



BRIGHTER BLOOMS CLIENT SUCCESS STORY

Retail Readiness & Optimized Ad Campaigns Triple Amazon Sales

OVERVIEW

Brighter Blooms Nursery offers a wide variety of ready-to-bloom shrubs, trees, and plants for gardening enthusiasts in the United States. Since launching in 2007, they have become one of the nation's largest online gardening suppliers. Seeking to continue its growth momentum with a strong presence on Amazon, Brighter Blooms partnered with Channel Key to help drive sales growth.

As an online nursery, Brighter Blooms understood the market potential of offering their products on Amazon. After building their listings themselves, they quickly discovered that many products were underperforming despite ranking on Page 1. The challenge was to identify the root of the problem and implement a cost-effective plan that would drive traffic and sales while maintaining a high organic search ranking.

“**The Channel Key Team is awesome at managing our Amazon business. Our paid advertising is strong, organic traffic is working and our handling time is down. We throw a lot at CK beyond just advertising and traffic driving and they always prioritize appropriately and make it happen. They have great vision and insight and we are fully aligned top to bottom!**”

**Travis Zboch
Online Marketing Director
Brighter Blooms**

APPROACH

- **Increase Brand Visibility**
Create 175 optimized product listings and 56 pages of A+ Content to enhance product visibility and improve the shopping experience
- **Drive High Quality Traffic**
Develop customized ad campaigns focusing on Brand Protection, Top Performing Keywords, Category Targeting, and Specific Product Targeting
- **Increase Conversions**
Maximize ad performance through a two-week adjustment period followed by an increase in budget for the best-performing campaigns, all tracked with detailed data reports

RESULTS



268%

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



73%

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



4.94%

Conversion Rate for April 2020
(increased from 3.02%)

CONCLUSION

Channel Key's strategy was fully implemented by the beginning of the gardening season. In just two months, year-over-year sales from April 2019 to 2020 increased by 268%, while conversion rates increased from 3.02% to 4.94%.

During summer of 2020, Brighter Blooms experienced such high demand that they paused their Amazon account to replenish inventory. Despite this challenge, year-over-year sales from March 2020 to 2021 still increased by another 73%.

Overall, Channel Key's Marketplace strategy more than tripled the company's Amazon sales over the course of two years, underscoring the importance of utilizing gold standard listings and optimized advertising campaigns to drive traffic and convert sales.