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Case Study | Betty Dain



Clipping their Competitors and Trimming the Competition: How a leading B2B beauty manufacturer took control of Amazon, resolved channel conflict, and drove tremendous growth.

A Cut Above: Betty Dain's Amazon Success Story

Thanks to the support of Enceiba, Betty Dain's Amazon product pages have become best-in-class. These pages now have a perfect listing score of 10 out of 10 and have received the coveted "Amazon's Choice" designation. With rich product titles and descriptions, the pages now have optimized search visibility, making them easier for customers to find. The product pages have also received over 1000 positive reviews, which have helped to build trust with potential buyers. Finally, the products are Prime Eligible, meaning they can be delivered quickly to Amazon Prime members. Thanks to Enceiba, Betty Dain's products are now more visible, more trusted, and more desirable to customers on Amazon.

"Selling large volumes on Amazon is a challenge to any business and demands constant review and adjustment to continue to grow. Thanks to the experts at Enceiba, we are selling more products at a higher profit margin and growing our top-line revenue at the same time. The future is bright, and we are looking forward to continuing to grow the channel, which we can now do with confidence. Enceiba has been a fantastic partner in this effort, providing overall strategic guidance for Amazon as well as tactical execution that has led to these results."

Betty Dain



-Steve Berry
VP of Retail



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The Root Cause

Amazon Business is an untouched opportunity for some B2B suppliers, but for others like Betty Dain Creations, it can be frustrating. As a first-party seller, selling wholesale to Amazon seemed like a great way to reach more customers, but Amazon's pricing scheme caused challenges. Amazon would drop prices below all other resellers, refusing to accept wholesale price increases, squeezing Betty Dain's profit margins. This caused channel conflict, rendering other resellers non-competitive. To resolve these issues and maintain revenue from Amazon, Betty Dain turned to Enceiba for guidance.

Styling Their Way To The Top

Enceiba recognized that the root cause of Betty Dain's channel conflict was their inability to control pricing on Amazon. To address this issue, Enceiba proposed shifting towards third-party (3P) selling, which would give Betty Dain full control over pricing. While Betty Dain didn't want to completely sever ties with Amazon's wholesale relationship, a hybrid 1P/3P selling program was created. This allowed Betty Dain to make more strategic decisions about pricing and overall product assortment. With the help of Enceiba, Betty Dain was able to take advantage of both 1P and 3P selling on Amazon, creating a more sustainable and profitable channel.

Results

- 10 out of 10 listing score
- "Amazon's Choice"
- Rich Product Title & Description
- Optimized For Search Visibility
- Over 1,000 Product Reviews
- Prime Eligible





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Betty Dain



Beauty & Personal Care > Hair Care > Hair Cutting Tools



Roll over image to zoom in



Betty Dain Bleach-proof All Purpose Styling Cape, Material Defends Against Bleach Stains, Color Proof, Chemical Proof, Waterproof, Lightweight Embossed Nylon, Black

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★★★★★ 4.8 1,079 ratings | 7 answered questions

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Amazon A+ Content Created by Enceiba

Betty Dain Is Reaching New Lengths with Enceiba

By taking control of their assortment and pricing on Amazon, Betty Dain has effectively eliminated channel conflict caused by pricing issues they experienced as a 1P seller. Now, the company is in the driver's seat, driving significant revenue growth on the channel.

In the first year of their hybrid Amazon selling program, Betty Dain's 3P sales exploded from zero to seven figures as unit volumes shifted away from the wholesale 1P selling model, which generated far lower top-line revenue. Operating profits also more than doubled as Betty Dain now captures the full retail price, versus the lower wholesale price they previously realized with 1P selling. Improvements in content and advertising, led by Enceiba, have resulted in an industry-leading 39% conversion rate on the 3P account. Betty Dain can now confidently add assortment to Amazon without concerns of creating channel conflict and has expanded the number of products sold on the marketplace as a result. The company is on track to exceed its investment in the channel, rather than retreating.

Amazon frustration?
Let's talk strategy.



STAND TALL IN THE AMAZON

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NOT ON AMAZON? YOUR COMPETITORS ARE.