



RASTACLAT

CLIENT SUCCESS STORY

Amazon Storefront Launch and Marketplace Strategy Increase YoY Sales Over 600%

OVERVIEW

Rastaclat is a line of high-quality, hand-made accessories inspired by art, music, sports, and street culture. Founded in 2010 with a mission to spread positivity and unity, the company has grown rapidly and today offers an expansive catalog of more than 100 products including bracelets, shirts, shoes, hats, and more.

As demand grew, Rastaclat began relying on third-party sellers to generate sales on Amazon. The company quickly faced an influx of counterfeit products as well as MAP policy violations from resellers, resulting in lost revenue. Rastaclat partnered with Channel Key to regain control over their brand and maximize profit potential by launching their entire catalog on Amazon Seller Central through the Brand Registry program.

“**Channel Key has allowed us to take ownership of the Amazon Channel and recognize the importance of the Amazon marketplace.**”

Leonard Ortega
Sr. Director of Digital E-Commerce
Rastaclat

APPROACH

- **Increase Brand Visibility**
Create 171 pages of A+ Content including optimized Titles, Descriptions, and Images to enhance brand visibility
- **Remove Counterfeit Sellers**
Utilize the protection features available in Brand Registry to remove 15 counterfeit sellers from Amazon
- **Drive Traffic and Maximize Conversions**
Develop a scalable advertising strategy to increase ranking on high-volume keywords based on predictable traffic patterns

RESULTS



604%

Year-Over-Year Sales Increase
from July 2020 to 2021



\$250K

Over a quarter million in sales in
the first six months of launching



164%

Year-Over-Year Session Rate
Increase from July 2020 to 2021

CONCLUSION

Channel Key built a branded storefront with 171 pages of A+ content, resulting in Rastaclat's top parent category ranking #1 organically for Men's Bracelets and three additional parents ranking on the first two pages.

Through multiple marketing and advertising levers, Rastaclat generated over \$250K in sales during the first six months. With continued optimization, conversions increased by 11% YoY and sessions increased by 164% YoY from July 2020 to 2021. Channel Key also executed a holiday strategy, which increased Prime Day 2020 sales by 185% vs. the previous 30 days.

In total, Channel Key's marketplace strategy increased Rastaclat's Amazon sales by 604% from July 2020 to July 2021.