with a search bar.

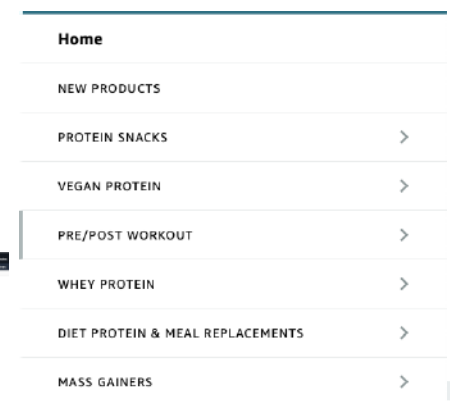
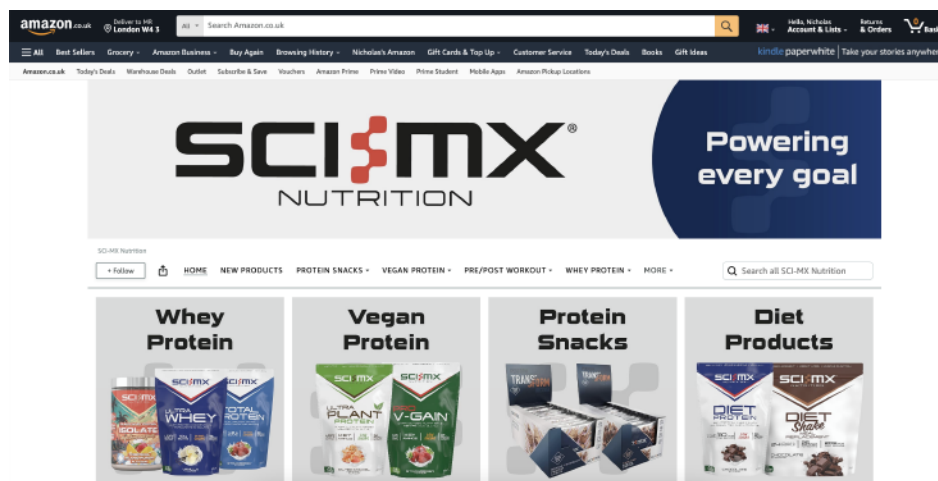


OTHER STRATEGIES

Using AMS we were also able to drive and channel traffic to the brand's official listings and brand store, fighting off listings from rogue third party sellers that were selling products, often connected to random barcodes, using low quality listings or/and with inconsistent creatives.

By pushing impressions Amazon and traffic to our own officially recognised brand listings, we ensured sales of SCI-MX's branded products occurs from our their direct wholesales to Amazon, which in turn means growth of POs from Amazon to supply the demand.

With optimisation and marketing we were also able to make a very significant impact on products ranking: one of the most important key metrics on Amazon. The lower the number, the higher sales are likely to be. A lower number means an increased chance of products organically appearing on the first page of the Amazon results (which receives at least 80% of all clicks).



RESULTS AS OF APRIL 2024

SCI-MX achieved **£260k** worth of sales derived directly from marketing in less than a year's time, with an average cost of sales **ACOS of 24%** (more recently trending at £50k per month with an ACOS of 22%).

Marketing heavily impacts overall product ranking (the placement of the products in search results) and in turns generates growth in organic sales. In the last 12 months SCI-MX achieved a TACOS of 5.69%.

We were able to achieve over **35 million ads impressions** with a generation of **New to Brand Orders equivalent to 38%**.

Purchase Orders volume is growing at **56.63% quarter on quarter**: volume of sales growing across all catalogue overall, including new product launches.

Nearly **5%** of sales generated from visits to the dedicated **Amazon Brand Store**.



Sales derived from marketing are **growing 20% month on month.**



Defence campaigns generated **10% of the ad derived sales with an ACOS of 11%.**

From 110th position on average, prior optimisation and marketing, SCI-MX's **Proteins Bars** now consistently **rank Top 10** in the Nutritional Proteins Bars category on Amazon.



From 45th position on average in the **Plant Protein** category their Vegan Protein Powder now ranks in the **Top 10s**, alongside giant brands like PhD, Protein Works, Pulsin and Bulk.



From 360th position on average, SCI-MX's **Diet Meal Replacement Shakes** are now ranking in the **Top 10s** of the Diet Shakes category, side by side to the likes of Slimfast.



SUPPORT INFORMATION ABOUT AMAZON MARKETING SERVICES (AMS)



IMPROVE PRODUCT VISIBILITY

With Amazon Marketing Services (AMS) a brand can reach shoppers at every stage of their shopping journey. Ads appear in related and targeted shopping results, product pages, other amazon pages and even off amazon.



REACH NEW CUSTOMERS

Ads can also be used to reach customers new to a brand and product. By using keywords, categories, specific competitors products, complementary products and alternative products targeting you can engage shoppers who have yet to discover or search your brand.



SET YOUR OWN BUDGET

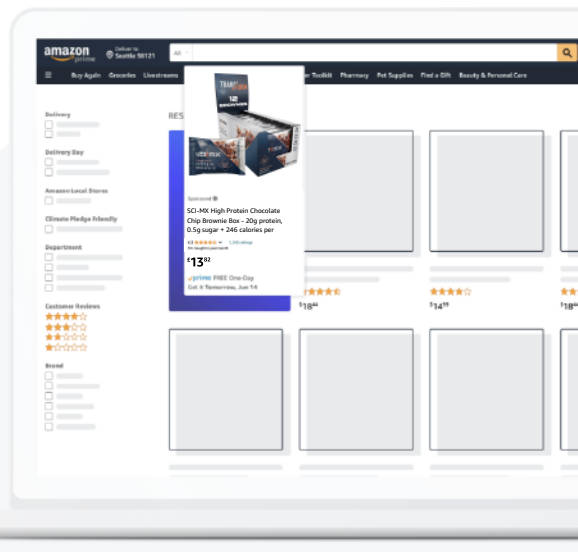
Ad spend can easily be increased or decreased in line with sales trends, ads performance and stock levels. All campaigns can be capped and you can even set an overall budget, so you will never be charged more than the set budget.

AD CAMPAIGN TYPES

Sponsored Products

Improve visibility of individual products

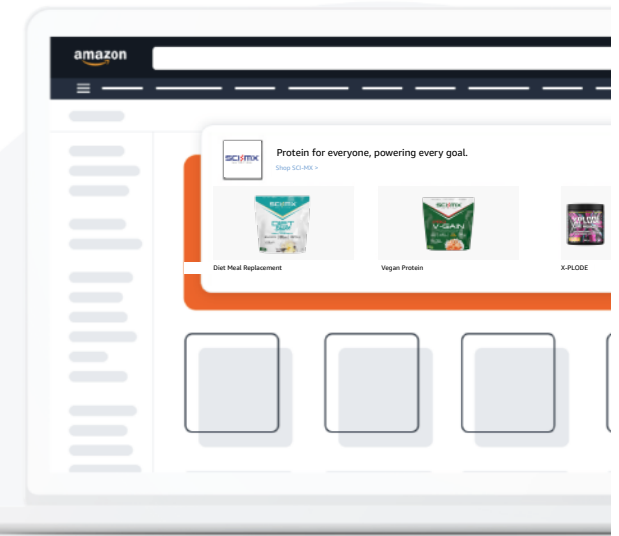
- Manage spend with cost-per-click pricing
- Appear in shopping results and on product pages
- Feature products relevant to shopping queries



Sponsored Brands

Boost brand awareness

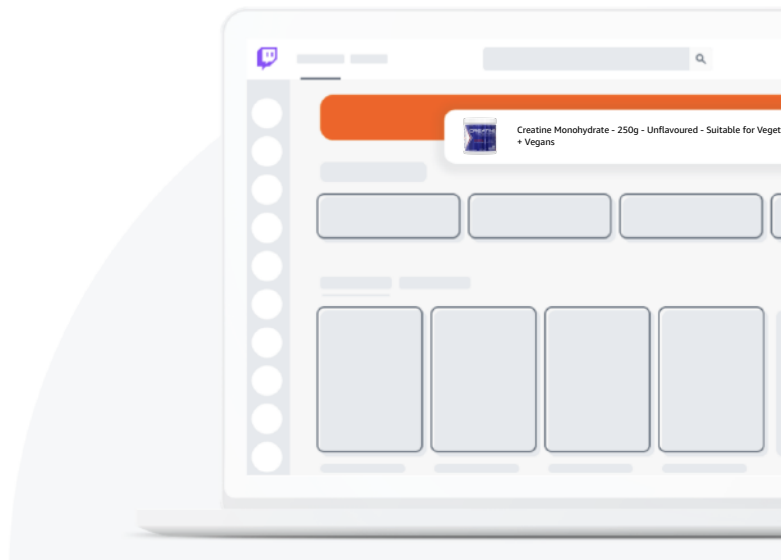
- Manage spend with cost-per-click pricing
- Appear in shopping results and on product pages
- Feature custom headlines, videos and images



Sponsored Display

Further extend your reach

- Manage spend with cost-per-click and vCPM pricing
- Appear on and off Amazon
- Engage audiences on and off Amazon as they browse, discover and purchase products



Stores

Educate shoppers about your brand and products

- Free, fully branded environment on Amazon
- Multipage immersive shopping experience
- Feature your product portfolio and tell your brand story



CONCLUSION

The comprehensive Amazon marketing strategy implemented for SCI-MX successfully reestablished and fortified its brand presence on the platform, leading to substantial growth in both visibility and sales.

By optimising product listings and leveraging offensive and defensive advertising campaigns, SCI-MX significantly improved its product rankings and consumer reach. With strategic targeting and consistent brand messaging, they also achieved vastly improved positioning in competitive categories, driving organic sales and new customer acquisition.

Speak to the I7VERDE Team to see how we can help implement a bespoke strategy to help your business grow on Amazon, the world's largest online marketplace.



17VERDE

OUR ETHOS

Whilst we love the creative side of digital marketing, we are all about results and real numbers at 17VERDE. That doesn't mean boring.

It means we love doing things for a reason and our data-driven approach has helped countless brands get the results they want, with the right budget.

Margins are tight, especially in e-commerce, so working with an agency that understands how to get the most out of your marketing budget can really help elevate your business.

We endeavour to provide each of our clients with a unique, tailor-made approach to their business needs.

We're very hands on and love to get stuck in, effectively becoming part of your team, and driving results as soon as we can.

THE 'RULE OF 17'

1. Do everything for a reason
2. Style, Substance, Purpose
3. Become part of a client's team
4. Work towards client's goal
5. Trust the data
6. Plan, Implement, Review
7. Protect Client's Brand Identity
8. Know the margins
9. Learn each market inside out
10. Win for a client = Win for us
11. Would we click on it?
12. Transparency and honesty
13. Always strive to learn
14. Bold ideas can be Gold ideas
15. Go the extra mile, and some...
16. Tailor-make every solution
17. Enjoy everything we do!

MEET THE TEAM

Christian, Director & Founder



Elisa, Operations & Marketing Manager



Nick, Creative Manager



17VERDE

Everything starts from an idea.

How an idea is executed can make
all the difference to the result.

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