



ENCEIBA

Case Study | Erin Condren



The Enceiba team of experts created an Amazon playbook for Erin Condren to strategize and optimize for both the brand and manufacturers

From Paper to Prime: Erin Condren's Amazon Success Story

Enceiba's expertise in Amazon has resulted in impressive sales and profit growth for Erin Condren. The flawless setup and execution of a transition from 1P selling to a fully-controlled 3P program has led to greater revenues and profits at a faster rate than if the company had attempted to do it alone. Over the past 24 months since launching Erin Condren's Amazon 3P selling program, the results have been outstanding.

About Erin Condren

Erin Condren, a successful Los Angeles-based paper product designer and retailer, has sold its high-quality products through various channels for 15 years, including wholesale, e-commerce, physical stores, and 1P Vendor Central on Amazon. However, the company's Amazon wholesale business was declining, and management lacked the resources and expertise to address the issue or capitalize on the platform's potential for growth.



RESULTS



200% increase in Amazon revenue



150% increase in profits



300% increase in customer reviews



30% increase in Amazon conversion rate



Amazon product listings increased by 50%



Content improved, leading to a higher AOV.





ENCEIBA

Case Study | Erin Condren



Planning Our Way to Success

Enceiba assisted Erin Condren's management team in comprehending the potential revenue and profit of Amazon and recommended shifting from the declining 1P to the 3P selling model, analyzing feasibility and profitability. They also created a timeline, evaluated fulfillment strategies, and suggested using FBA. Enceiba also devised a strategy to improve visibility within Amazon's search algorithms and identified content gaps that hindered conversion rates. They developed plans for channel control, organizational gaps, and projected profit and loss, including a budget for advertising and resource requirements.

Following alignment on the strategy, Enceiba launched an execution program to grow Erin Condren's Amazon revenue and profits. Specifically, Enceiba provided value to the Company by

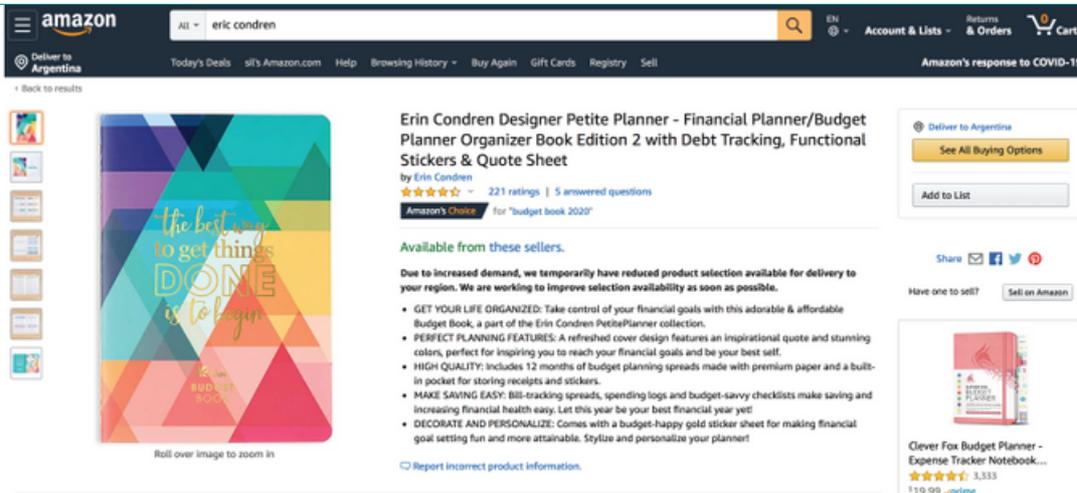
- **Setting up a 3P account and enabling Fulfilled by Amazon (FBA) for customer shipping**
- **Registering the Company's brand for brand protection and control**
- **Migrating 1P listings to the 3P Seller Central account**
- **Enhancing product content and creating a brand storefront, as well as expanding the number of listings**
- **Launching and managing product review and promotional programs, coordinating marketing with Amazon events**
- **Providing inventory forecasting and replenishment recommendations, and offering strategic guidance and insights through reporting**
- **Leveraging Amazon relationships to address issues and stay up-to-date on new programs and initiatives**
- **Conducting A/B testing of content on high-traffic product listings to improve conversion rate on Amazon using Enceiba's proprietary software tools**





ENCEIBA

Case Study | Erin Condren



Amazon A+ Content created by Enceiba

- Full channel control, incl. 95% Buy Box win rate & complete retail pricing/brand control
- Doubled profit: 2x operating profit from Amazon vs. prior 1P selling approach
- High ROAS: consistently exceeds targets, beats Google/Facebook
- Excellent visibility in Amazon search results (e.g., 65% share of page one results for 'petite planners')

The Power of Partnership

Enceiba helped Erin Condren achieve significant growth in revenue and profit by implementing a full-channel strategy, optimizing their Amazon sales approach, and improving their brand control and visibility on the platform. By exceeding ROAS targets and achieving high visibility in Amazon search results, Erin Condren doubled their revenue and profit in under 12 months. Enceiba can help your company achieve similar results by developing a customized strategy that maximizes your brand's potential on Amazon and other digital channels.

Amazon frustration?
Let's talk strategy.



STAND TALL IN THE AMAZON

✉ sales@enceiba.com

☎ 732.208.2763

🌐 www.enceiba.com

NOT ON AMAZON? YOUR COMPETITORS ARE.