

ROSIE RAI CASE STUDIES



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Transforming a Men's HairCare Brand on Amazon – From \$30K to \$500K Monthly Revenue

Background:

In early 2023, RosieRai, an e-commerce growth agency, signed a Men's HairCare brand struggling to gain traction on Amazon. At the time, the brand was generating less than \$30,000 in monthly revenue, and their growth potential was untapped.

RosieRai stepped in to revamp their Amazon strategy.

Objectives:

The primary goal was clear: significantly increase the brand's monthly revenue on Amazon within a short timeframe.

Secondary objectives included optimizing ad spend for maximum ROI and developing a strategy to appeal to the real decision-makers based on their D2C data and our knowledge of shopping behaviors on Amazon –women buying for their partners.

Strategy:

The team implemented a multifaceted growth strategy that combined data-driven advertising, customer-focused creative, and targeted messaging:

1. Advertising Test Budget:

- a. RosieRai recommended allocating a \$10,000 monthly advertising budget for the first three months. This investment provided critical insights into audience behavior and ad performance.

01 From \$30K to \$500K Monthly Revenue in 15 months

Strategy Continued:

Following the test phase, the brand committed 15% of its total sales to advertising, ensuring a scalable approach.

2. Ad Strategy:

- a. Keyword Focus: The campaign centered on longer-tail keywords to reduce competition and target high-intent buyers.
- b. Video Ads: Video content highlighted the product's value proposition in a way that resonated with women, who represent the majority of Amazon shoppers purchasing gifts for their partners.
- c. Targeted Messaging:
 - i. Ads were tailored to showcase how the product could improve the lives of the buyer's spouse, boyfriend, or life partner, positioning it as the perfect thoughtful purchase.

Results:

The results were transformative:

- Within 9 months, the brand scaled from less than \$30,000 in monthly revenue to \$175,000.
- Over the next 15 months, the brand is on track to hit its first \$500,000 revenue month—a 16x increase since the partnership began.

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Launching a Luxury Beauty Brand on Amazon – From \$0 to \$165K Monthly Revenue

Background:

In July 2023, RosieRai partnered with a luxury beauty brand that had never sold on Amazon. The brand's founder was initially hesitant, concerned that selling on Amazon might cannibalize their direct-to-consumer (D2C) sales.

Additionally, the brand operated in a highly competitive category, aiming to position itself as a premium, higher-priced leader in the space. RosieRai's challenge was to introduce the brand to Amazon while maintaining profitability and ensuring no negative impact on their existing sales channels.

Objectives:

- Launch the brand on Amazon from \$0 monthly revenue.
- Achieve significant incremental growth without compromising the D2C or TikTok Shop channels.
- Build a profitable and scalable advertising strategy early on.

Strategy:

To meet these goals, RosieRai developed a comprehensive launch and growth strategy:

1. Initial Testing and Research:

- Conducted competitor research to identify key opportunities in the luxury beauty space.
- Ran A/B testing for product titles and images within the first 30 days to optimize listings for conversion.

02 Luxury Beauty from \$0 to \$165k in 11 months

Strategy Continued:

2. Advertising Strategy:

- Allocated a small \$5,000 advertising budget with a focus on maintaining profitability from the start.
- Used a mix of long-tail keywords to capture niche buyers and high search volume keywords to drive awareness.
- Emphasized video ads targeted at top-of-search placements to showcase the product's luxury appeal and differentiation.

3. Influencer Strategies:

- Quickly implemented influencer collaborations to boost brand credibility and drive external traffic to Amazon listings.

Results:

D2C sales remained stable, confirming that the Amazon growth represented true incremental revenue rather than a shift in sales channels.



3 Months in and already at 40k in monthly revenue

Background:

In October 2024, Tana Cofer, founder of RosieRai, launched her own brand, Glitter Faced, on Amazon. This venture was not just a business opportunity but a strategic move to "put her money where her mouth is" and directly experience the challenges and successes her clients face. With her experienced team leading the charge, Glitter Faced set out to demonstrate the effectiveness of RosieRai's proven e-commerce strategies.

Objectives:

- Launch Glitter Faced on Amazon and achieve profitability within two months.
- Test and validate multiple listing optimization and advertising strategies.
- Generate significant sales during the Q4 holiday season while building a foundation for future growth.

Strategy:

The Glitter Faced launch was executed with precision and innovation, utilizing RosieRai's proven methodologies:

1. Comprehensive Testing in Month One:

- Conducted over five tests on product titles, images, bullet points, A+ content, and pricing to identify the highest-converting combinations.
- Deployed multiple advertising strategies to gauge the best-performing campaigns.

2. Strategic Advertising Approach:

- Allocated ad spend strategically across awareness and conversion-focused campaigns.
- Prioritized profitability early, ensuring that costs were closely managed without sacrificing growth.

Strategy Continued:

3.Team Expertise:

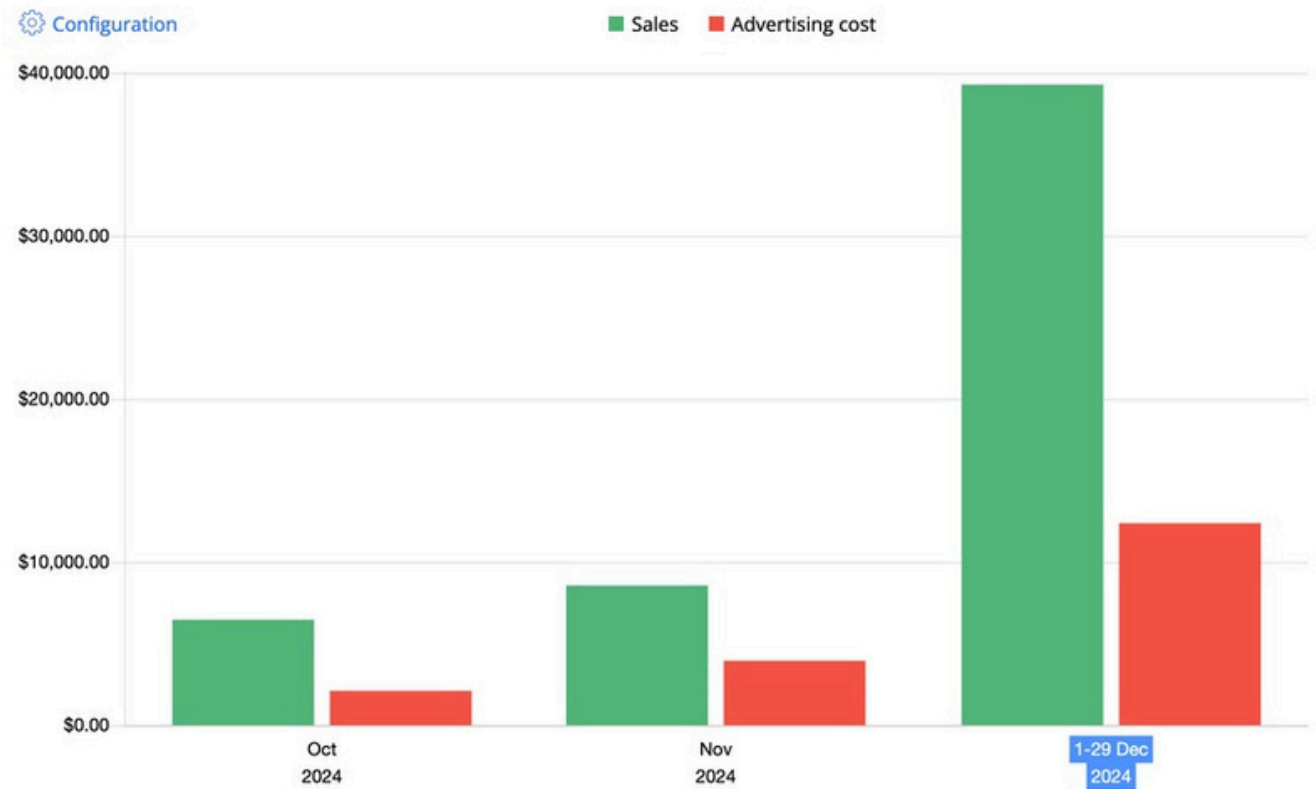
- RosieRai’s team handled every aspect of the launch, from creative asset development to data analysis, to ensure the brand gained traction quickly in a competitive market.

Results:

Glitter Faced achieved remarkable success in its first quarter on Amazon:

- Generated \$55,000 in total sales from October 5th to December 31st, 2024.
- Achieved \$42,000 in December sales alone, driven by effective holiday advertising and optimized listings.
- Met the goal of being profitable the entire time

Last month 1-31 December 2024	2 months ago 1-30 November 2024	3 months ago 1-31 October 2024
Sales +388.9% \$41,887.80	Sales +32.5% \$8,568.24	Sales +2,278.5% \$6,465.64
Orders / Units 2,627 / 2,821	Orders / Units 502 / 579	Orders / Units 458 / 488
Refunds 17	Refunds 8	Refunds 3
Adv. cost -\$13,436.76	Adv. cost -\$3,949.01	Adv. cost -\$2,108.37
Est. payout \$13,036.92	Est. payout \$640.83	Est. payout \$870.54



Walmart Acceleration

Background:

An established apparel brand had been selling on Walmart for eight years but struggled to see meaningful growth or efficiency with its advertising efforts. In 2024, they turned to RosieRai for expert guidance in optimizing their Walmart strategy and unlocking new revenue potential.

Objectives:

- Launch and optimize Walmart advertising to drive profitable sales growth.
- Achieve efficiency with ad spend by lowering the cost-per-click (CPC) while maintaining high conversion rates.
- Scale revenue with fewer products than previous years by leveraging RosieRai's advanced advertising strategies.

Strategy:

RosieRai implemented a data-driven Walmart advertising strategy designed to maximize efficiency and profitability while scaling revenue:

1.Auto First - THAN Manual

- To get lots of traffic to start, use the auto campaign feature as these are NOT keyword driven, but placement and category driven. You can drive a lot of visibility and quickly learn the conversion rate potential of ads.

2.Manual Campaigns set up strategically to focus on high opportunity keywords

- Walmart has a lot of data that many brands don't know about yet. USE IT TO YOUR ADVANTAGE. Create campaigns focused on keywords that will convert.

3.Smart Budget Allocation:

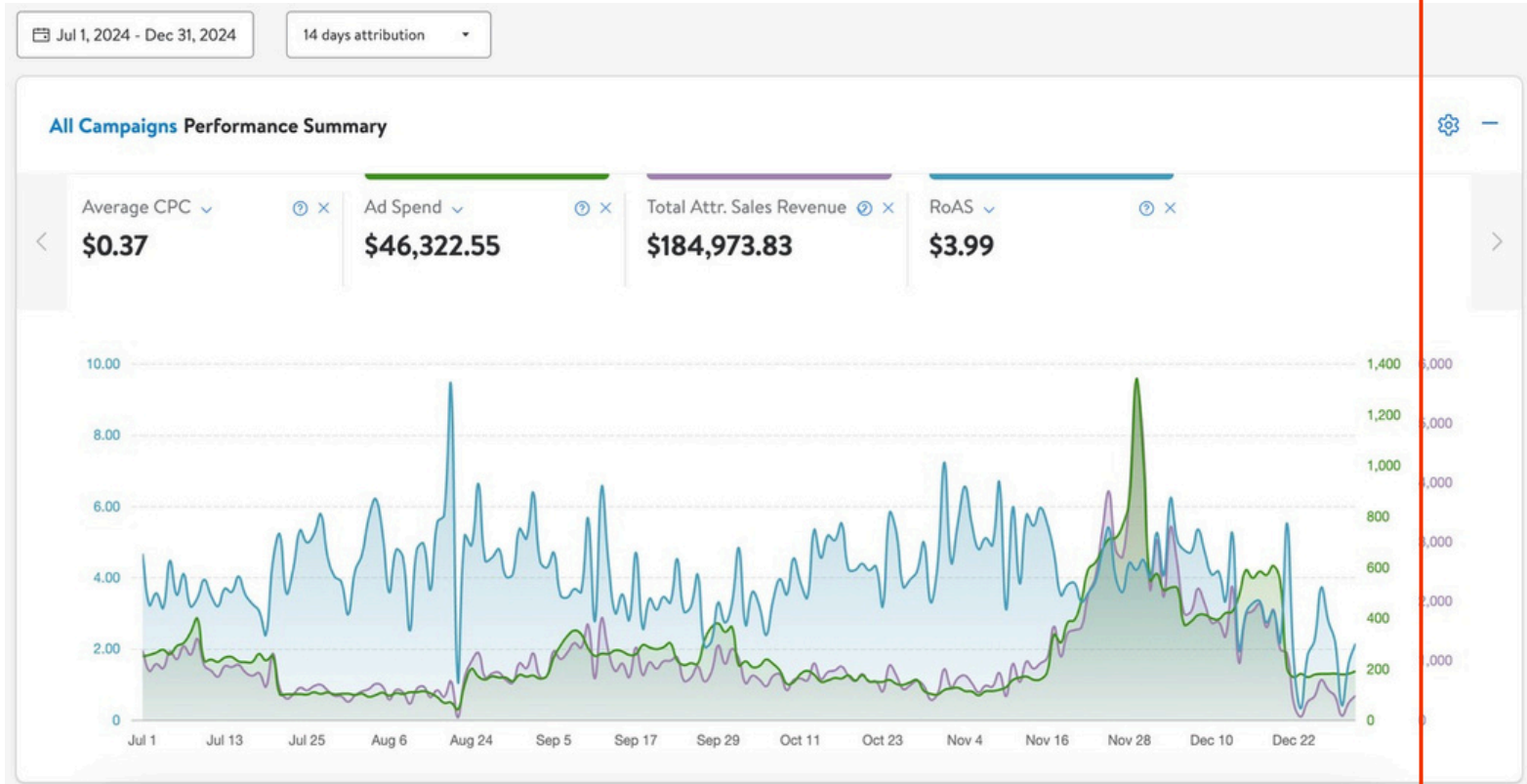
- Managed \$46,322.55 in ad spend, driving \$184,973.83 in attributed sales was profitable to the brand, so we kept pushing new opportunity keywords at that rate.

4.Optimize for Peak Performance:

- Leverage seasonal trends and holiday sales to hit record-high advertising revenue with fewer products than in previous years.
- Capitalize on strategic bidding adjustments, creative optimizations, and placement strategies to drive sales efficiency.

Results:

- Record-breaking advertising sales despite having fewer SKUs than in prior years.
- Optimized efficiency with a low CPC of \$0.37 while maintaining a high RoAS of 3.99.
- Profitable scaling strategy that transformed stagnant performance into a high-growth Walmart success story.



Key TakeAways:

- Data-Driven Ad Strategy Wins: Leveraging targeted keyword strategies and optimized placements led to lower CPC and increased efficiency.
- Smart Budgeting Fuels Growth: A well-managed ad spend resulted in a strong return, allowing the brand to scale profitably.
- Walmart Expertise Matters: RosieRai's deep understanding of Walmart's marketplace enabled the brand to achieve results they hadn't seen in years.