

Resourcing for Amazon Success



How Management Changes at Rifle Paper Led to a Dramatic Decline—and a Triumphant Comeback—on Amazon

Founded in 2009, Rifle Paper is a dynamic designer, manufacturer, and retailer of stationery, home decor, giftware, kitchenware, fashion accessories, and more. Known for their bold colors, hand-painted florals, and whimsical characters, Rifle Paper has cultivated a devoted customer base through both direct-to-consumer sales and flourishing wholesale partnerships.

Despite their success, Rifle Paper was initially reluctant to explore Amazon as a sales channel, concerned that it might cannibalize their existing business. Recognizing Amazon's immense potential for growth in both B2C and B2B sales, they sought to understand how the platform could complement their go-to-market strategy without undermining their current sales channels.

And to navigate this new territory, Rifle Paper turned to the Amazon experts at Enceiba. Together, they researched and developed a staged rollout plan to strategically enter the Amazon marketplace. This partnership marked the beginning of Rifle Paper's remarkable journey of growth on Amazon.

During the initial engagement, Enceiba worked with Rifle Paper to develop and execute a comprehensive Amazon sales strategy that included a measured approach that balanced website sales with sales on Amazon, along with developing A+ content for their product listings.

The initial engagement yielded impressive results, with sales growing by 175 percent between 2021 and 2022, rapidly making Amazon a multi-million dollar channel for the company. This success opened the door to expand Rifle Paper's assortment on the marketplace, enhancing product discoverability and visibility. The staged rollout allowed Rifle Paper to establish an Amazon presence and reach new customers without initially risking existing business. By expanding its product offerings, Rifle Paper's growth on the platform then skyrocketed by 200 percent in the following year, making Amazon their fastest-growing sales channel.



It cannot be overstated how important it is to put the right resources to support an Amazon presence. The expertise of Enceiba is clear, and we're thrilled to be working with them again to get back on our growth trajectory.

Rachel Wilkie
Rifle Paper's Chief Digital Officer

The Impact of Management Changes

Despite initial successes, Rifle Paper underwent a buyout in late 2023 that resulted in an entirely new C-suite taking over and a change in strategy for their Amazon presence. The firm shifted its resources dedicated to growing their Amazon channel, ending its relationship with Enceiba.

As Rifle Paper learned, the performance of a channel is directly tied to the resources devoted to it, and changes in resources and capabilities can have a dramatic impact. In less than one year, Rifle's monthly sales on Amazon plummeted by more than 30 percent. The company once again changed top-level management and soon sought out Enceiba's expertise to turn the ship around.



Re-engagement Drives Growth

Upon re-engagement, Enceiba swiftly identified and addressed the critical issues impacting Rifle Paper's Amazon performance.



Advertising Management: The previous agency managing Rifle Paper's Amazon account had failed to maximize advertising spend effectively. Key strategies such as day-parting and negative keyword management were neglected, resulting in a significant drop in traffic to product listings.



Inventory Planning: The Company was failing to properly anticipate inventory requirements necessary to take full advantage of Fulfillment by Amazon (FBA), leading to product availability issues. Inventory was not managed properly, missing key items that previously drove sales. This mismanagement was particularly problematic during peak periods such as the Q4 holidays.



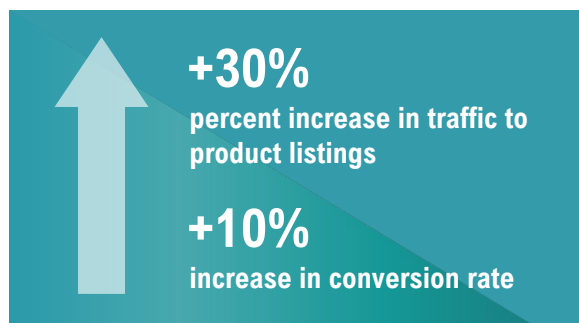
Content and SEO Optimization: Account health and product merchandising had deteriorated, with content not following best practices. There was a lack of keyword research and A+ content was not being fully utilized, leading to a significant drop in traffic and conversions on the company's product listings.

With targeted solutions in advertising, inventory planning, content optimization, and other areas, Rifle Paper saw a significant turnaround in their Amazon channel following Enceiba's re-engagement.



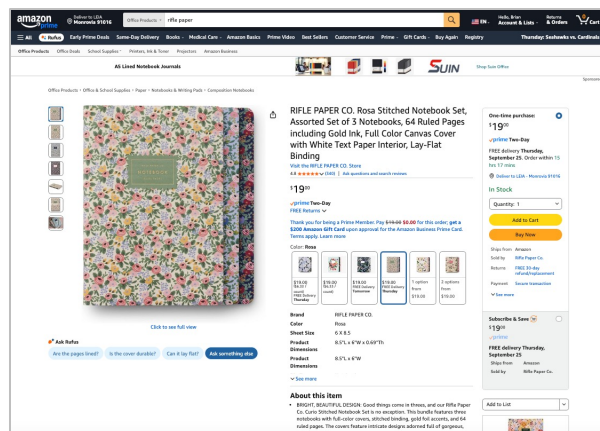
In just the first month under Enceiba's renewed management, Rifle Paper's sales increased by an impressive 55 percent, demonstrating the impact of Enceiba's strategic adjustments and expertise.

What's more, beyond the initial sales spike, Rifle Paper experienced substantial improvements in the foundational metrics of their Amazon account:

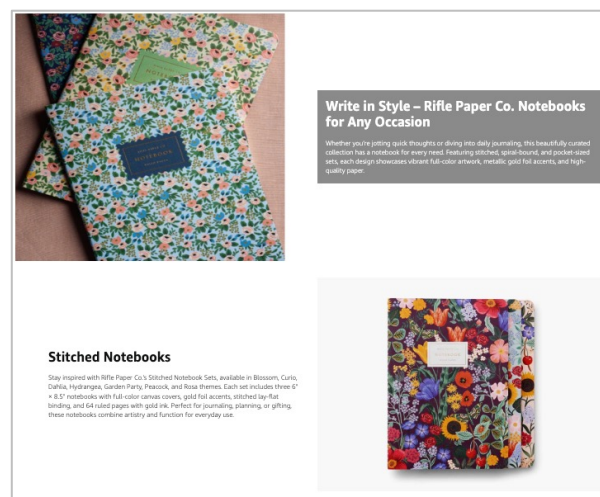


By December 2024, the conversion rate reached an all-time high, outpacing the previous year's performance and setting a new benchmark for Rifle Paper's Amazon success.

Rifle Paper's journey puts a spotlight on the foundational importance of strategic planning, expertise in execution, and adaptive management in achieving and sustaining growth on Amazon. With Enceiba's continued support, Rifle Paper is not only back on track but poised for even greater success in the future.



A+ Product Page created by Enceiba



Brand Storytelling on Amazon created by Enceiba

Amazon Frustration? Let's Talk Strategy

✉ sales@enceiba.com

🌐 www.enceiba.com

☎ 805-594-5510

📍 Scottsdale, AZ



ENCEIBA

Member: ISA