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Case Study | Big Ass Fans



Enceiba's strategy identified that Big Ass Fans could devote a modest increase in resources to the channel and walk away with 5-8x more revenue!

Big gains, Big ass fans.

Enceiba's clever move of leveraging this channel for Big Ass Fans has not only introduced the brand to fresh buyers but also triggered a remarkable surge in revenue growth. By addressing the strategic gaps identified in the discovery phase and executing a foolproof plan, Enceiba achieved a whopping 100% increase in revenue from this channel within a mere six-month period.

What you need to know about big ass fans.

It's not every day you come across industrial-sized fans on Amazon, but for Big Ass Fans, the world's largest online marketplace is just another platform to showcase their diverse product range. These huge fans, some boasting a wingspan of up to 25 feet, are installed in iconic venues such as Lucas Oil Stadium and Lambeau Field, as well as numerous airports, sprawling manufacturing plants, and countless other locations. The benefits of these fans are hard to ignore, as they have the power to cool buildings by up to 10 degrees, resulting in substantial savings on air conditioning costs year-round.



**BIG ASS
FANS**

"Enceiba's team provided a huge amount of insight into how we can improve our Amazon presence. Now we're looking to implement changes that we expect will make a significant impact on our revenues, making Amazon an essential component in our sales channel mix."

-Travis Coulter
VP Marketing & Digital Strategy



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Examining the Situation

The Manufacturer is no stranger to Ecommerce and had been using both 1P and 3P accounts to sell a selection of its B2B products as well as its Haiku consumer line of fans for more than a decade. But sales on the platform had plateaued. Given the enormous growth reported by Amazon, they knew they were missing opportunities. That's when they turned to Enceiba to help them figure out how they could improve the performance of this vital and growing channel.

Our King-Sized Strategy

Enceiba began its engagement by performing a full audit of all Big Ass Fans' Amazon accounts, content, brand presentation, advertising, and selling approach. We examined their go to market approach on the channel but looked at it in the light of both the overall channel strategy as well as their other sales channels. We discovered that Big Ass Fans' Amazon presence was highly under-optimized, despite its catchy name. Enceiba suggested that the company should prioritize 3P selling to increase profitability and pricing control while facilitating the launch of new products on the platform. By doing so, Big Ass Fans could tap into its most significant opportunity - offering a broader selection on Amazon compared to its website.

Moreover, Enceiba identified significant gaps in how Big Ass Fans was presenting its brand on Amazon, failing to reflect its market leader status in the category. The company's products were poorly merchandised, and they were not utilizing Amazon's brand communication tools effectively. Additionally, their advertising on the channel was underfunded, and their ads were not optimized for best practices. Finally, Enceiba recommended that Big Ass Fans should target B2B clients specifically, given the explosive growth of Amazon Business as Amazon's fastest-growing business unit.

Results

- **Enhanced Product + Brand Content**

Enhanced content helps to provide customers with a more engaging and informative shopping experience, which can lead to higher conversion rates and increased sales

- **Expanded & Refined Amazon Advertising program**

Sellers and vendors can reach a wider audience, target specific keywords and products, and measure the effectiveness of their advertising campaigns through various metrics such as click-through rates and conversion rates

- **Increased Assortment listed on Amazon**

Sellers and vendors can also differentiate themselves from competitors and gain a competitive advantage



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Big Ass Fans Haiku L Smart Ceiling Fan, 52", Caramel/Black

Visit the Big Ass Fans Store
★★★★☆ 4.4 748 ratings

Lowest price in 30 days

-26% \$631⁶⁹

List Price: \$859.00

FREE Returns

Get \$50 off instantly: Pay \$581.69 upon approval for the Amazon Rewards Visa Card.

Available at a lower price from other sellers that may not offer free Prime shipping.

Color: Caramel/Black



Size: 52"

Style: Haiku L 52", Caramel/Black

- Haiku L 52", Black
- Haiku L 52", Caramel/Black**
- Haiku L 52", Caramel/White
- Haiku L 52", Cocoa/Black
- Haiku L 52", White



Enjoy fast, FREE delivery, exclusive deals and award-winning movies & TV shows with Prime
Try Prime and start saving today with Fast, FREE Delivery

\$631⁶⁹

FREE Returns

FREE delivery Thursday, May 4

Or fastest delivery Wednesday, May 3. Order within 15 hrs 49 mins

Select delivery location

In Stock

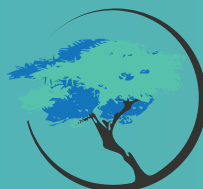
Qty: 1

Amazon A+ Content Created by Enceiba

King-Sized Results

Enceiba did a fantastic job of helping Big Ass Fans skyrocket their revenue growth by 100% in just six months! By taking a deep dive into their Amazon accounts, brand presentation, advertising, and selling approach, they were able to identify strategic gaps and come up with great solutions. By prioritizing 3P selling and enhancing brand content, Big Ass Fans was able to offer a much broader selection on Amazon and stand out from the competition. Enceiba also recommended targeting B2B clients specifically, which helped Big Ass Fans gain a significant competitive advantage. Overall, it's been a huge success and everyone is thrilled with the outcome! **If you're looking for exceptional results that can transform your business or project, then don't hesitate to reach out to Enceiba. With a proven track record of success, Enceiba is dedicated to providing top-notch services that can help you achieve your goals.**

Amazon frustration?
Let's talk strategy.



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NOT ON AMAZON? YOUR COMPETITORS ARE.