

FOREVER NEW CLIENT SUCCESS STORY

Product Variation and Audience Targeting Strategy Doubles Amazon Sales

OVERVIEW

Founded in 1975, Forever New is a line of organic and biodegradable laundry care solutions available online and in physical stores across the United States, Europe, and Asia. Committed to using only the highest quality ingredients, Forever New blends have established a benchmark in garment care for safety and environmental friendliness.

After managing their Amazon business internally, Forever New wanted to accelerate growth by attracting new customers. Historically, the company focused on branded traffic and repeat business. Forever New partnered with Channel Key to develop, implement, and manage a new-to-brand marketplace strategy that would increase sales on Amazon.

“ Channel Key has developed a tactical marketplace strategy that is working and helping our brand grow on Amazon. We have high expectations, but we're seeing results and look forward continued success. ”

Felipe Benjumea
Director of Operations
Forever New

APPROACH

- **Improve Brand Visibility**
Optimize A+ Content, Brand Store, and lifestyle images on Product Detail Pages to highlight the quality of their products and brand
- **Increase Average Order Value**
Identify a product variation approach that includes larger pack sizes to increase the average order value
- **Increase New-To-Brand Customers**
Identify non-branded keywords to focus on new customer acquisition

RESULTS



45.9%

Year-Over-Year Conversion Rate in March 2021 (increased from 23.18%)



46.5%

Year-Over-Year Sales Increase from August 2019 to 2020



11.7%

Increase in Average Order Value from March 2020 to March 2021

CONCLUSION

Channel Key's product variation strategy made it easier for customers to see larger pack sizes, which helped increase the Average Order Value by 11.7% from March 2020 to March 2021.

By optimizing all Forever New Amazon content and targeting non-branded keywords through Amazon Advertising, Channel Key increased YoY conversion rates from 23.18% in March 2020 to 45.96% in March 2021 and 45.84% in August 2021.

In total, Channel Key's marketplace strategy proved successful and increased total Amazon sales by 46.5% from August 2019 (the last month not managed by Channel Key) to August 2020.