

# An Amazon 1P Giant Successfully Launches a Scalable 3P Strategy



Watts Water Technologies, Inc.

## About Watts Water Technologies

Watts Water Technologies is a global leader in water quality, safety, and flow control solutions, generating \$2.44 billion in annual revenue and operating across North America, Europe, Asia, and the Middle East. Serving commercial, industrial, and residential markets, Watts manages a broad portfolio of more than 20 brands, each focused on solving critical challenges in plumbing, HVAC, drainage, and water treatment. Watts' products are primarily used by professional plumbers and contractors, who rely on them to perform their work to the highest quality standards.



*"We initially engaged Enceiba to identify the feasibility of introducing a 3P seller program, as their knowledge and expertise in our category and in B2B made them a natural fit. We asked them to look at Watts, as well as several Watts brands. Their comprehensive analysis revealed that two of our brands—Bradley and tekmar—were ideal for introducing a 3P program because neither brand had an existing presence on Amazon, providing a greenfield testing opportunity.*

*One of the most valuable aspects of working with Enceiba is their deep relationships with key Amazon business units. Leveraging their relationships helped us gain alignment with Amazon on launching a 3P program for these two brands...*



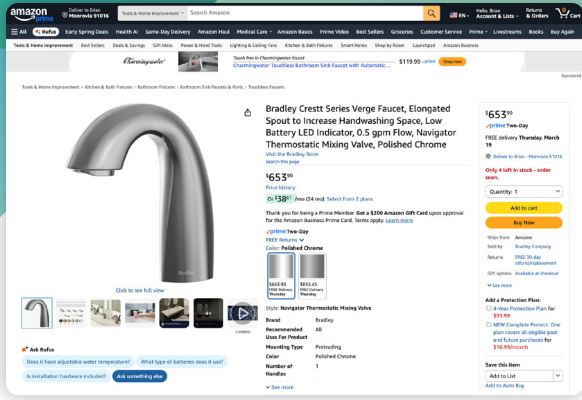
→ **Created 1P/3P hybrid approach**



→ **Zero to a six-figure run rate in under 1 year**



→ **95%+ Buy Box win rate**



## Watts Water on Amazon

For more than a decade Watts has worked with Amazon as a Vendor Central (1P) seller, and they experienced significant growth in the channel, including with B2B buyers on Amazon Business. However, they recognized some of the advantages of Seller Central (3P) and wanted to test the selling method.

Recognizing they needed additional resources and capabilities, they turned to Enceiba to help take a structured, data-driven approach to developing a 3P presence.

Once approved by Amazon, Enceiba worked with Watts Water to set up their Seller Central account (separate from their existing Vendor Central account), including enrolling the brands in Fulfillment by Amazon (FBA) and Amazon Business. Enceiba developed product listings, created inventory forecasts, and trained the Watts finance team on how to handle the differences in accounting between 1P and 3P. To help successfully launch on Amazon, Enceiba also developed and launched a comprehensive Amazon Advertising campaign for both brands.

*...We went from zero to a six-figure run rate on the new 3P accounts in less than a year. Sales of Bradley and tekmar products on Amazon now account for a significant portion of our E-commerce sales on those brands, with our offers winning the Buy Box more than 95 percent of the time. We are also impressed with the level of brand control and channel management Enceiba has provided, mitigating potential conflict with traditional selling partners.*

*We're thrilled with Enceiba's attention to detail and expert execution and look forward to continuing to collaborate with them to further expand Amazon as a core part of our channel strategy."*

**Kathryn Payette**  
Senior E-commerce Channel Manager

## Amazon Frustration? Let's Talk Strategy

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