

# **Beyond Expectations** A 304.6% Boost in Conversion Rates Through Signalytics Listing Optimization



## signalytics

www.signalytics.ai



#### Introduction:

Embark on a captivating journey where strategic optimization turned the tide for our client, a seller of flavoring extracts on Amazon. Witness an extraordinary 304% increase in conversion rates, transforming the product from an underperformer to a sales powerhouse. In this case study, discover the innovative tactics employed to breathe new life into the listing, making it a beacon for those looking to elevate their Amazon game.

### **Challenges:**

The product faced a daunting challenge with a meager 5% conversion rate. A comprehensive audit revealed unappealing images, lackluster SEO, and a ranking juice of 524,900, paling in comparison to competitors with six to seven figures. The absence of a brand story and lifestyle images in Enhanced Brand Content (EBC) further hindered the product's potential. Alt text in the image backend was nonexistent.

signalytics





#### **Strategic Approach:**

To tackle these challenges head-on, we devised a mult optimizing every facet of the listing.

#### Buyer Persona Understanding:

Conducted a detailed review and sentiment analysis to identify the buyer's persona, understanding their pain points

and aspirations.

	Products Search Terms Insi	ights Trends Cust	omer Review Insights
_	Customer Review Ins	ights	
	Need Help? Watch Tutorial		
	Last updated on 11/25/2023 Positive Review Snippet	ts	
	Review snippets pertain to data Based on customer ratings with		
	Торіс	%Mentions	Review Snippets
	Taste-Overall	25.54%	"Great taste.", "Taste delicious", "Tasty."
	Quality-Overall	19.26%	"Very good quality.", "High quality.", "great quality"
	Value For Money	16.95%	"great value.", "Fair price.", "The price is right"
	Ingredients-Overall	5.89%	"This product is amazing for any recipe.", "This stuff is stronger, higher quality, and absolutely delicious.", "Loved this bc it only had 2 ingredients."
	Smell	5.30%	"Smells delicious.", "nice aroma.", "THE SCENT IS FANTASTIC."
	Flavor	5.24%	"The flavor is strong", "Flavor is acceptable", "Natural flavors???"
	As Advertised/Claimed	2.78%	"Exactly what I needed.", "Exactly as advertised.", "Just what I needed."
	Well Within Expiration	2.38%	"Good expiration date.", "Long shelf life.", "will last a long time."
	Correct Size	1.51%	"Love the size", "I like the size", "I likes size"
	Vegan/Organic	1.28%	"Plus, it's organic.", "Excellent non GMO vanilla!.", "ASIDE FROM ACTUALLY USING VANILLA BEANS THIS IS THE BEST I HAVE TRIED - AND IT'S ORGANIC!"

signalytics

#### To tackle these challenges head-on, we devised a multifaceted strategy aimed at resonating with the target audience and

#### Negative Review Snippets

Review snippets pertain to data collected in the last 6 months. Based on customer ratings with text reviews for products in the Niche.

pic	%Mentions	Review Snippets
ste-Overall	25.18%	"not a good taste.", "has a terrible aftertaste.", "It tastes terrible."
avor	12.87%	"No flavor.", "No Flavor.", "Lack of flavor"
lue For Money	12.47%	"Kinda pricey,", "very expensive.", "A bit more expensive"
nell	7.61%	"Smells odd", "Smells like chemicals", "The smell."
redients-Overall	4.68%	"some not healthy ingredients.", "Very bad ingredients.", "Ingredients - product not as advertised."
ality-Overall	4.50%	"Not the Quality I expected.", "Very Poor Quality.", "Very bad quality!"
ute/Watery	4.14%	"Watered down.", "It's so thin and watery.", "Watered down."
cohol Content	3.30%	"Strong alcohol.", "Heavy alcohol.", "this has hidden alcohol in it!"
mfort	1.44%	"Hard to open.", "I can not open it!", "Can't even open."
veetness	1.35%	"It's all sugar.", "sugary flavored water!!!!", "Too much sugar!."
1000	1.3370	n san suyar, suyary navoreu water :::: , too muth suyar:.

<b>~</b> / /	
S	
d	
<u> </u>	
7 / /	
7 / /	
7 / /	
7 / /	
7 / /	



#### Intelligent Review Analysis Only a few reviews were analyzed. If you need a more comprehensive analysis with multiple dimensions, please upgrade to Full Insights

		2	
Who	When	Where	What
Homemaker (22%)	Baking (44%)	Home (88%)	Baking (44%)
Baker (15%)	Cooking (22%)	Bakery (5%)	Candy making (17%)
Chef (10%)	Candy making (13%)	Restaurant (3%)	Flavoring drinks (13%)

Osage Scenario	
----------------	--

Osage Scenario	<b>&gt;</b>			🖓 Cons			
Торіс	Percent	Reason	88	Торіс		Reason	
Baking Essenti	29%	The product is essential for baking, especially f		Poor Taste	24%	Customers are not satisfied with the taste of th	
Cooking Recip	24%	Users have found the product to be versatile a		Lack Of Flavor	20%	Users have expressed dissatisfaction with the fl	
Ice Cream Ma	11%	Customers enjoy using the product in making		Artificial Taste	16%	Users have expressed dissatisfaction with the a	
Everyday Use	11%	The product is highly valued for its everyday u		Bad Smell	12%	Customers have complained about a bad or ra	
Dessert Prepa	8%	Customers appreciate the product for its versa		Not Authentic	6%	Customers have expressed dissatisfaction with	

#### Customer Expectation

Торіс	Percent	Reason	88	Торіс	Percent	Reason	88
Desire For Im	50%	Customers have expressed a desire for an impr		Great Flavor	41%	Customers love the flavor of the products, esp	
Issues With Pr	14%	Customers have expressed concerns about the		Great Value	24%	Customers believe the products offer great val	
Need For Bett	9%	Customers have expressed a desire for more a		Good Price Q	6%	Customers are satisfied with the price-quality r	
Issues With Pr	9%	Customers have reported issues with the prod		Ideal For Dess	6%	Customers find the products great for making	
Desire For Bet	5%	Customers wish for quicker dispensing of the		Quality Aroma	6%	Customers appreciate the quality of the aroma	

#### **Compelling NLP Optimization:** •

Crafted a compelling NLP (Natural Language Processing) title, bullets, description, and image content to emotionally connect with buyers, addressing their specific needs and desires.

🖒 Pros			
Торіс		Reason	
Great Flavor	35%	Customers love the flavor of the extract. They f	
Pleasant Aroma	18%	Customers love the pleasant aroma of the extr	
Tasty	12%	Users find the product to have a true vanilla fla	
Complex Flav	7%	Users enjoy the complex flavor profile of the e	
Suitable For B	7%	Users find the product to be of great size for b	

 $\sim$ 

#### Purchase Motivations

$\sim$	signalytics	

#### **Keyword Optimization:**

Utilized extensive keyword research, including insights from search query performance and competitor analysis.

Incorporated high search volume and high-converting keywords to boost visibility and relevance.

#### • SEO Ranking Boost:

Elevated the listing's ranking juice from 824,900 to an impressive 5,310,209, surpassing competitors and capturing a larger audience.

- The Ultimate Vanilla Extract for Your Culinary Creations: Dolce Foglia's vanilla essence is perfect for adding a touch of sophistication to your desserts, baked goods, beverages, and more. Enhance the flavor of recipes and create culinary masterpieces with	<ul> <li>Made with Pure Vanilla Extract and all n[]</li> <li>Concentrated, bake and freeze proof blen[]</li> <li>No Artificial Colors or Flavors. Note: C[]</li> <li>Non-GMO, Gluten Free, Corn Syrup Free, K[]</li> <li>Crafted in the USA</li> </ul>	<ul> <li>Our Madagascar Bourbon Pure Vanilla Extr[]</li> <li>Family owned and operated for over a cen[]</li> <li>Our Vanilla Beans are hand-selected from[]</li> <li>Our Small Batch, Cold Process preserves []</li> <li>Allergen-Free, Non-GMO Proj[]</li> </ul>	<ul> <li>PURE VANILLA EXTRACT: Enhance the flavor[]</li> <li>PREMIUM INGREDIENTS: Our Madagascar vani[]</li> <li>FROM BEAN TO BOWL: Bourbon vanilla beans[]</li> <li>DEDICATED TO QUALITY: Our baking extract[]</li> <li>FIND YOUR</li> </ul>	- ENJOY PURE FLAVOR - Are you looking for [] - 100% NATURAL FLAVORING EXTRACT - Our van[] - HIGHLY CONCENTRATED - Vanilla Food flavo[] - WIDE APPLICATION - Upgraded technology m[]	<ul> <li>Made using only the finest ingredients- []</li> <li>Mazey flavor is a true flavor that enhances-[]</li> <li>Bake away and Impress you friends and fa[]</li> <li>Our flavor gaurantees superior []</li> <li>Enhance the flavor of sweet and savory d[]</li> </ul>	<ul> <li>From the finest imported vanilla beans i[]</li> <li>Organic vanilla extract is great for any[]</li> <li>Add a tablespoon to your family's secret[]</li> </ul>	- Made y pre ingre - Feati vanill - Provic that wor free - A stap professic ar - Perfect cakes, co o
5,310,209	1,562,174	2,184,752	3,409,315	3,299,948	1,390,903	1,788,913	1
Visit Listing Builder to Improve Your Bullets	<u>B0046EJ570</u>	<u>B0000VLU01</u>	BOCFBK82GB	<u>B0C9J48P6M</u>	<u>B094X8P5QF</u>	<u>B001HTI88E</u>	<u>B0075</u>
16 (11% MKL) SV:659,764 (70%)	6 (4% MKL) SV:613,191 (65%)	7 (5% MKL) SV:615,017 (66%)	10 (7% MKL) SV:630,408 (67%)	9 (6% MKL) SV:626,962 (67%)	6 (4% MKL) SV:562,441 (60%)	5 (3% MKL) SV:579,437 (62%)	6 (49 SV:613

5	signalytics
alysi	
capt	uring a

#### **Brand Story Integration:**

Infused the listing with a captivating brand story, fostering trust and creating a meaningful connection with potential customers.

### • Premium Enhanced Brand Content (EBC):

Upgraded from basic EBC to premium, featuring beautiful carousel module imagery highlighting every product fea ture and benefit.

Introduced lifestyle imagery, allowing customers to envision themselves using the product. Included an inspiring recipe, adding value and motivation for customers to make a purchase.

signalytic:

	/ /
	/ /
	/
	/
	1
	1
	1 1
	1
S	1
	/
	1
	1
	/
	/
	/
	1
	1
	/
	/
	/
	/
	/
	1
	1
	1
	/
	/
	1
	/







What is the shelf life of Dalce Faglis food flavoring alls? Date Faglis flavoring, have a shelf life of 2 provision stored property in a cost, dry place.



Replace Solice Regists respective carge of previous fand flavoring ads, respectly tracient in restric pair calibrary restrators with maintening laster and adaptability. Sur-diverse solicities space, a spectrum of capituding flavors, from elecent builts in samplanus coefficients, such are designed in letting an interest depth of flavor in procedulars.

Three highly conversioned axis are skills by ordired in offer an interne flavor reperiever, perfectly balancing anoma and taxie in releaser every entper Besigned for semalile our, Balan Registy, Banning axis are ideal for an array of colorary applications. They are the perfect addition for increasive balance, of etc., and have rando, whether perfect projectog independences, anomalic balanci pands, entiting confections, impossing increasing terranges, or savery creations.

Al-Baler Paglia, we are deducted in quality. Each Sameley all is reade with prevative impredients, responsibly success and produced in the United States Success the estimations place and Redshilly of Dates Registy from Sameley alls, and lengthe proceeding tradings



Raner Profile	A leight and refering Easer profile, marked by its andy tang and a solidy same, class, contribute.	Edition line and bringsing Game profile, known for its Institu- like laster with biols of sameti, uping and brina mus sales.	A stokard manered Rame profile, Industring a deep millions, samplemented by unret, satisfy likities, and sheery The andrelaters.	A delightful and lapered Ranne people, shawaiterland lap its useres, julity larry reserver with a bind at larteres, and a brok, toremerg armes	Etabli and offending Rane profile, distinguistical ing its sum incipaciting minity and mith a cong, clean Tobic
Relativy	01	01	Water	01	01
Planer iban	Rateri Grooty, Eardeniamerg, Rosanthier, Pealate Bluder, Coffee Grooty, Jer Deans, Cadler Grooty, Brewings, Cashing, Prying, Canadi Sare Rasal	Roberd Danob, Cambracharrey Bromathiers, Protorie Broken, Cafferr Drinni, Brechter, Scatter, Drevolngs, Dentings, Prycing, Anesakhrenagy and Van-Paud	Browinges, Carline, Cardicale, Hantiach, Syrape, Leon, Jellen, and Raked Casesh	Rated Gamb, Darfer Laurey, Branchine, Peatrix Braten, Orffer Drinks, Brenzings, Darfing, Prycing, Jonathing, and New Faud	Robert County, Gardreichnerry, Branedicies, Penterie Bioders, Colline Colody, Ser Dennes, Sacarry, Derweinger, Cambiong, Pryferg, Neurandiersonge and Nam-Road
	Applications Bach In, Barrieri Gendon, Baup, Tasihyanin and Jacob	Applications Nach As, Newiest Cavalles, Baaps, Teathqueir and rears.		Applications Rank An, Barralest Canalies, Baupe, Taulityanie and mare	Applications Bosh In, Rennind Candles, Boop Toxibipatin and more

#### About Us

Defer Reglia is pleased to present an invasion, te to friendly solicitors of basid and leverage products, our titalionity designed to estimate the collivary laceback. As a respective leader of a solicitation of basid and leverage products, our titalionity designed to estimate the collivary laceback and estimate and estimate in the solicitation in the solicitation of basid and provide and estimate and estimate and estimate and estimate in termstation and quality. So a product source has been being basid and respective and estimate and quality. The product source is the solicitation of the solicitatio

#### A Few ideas

Confectionary

Developm
 Developmenty

Earn
Earnenin
Henl Tash Carsiy
Jelly
Tailters

. lip.Per13Ein

Uhe Level





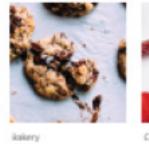
ice Cream

Hill Dailers

Posiein Bailey
 Separit
 Tagari

the level.

Nilling Per Queri





Cosmotics Up Balan Up Dies

Use Local

1/disp.PerTills.

Broads Esters Dualters Drainers

Undered

Exciting
 Excelling

 1/2 inp. - 1 inp. Per Namilard Raint Nam



Press pie crust into a 9-inch tart pan and prick the bottom with a fork. Bake for 15 minutes with weights, then remove and bake for an additional 10-15 minutes. Heat milk and vanilla, let vanilla steep for 10 minutes. In a large bowl, whisk egg yolks, sugar, cornstarch, and salt.



Satisfy your sweet tooth with the irresistible taste of vanilla-infused desserts. Perfect for sorbets, granita, frostir fondues, mousses, puddings,

icecreams, custards, candie





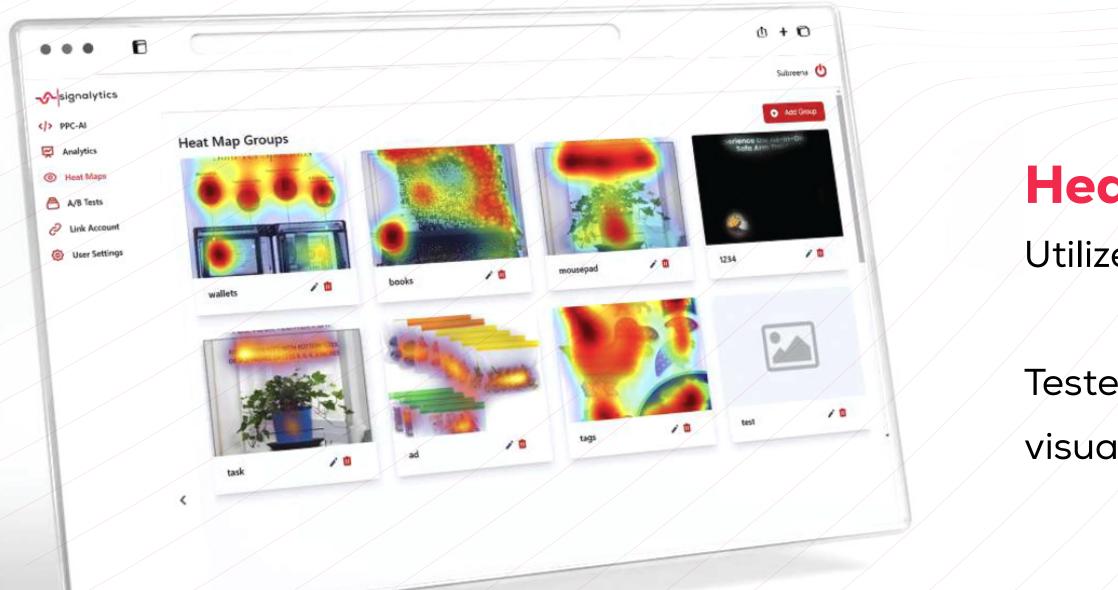


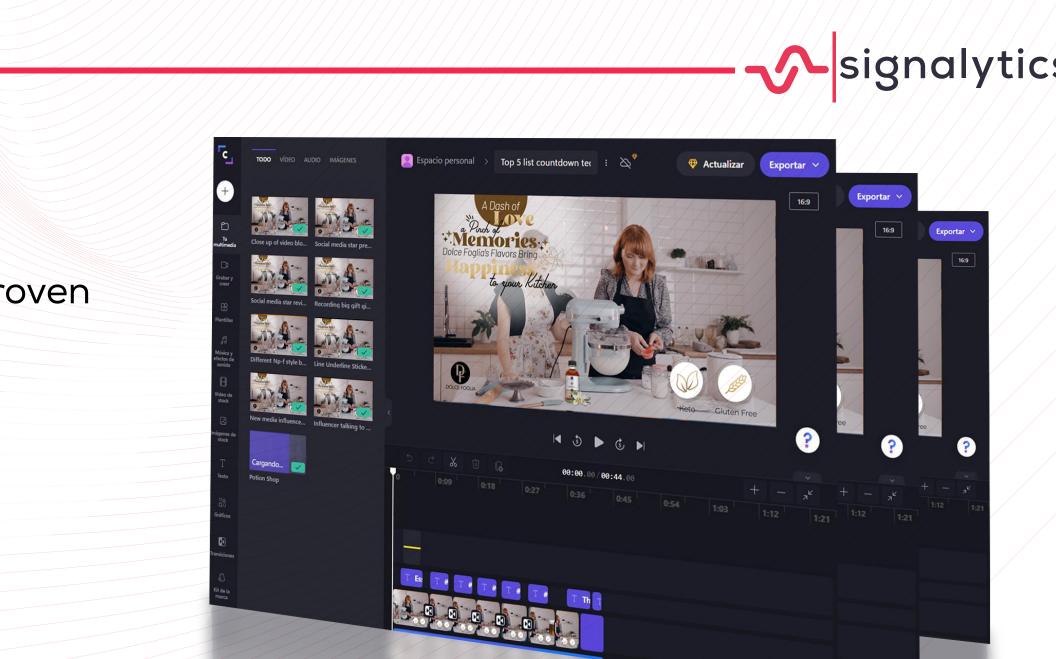
### AFTER

### **Video Integration:**

Added a compelling video to the Premium A plus, harnessing the proven effectiveness of video marketing.

Leveraged the video to showcase the product in action, further engaging and convincing potential buyers.





### Heatmapping for Image Optimization:

Utilized heatmaps to analyze customer interaction with images.

Tested and optimized images based on heatmapping insights to enhance visual elements that attract and engage potential buyers.

S	
• 🌙 / / / /	
$\overline{}$	

### **Question-Answer Keyword Integration:**

Filled the question-answer section with important keywords relevant to the product and customer queries.

Ensured that the Q&A section served as an additional opportunity to embed valuable keywords for improved search visibility.

signalytics

Question-Answer Keyword Integration:





	/ /
	· / /
	/
	/ /
	/
	/
	/ /
	· / /
	/
	/
S	/
	/ /
· 🗡 / / / /	· / /
	/
	/
	/
	1
	. /
	/
	/
	/
	/
	· /
	/
	/
	/
	/
	/
	/
	/
	/
	j
	/
	/
	/
	/

### **Results:**

The results were nothing short of remarkable.



Soared from **5%** to an impressive **23%**, marking a staggering **304%** increase. Signalytic:



Ranking juice skyrocketed from 824,900 to 5,310,209, outshining competitors and capturing a larger share of the market.

	/ /
	· / /
	/
	/ /
	/
	/
	/ /
	· / /
	/
	/
S	/
	/ /
· 🗡 / / / /	· / /
	/
	/
	/
	1
	. /
	/
	/
	/
	/
	· /
	/
	/
	/
	/
	/
	/
	/
	j
	/
	/
	/
	/

### BEFORE

	Select week										
/eekly 🗸	Week 19   2023-05-07 - 2023-( 🗸	Apply									Generate Download
Hide Filters											
and	ASIN Search										
~	1000-0007-02F			Refine results	Clear Filters						
									D	isplaying 10 of 27 column	s Customize Columns (27)
				Search Funnel -	Impressions ⑦	Search Funn	el - Clicks 💿	Search Funnel - Cart Adds 💿		Search Funnel - Purch	hases 💿
N Title 💿	:	ASIN, Category	0	Impressions $~\psi~$ :	Price (Median) ↓	Clicks 🗸 🗄	Click Rate (CTR) $\psi$	Cart Adds	Purchases	↓ Search Traffic Sales	↓ : Conversion Rate ↓
to Paper Tariffa Server for Balling & I	Inverse-las Were Road, Super-	Second Second		1,405	\$14.95	17	1.21%	1	1	\$14.95	5.88%
ge 1 of 1					< 1	· >					View 25 rows V
Help Program Policies English	n 🗸 🗿 Download the Amazon S	Seller mobile an								© 1999-2023, Amazon.co	om. Inc. or its affiliates
ricip riogram oncics English		sener mobile app									
AFTER											
AFTER Reporting Range Weekly	Select week Week 20   2023-05-14 - 2023-( ✓ ASIN Search	Apply		Refine results	Clear Filters						Generate Download
AFTER Reporting Range Weekly	Select week Week 20   2023-05-14 - 2023-( v			Refine results	Clear Filters						Generate Download
AFTER Reporting Range Weekly	Select week Week 20   2023-05-14 - 2023-( v										ns Customize Columns (27)
AFTER Reporting Range Weekly	Select week Week 20   2023-05-14 - 2023-( v	Apply		Refine results Search Funnel -	Impressions (2)	Search Fund	nel - Clicks ②	Search Funnel - Cart Adds ③		Search Funnel - Purc	ns Customize Columns (27) hases ③
AFTER Reporting Range Weekly ✓ Y Hide Filters Brand	Select week Week 20   2023-05-14 - 2023-( v				Impressions ⑦ Price		Click Rate				ns Customize Columns (27) hases ⑦ Conversion
AFTER Reporting Range Weekly ~ Veekly ~ Vide Filters Brand	Select week Week 20   2023-05-14 - 2023-( v	Apply Asin,		Search Funnel -	Impressions ⑦ Price		Click Rate		_	Search Funnel - Purc	ns Customize Columns (27) hases ⑦ Conversion

nediy with 10 2025 405-07-2024 (*) Anti/   Anti-   with 2025 405-07-2024 (*) Anti/   Anti-   ************************************										
High Filter     and     All M Sauch        Intel of Energy	Reporting Range Select week									
Hide faller:     and     ALM Sauch     V     Intercendia     Convertione     Search found- improvisione ①     Search found- intervisione ①        Intercendia     Convertione        Intercendia     Convertione        Intercendia        Intercendia        Intercendia              Intercendia                 Intercendia	Weekly Veek 19   2023-05-07 - 2023-( V	Apply							Gen	erate Download
and       Attile renult       Carr rilles <ul> <li></li></ul>										
• O          • O          • O										
Sanch Funnel - Dicks of Sanch Funnel - Dicks of Sanch Funnel - Cick do Sanch Fun										
ASINg       Search Funnet - Cicks ©       Search Funnet - Cart Adds ©       Search Funnet - Cart	· · · · · · · · · · · · · · · · · · ·		Refine results	Clear Filters						
ASIN, array       Search funnet - Impressions ©       Search funnet - Cick &										
Initial of an analysis of a state o								Display	ing 10 of 27 columns Cu	stomize Columns (27)
Tittle ©       Caregory       ©       Impressions % E       (Machan)       4 E       Citols       4 E       Care Adds       4 E       Purchases       4 E       Tattle Sales       4 E       4 E       4 E         1       of 1        1.405       \$14.95       1       1       \$14.95       \$280%			Search Funnel -	Impressions ⑦	Search Funne	- Clicks ⑦	Search Funnel - Cart Adds 📀	S	earch Funnel - Purchases	0
I of 1 of 1 (I) (Ver. 25 cos )     Nelp Program Policies Di 199-2023, Anazonov, Inc. of 18 stillitets     Cenerate Download     Popring Range Select week     Veek 20 10232-05-14 - 2023 4 v        Apply     Cenerate Download        Profing Range     Veek 20 10232-05-14 - 2023 4 v        Apply     Cenerate Download           Apply        Cenerate Download              Apply              Apply <th>N Title ⑦</th> <th></th> <th>Impressions <math>~ \downarrow ~ :</math></th> <th>Price (Median) ↓ ‡</th> <th>Clicks <math>\psi</math> :</th> <th></th> <th>Cart Adds 🗸 🗸</th> <th>Purchases <math>\psi</math></th> <th>Search Traffic Sales <math>\psi</math> :</th> <th>Conversion Rate <math>\psi</math> :</th>	N Title ⑦		Impressions $~ \downarrow ~ :$	Price (Median) ↓ ‡	Clicks $\psi$ :		Cart Adds 🗸 🗸	Purchases $\psi$	Search Traffic Sales $\psi$ :	Conversion Rate $\psi$ :
Help Program Policies     CFTER     eporting Range     Week 201 2023-05-14 - 2023 4 ()     Apply     Cenerate Download     Pide Filters     rand     Refine results              NTitle (*)     Stateporty (*)              Stateporte   Cenerate Download <td>a fuglic taskic former for fulling &amp; ferranges - Inc Mater Read, Super-</td> <td>Second Second</td> <td>1,405</td> <td>\$14.95</td> <td>17</td> <td>1.21%</td> <td>1</td> <td>1</td> <td>\$14.95</td> <td>5.88%</td>	a fuglic taskic former for fulling & ferranges - Inc Mater Read, Super-	Second Second	1,405	\$14.95	17	1.21%	1	1	\$14.95	5.88%
AFTER	ge 1 of 1			< 1	>				Vie	v 25 rows 🗸 🗸
AFTER	Help Program Policies English 🗸 👔 Download the Amazon S	Seller mobile app						© 19	99–2023, Amazon.com, In	c. or its affiliates
eporting Range Select week   Week 20   2023-05-14 - 2023-1 v Apply   P tide Filters   rand ASIN Search   Clear Filters   rand Clear Filters   Clear Filters   rand Search   V Tide ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks ()   Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel - Clicks () Search Funnel										
P Hide Filters rand ASIN Search	Reporting Range Select week									
ASIN Search       Refine results       Clear Filters </td <td></td> <td>Apply</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Ger</td> <td>erate Download</td>		Apply							Ger	erate Download
N Title ③ ASIN, Category ③ Minoressing ↓ Price (Median) ↓ Clicks ↓ Clicks ↓ Search Funnel - Cart Adds ④ Search Funnel - Purchases ↓ Search Rate ↓ Conversion ↓ Conversion ↓ Clicks ↓ Clicks ↓ Clicks ↓ Clicks ↓ Clicks ↓ Cart Adds ↓ Purchases ↓ Search Traffic Sales ↓ Search ↓ Conversion ↓ Conversion ↓ Conversion ↓ Clicks ↓ Clicks ↓ Clicks ↓ Clicks ↓ Cart Adds ↓ Purchases ↓ Search Traffic Sales ↓ Search ↓ Conversion ↓ Conversio										
N Title ③										
	×		Refine results	Clear Filters						
N Title ③       ASIN, Category       ③       Impressions       ↓       Price (Median)       ↓       Clicks       ↓       Cart Adds       ↓       Purchases       ↓       Search Traffic Sales       ↓       Conversion Rate       ↓         6,731       \$14.95       63       0.94%       24       15       \$224.25       23.81%								Display	ring 10 of 27 columns Cu	stomize Columns (27)
N Title ⑦       Category       ⑦ I       Impressions ↓ I       (Median)       ↓ I       Clicks       ↓ I       Cart Adds       ↓ I       Purchases       ↓ I       Traffic Sales       ↓ I       Rate       ↓ I         0.94%       6,731       \$14.95       63       0.94%       24       15       \$224.25       23.81%			Search Funnel -	Impressions ⑦	Search Funne	l - Clicks 🕐	Search Funnel - Cart Adds ⑦	S	earch Funnel - Purchases	0
	IN Title ⑦		Impressions $\downarrow$ :	Price (Median) ↓ :	Clicks $\downarrow$ :		Cart Adds $\checkmark$	Purchases $\downarrow$	Search Traffic Sales ↓ :	Conversion Rate ↓ :
le 1 of 1 View 25 rows ~	to Tagle Reader Talks Scinct will Other Research & Artificial Parents -	Second Second	6,731	\$14.95	63	0.94%	24	15	\$224.25	23.81%
	age 1 of 1			< 1	>				Vie	w 25 rows 🗸 🗸
English 🗸 🙆 Download the Amazon Seller mobile app										

$\sim$	SI	on	D	V	tíc
<b>V</b> / /	$\sum$	<b>)</b> - /	77		7 - / -

	/ /
	· / /
	/
	/ /
	/
	/
	/ /
	· / /
	/
	/
S	/
	/ /
· 🗡 / / / /	· / /
	/
	/
	/
	1
	. /
	/
	/
	/
	/
	· /
	/
	/
	/
	/
	/
	/
	/
	j
	/
	/
	/
	/

### **Conclusion:**

This case study stands as a testament to the transformative power of strategic optimization. By delving deep into the buyer's mindset, implementing NLP strategies, optimizing keywords, and enhancing the overall content, our client achieved unprecedented success on Amazon. The integration of a compelling brand story, premium EBC, and impactful video content further solidified the product's position as a top choice for consumers.



# Let's discover ways to support your goals!

# signalytics

Book a Free Call Now!