

How Simpson Strong-Tie Took Control of Its Amazon Channel

Simpson Strong-Tie, a leading manufacturer in the construction hardware space, faced a common but serious challenge when selling on Amazon. Because the company did not have an Amazon program, more than 1,000 opportunistic resellers and bad actors were selling their products on the platform, creating a fragmented and diluted brand integrity. In addition, the company saw highly inconsistent pricing on the channel and low visibility, and low traffic to its products. The company recognized the opportunity Amazon presented and needed a way to regain control, but didn't want to commit to selling under Seller Central (3P).

At the same time, Simpson Strong-Tie recognized they did not have the resources to sell through Amazon's Seller Central (3P) model, and selling through Vendor Central (1P) would mean surrendering pricing control and margin.

They turned to Enceiba to help them charter a way forward that would satisfy their business objectives while capitalizing on their Amazon opportunity.



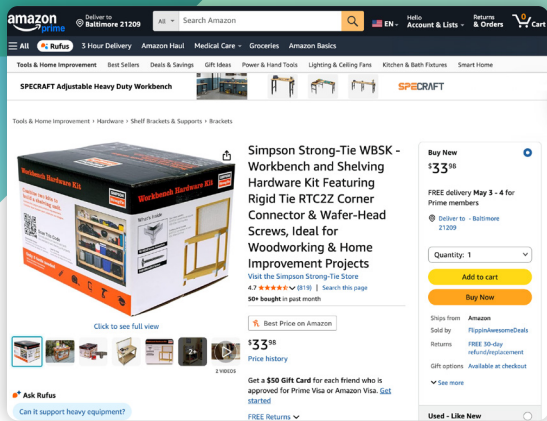
"Enceiba was instrumental in helping us fix our product catalog and develop our reseller program. Thanks to Enceiba, we were able to eliminate the vast majority of unauthorized sellers on Amazon. Enceiba's experience and hands on team have been instrumental to building a successful reseller program. They've changed the face of our business."

—Kyle Barnes

Senior Channel Sales Manager for Ecommerce
Simpson Strong-Tie



Reduced Unauthorized Resellers **by 70+%**



Creating a Reseller Solution

Rather than selling directly on Amazon, Enceiba helped Simpson Strong-Tie build a structured reseller program in partnership. To start, they defined criteria for partners to sell on Amazon, including knowledge of and commitment to the brand, advertising capabilities, and eligibility for Amazon Prime delivery. Next, they identified qualifying resellers from within Simpson Strong-Tie's existing distributor base.

The program distinguishes between two tiers of resellers. The top 10 resellers drive approximately 80% of revenue on Amazon. But a second group of lower-volume resellers was also identified. While less sophisticated in their Amazon execution, Simpson Strong-Tie wanted to maintain these relationships, which serve as powerful brand ambassadors. By leveraging both groups, Simpson Strong-Tie could ensure consistent product availability and closeness to its core customers.

Additionally, Enceiba enrolled Simpson Strong-Tie in Amazon Brand Registry, helping them gain additional grounds to remove and consolidate the thousands of inaccurate listings on Amazon.

Embracing Resellers Brings Better Brand Control

Enceiba's expertise in catalog management and Brand Registry, along with its deep relationship with Amazon proved critical, helping the company reduce and eliminate unauthorized listings and consolidate fragmented product pages by more than 70 percent.

The partnership gave Simpson Strong-Tie substantially stronger brand control and visibility on Amazon, including greater consistency in retail pricing and higher traffic levels to its listings. Unauthorized listings were dramatically reduced, product pages were consolidated, and the brand's presence became more consistent and trustworthy.

Today, the company continues to audit its customer base to maintain these standards and is working to further refine their list of Amazon resellers.

Amazon Frustration? Let's Talk Strategy



sales@enceiba.com



www.enceiba.com



805-594-5510



Scottsdale, AZ



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