

# CASE STUDY

How Well We Understand Customer Business and Delivered Fruitful Results

## Case Study – 1

### Store Creation

- **Customer Name:** Komlanvi Dodjro
- **Account Name:** DODJIVI
- **Business Type:** Distributor
- **Client Requirements:** AMAZON STORE CREATION
- **Our Goal:** To Create a Professional Amazon Store Front

#### CLIENT EXPECTATIONS:

Client wanted to drive awareness and engagement about their newly launched products and its benefits. A store which should contain his all good ranking ASINs of the Wise brand and for different product types e.g. Product for Skin Care, Hair Care etc.

#### OUR SOLUTION:

Our core focus to create client's Amazon Store more effective by using trending layouts, visual appealing imagery and multimedia content, that's why our team first understand the client need and review his accounts and products to create a design which should be appealing and can describe the products uses and the benefits by the images portray, and smart infographics.

#### OVERVIEW OF SELLER ACCOUNT:

- Checkout the store eligibility
- Reviewed the available inventory
- Understand the products
- Understand the product content
- Reviewed the product feedback to know the customers experience
- Reviewed product images
- Collect the information for high/low selling products
- Understanding customer requirement for the products

#### HOW IT BEGINS:

- Custom design using amazon store templates
- Manage the store page according to product category
- Organize categories and subcategories
- Add high ranking products to attract the buyers
- Add least selling product to have more visibility and orders
- Most relevant keyword and product research
- Copywriting – banners and category descriptions

- Graphic design – banners, images and infographics
- Info-graphic images
- Compile the content acceptance policy
- Follow the store creation guidelines
- Added videos, text, and images to tell brand story
- Best keyword selection
- Attractive banners with product details
- Comprehensive text writing
- Create a customized, multi-page store

## THE RESULTS:

After all the coordination with client regarding his expectation and reviewing all the available products detail in account to utilize the images and describe his products on his storefront professionally we finally designed a classic and elegant Amazon Store which described his products in different product types tabs. Client appreciated our work which we delivered as per the client expectation.

Below is the store link which our team created for our client:

- Link: <https://www.amazon.com/wise>

We enjoyed a lot while operating the Wise Store Creating job and the interesting part of the job was that we got more opportunities and jobs for the same client as client was very happy with our work and provide us A+Content job for his products below are some products link where we performed for creating A+Content:

- <https://www.amazon.com/dp/B01N7PZ47X>
- <https://www.amazon.com/dp/B074PT6H6J>
- <https://www.amazon.com/dp/B07J9JMKV1>
- <https://www.amazon.com/dp/B01MA3L42D>
- <https://www.amazon.com/dp/B074PTL7WL>
- <https://www.amazon.com/dp/B07D1HGKS9>
- <https://www.amazon.com/dp/B01LWWOX2F>
- <https://www.amazon.ca/dp/B0721JFWRN>
- <https://www.amazon.ca/dp/B07K5GGZ2D>
- <https://www.amazon.ca/dp/B0731G52L5>
- <https://www.amazon.ca/dp/B01N7PZ47X>
- <https://www.amazon.ca/dp/B074PT6H6J>
- <https://www.amazon.ca/dp/B07J9JMKV1>
- <https://www.amazon.ca/dp/B01MA3L42D>
- <https://www.amazon.ca/dp/B074PTL7WL>
- <https://www.amazon.ca/dp/B07D1HGKS9>
- <https://www.amazon.ca/dp/B01LWWOX2F>

We are also attaching few screenshots of the store pages which you can see below:



### Wise Chaga Face Cream – 100ml/3.4oz | Nourishes and Hydrates Skin | Combines the Antioxidants of Chaga with the Aroma of Essential Oils

- Wise Chaga Simple & Natural Face Cream helps to soothe and calm your skin.
- Helps to soothe and calm your skin.
- Helps to soothe and calm your skin.

**\$24.97** **prime**  
Sold by **SaveGold** and Fulfilled by Amazon.  
Get it by **Wednesday, January 29.**

[ADD TO CART](#) [SEE BUYING OPTIONS](#)



### Wise Men's Willowherb Face Wash Cleanser – 250ml/8.4oz | Natural Facial Liquid Soap | Moisturizing and Purifying for Dry, Sensitive or Oily Skin | Daily Cleansing for Luxury Spa Skin Care Routine

- Washing your face with a fresh, clean scrub. This superb cleansing formula features a fragrant blend of the essential oils you need to keep your skin healthy and glowing.
- Naturally Antimicrobial and Bacteria-Safe Willowherb to regulate a man's skin conditions, soothing the skin from inflammation and irritation. Our proprietary blend offers soothing relief to skin damaged by bacteria and toxins. And the natural ingredients protect against bacteria.

**\$24.97** **prime**  
Sold by **SaveGold** and Fulfilled by Amazon.  
Get it by **Wednesday, January 29.**

[ADD TO CART](#) [SEE BUYING OPTIONS](#)

<p><b>\$24.97</b> <b>prime</b> </p> <p><a href="#">ADD TO CART</a></p>	<p><b>\$12.00</b></p> <p><a href="#">ADD TO CART</a></p>	<p><b>\$26.97</b> <b>prime</b> </p> <p><a href="#">ADD TO CART</a></p>	<p><b>\$12.00</b></p> <p><a href="#">ADD TO CART</a></p>
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**Ingredients:** Glacier clay's rejuvenating properties. Behind the Birch Bark. Believe in Red Maple bark.





### Wise Men's Birch Bark Daily Shampoo

We source our White Birch Bark from Canada's Boreal Forest and use it for its vitamin C and antioxidants

\$24.97

### Wise Hemp Seed Oil Conditioner

Wise's natural Hemp Seed Oil Conditioner was developed to offer you the immense benefits of hemp oil.

\$26.97

### Red Maple Cream Pomade II Salon Quality Natural Hair Styling Product

60 ml / 2.0 oz

Simple & Natural Men's Cream Pomade 2.0oz - 60 ml



### Hemp Seed Oil Conditioner 450ml | Moisturizes & Strengthens Hair

Adult Protein to Stimulate Hair Growth and Prevent Hair Loss. Rich in essential amino acids, our restorative hemp oil conditioner helps to create keratin, a key protein that makes hair strong and durable.

\$26.97

### Birch Bark Daily Shampoo - Refill Container 475 ml Salon Quality

Salon Quality Natural Ingredients & Scented with Essential Oils. Nourishing and Moisturizing. Designed by our co-founding barber, Wise Birch Bark Shampoo creates and maintains healthy hair

\$24.97

<p>Wise Men's Birch Bark Daily Shampoo - Refill Container 475 ml Salon Quality</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Men's Glacier Clay Pomade (Refill Container)</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Hemp Seed Oil Conditioner 450ml/15.2oz   Luxurious Natural Hair</p> <p>\$26.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Sea Kelp Men's Bar Soap - 100g/3.5oz   Natural Ingredients with</p> <p>\$12.00</p> <p>ADD TO CART</p>
<p>Wise Men's Red Maple Cream Pomade (Glass Container)</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Men's Willowherb Face Wash Cleanser - 250ml/8.4oz   Natural Facial</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Men's Red Maple Cream Pomade (Refill Container)</p> <p>\$26.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Men's Glacier Clay Pomade - 60 ml/2oz   All Natural Professional</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>



## WISE SEA KELP MEN'S BAR SOAP

HANDMADE LUXURY SOAP

NATURAL INGREDIENTS WITH SHEA BUTTER ULTRA MOISTURE TO SOOTHE STRESSED SKIN

<p>Wise Men's Birch Bark Daily Shampoo - Refill Container 475 ml/15oz   Salon</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Men's Glacier Clay Pomade (Refill Container)</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Hemp Seed Oil Conditioner - 450ml/15.2oz   Luxurious Natural Hair</p> <p>\$26.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Sea Kelp Men's Bar Soap - 100g/3.5oz   Natural Ingredients with</p> <p>\$12.00</p> <p>ADD TO CART</p>
<p>Wise Men's Red Maple Cream Pomade (Glass Container)</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Men's Willowherb Face Wash Cleanser - 250ml/8.4oz   Natural Facial</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Men's Red Maple Cream Pomade (Refill Container)</p> <p>\$26.97 </p> <p></p> <p>ADD TO CART</p>	<p>Wise Men's Glacier Clay Pomade - 60 ml/2oz   All Natural Professional</p> <p>\$24.97 </p> <p></p> <p>ADD TO CART</p>

### Professional Quality Skin Care for Mens | All Sourced from Canada

Made with natural sea kelp, iodine, minerals and anti-oxidants, as well as shea butter, olive and canola oils, petit grain, black pepper, bergamot and vetiver essential oils.

\$12.00

**INGREDIENTS: IODINE, MINERALS, SHEA BUTTER, SEA KELP**

Purchase Wise Men's Sea Kelp Bar Soap today and let the soft feeling and exquisite fragrance wash over you

### SKIN CARE FOR FACE AND BODY

ESPECIALLY FORMULATED TO NOURISH DRY SKIN AND CLARIFY OILY SKIN.

<p>A Gentle Cleansing Soap for All Skin Types</p>	<p>Harvested Off the Coast of the Canadian Maritimes</p>
<p>Nourishing Ingredients for Healthy Skin</p>	<p>100% Natural, Vegan and Cruelty-Free</p>

### BEST SELLERS FROM WISE MEN'S CARE





Wise [Wise Men's Care](#) > [More](#) > [ABOUT Wise](#)  
[HOME](#) [BODY SOAP](#) [SKIN CARE](#) [HAIR CARE](#) [HAIR CARE REFILL CONTAINER](#) [MORE](#)

### Our Story

Wise caters to a new generation of conscious consumer, those who want thoughtful, carefully-sourced, and natural personal care products down to the last ingredient and packaging detail.



[See products](#)

**Wise**  
**Men's Red Maple CREAM POMADE**  
 Salon Quality Natural Hair Styling Product for Grooming  
**STRONG HOLD AND MATTE FINISH**

**Red Maple Cream Pomade Refill**  
 60 ml/2 oz

**Glacier Clay Pomade Refill**  
 60 ml/2oz

## Case Study – 2

# Successfully Developed Business on Newly Launched Amazon.ae

- **Customer Name:** Navin
- **Account Name:** Mahmayi
- **Business Type:** Distributor
- **Client Requirements:** Account Management/Sales Boost
- **Our Goal:** Providing Favourable Results

### CLIENT EXPECTATIONS:

This client came to us for migration of his account and listing from UAE based Sooq marketplace to newly launched Amazon.ae his expected that we should list his all the inventory to AE and manage his Amazon.ae Account for Listing, Optimization, Sales Boost, PPC, Brand Registry, Infringement, Escalations EBC etc.

### OUR SOLUTION:

For giving the best solution to our client and comprehensive support is our speciality which we successfully deliver with the help of our experience team, who is expertise in solving the client queries and give the best result with efficiency.

Migrating the listing from the Sooq to Amazon.ae with enhanced optimization in short time of the period and boosting sales was challenging for us, as in UAE there where few marketplaces and Amazon was a new marketplace which [launched in May 1, 2019](#) UAE customers was new on this marketplace with totally new buying experience, but our strategy to direct target the audience who needs the products, we did the best categorization of the products as per the customers needs, in short time of the periods we worked on the utilization of the time to deliver best optimization and conversion.

### OVERVIEW OF SELLER ACCOUNT:

- Find out the most important areas where our team required utmost attention to showcase the work from day one
- Understand the products, its content and images
- Understand the inventory and pricing scenarios
- Understand previous and existing marketing strategies
- Understanding customer requirement for the products

### HOW IT BEGINS:

- Begins with day to day communication
- Optimized existed content by matching with amazon standards
- Enhanced images quality with the help of Tech2Globe photo editors' team
- Added advantage of products already having buy box winner gives us kick start to planned and make successful roadmap for sale by creating Amazon Sponsored Ads
- Understanding customer requirement for the products and how well we can assist them to re-purchase from same seller
- Most relevant meta description, search terms & keywords

- Quick response on the new received orders for scheduling the order one time
- Participating in new Amazon services e.g. FBA, Prime etc.
- Focused on organic sales
- Run the ads for the consist selling products
- Best strategy PPC and tracking on daily basis

## THE RESULTS:

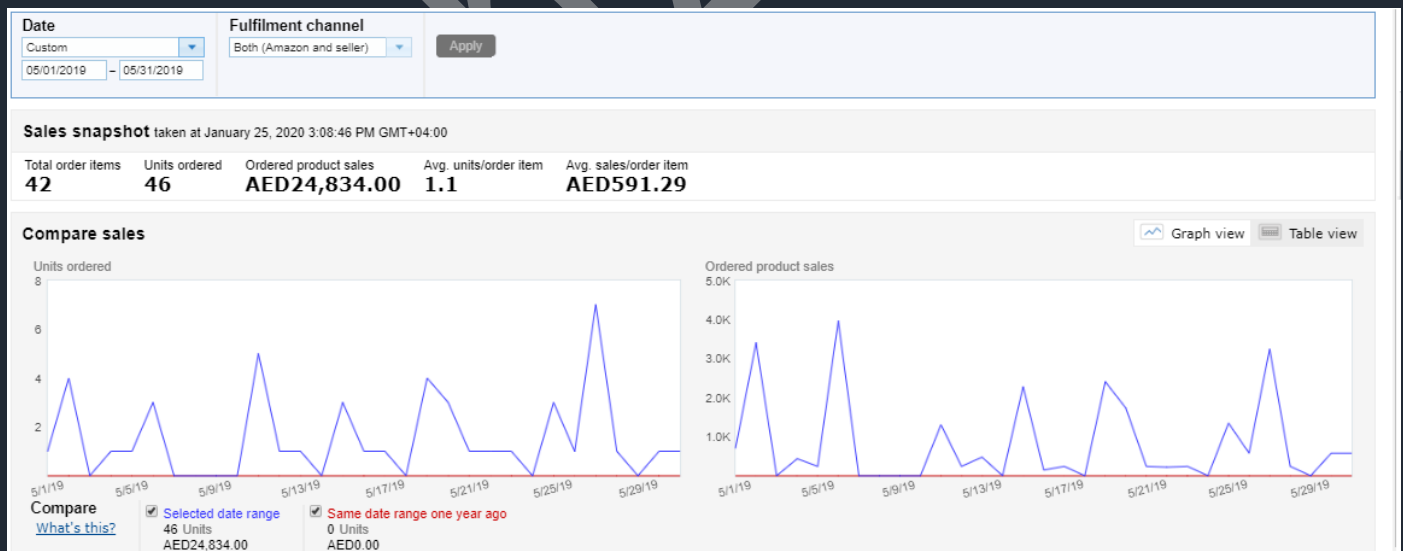
Only scores and sales trend can show how well we have understood customer business and able to provide fruitful results. So, in case of MAHMAYI result tells everything:

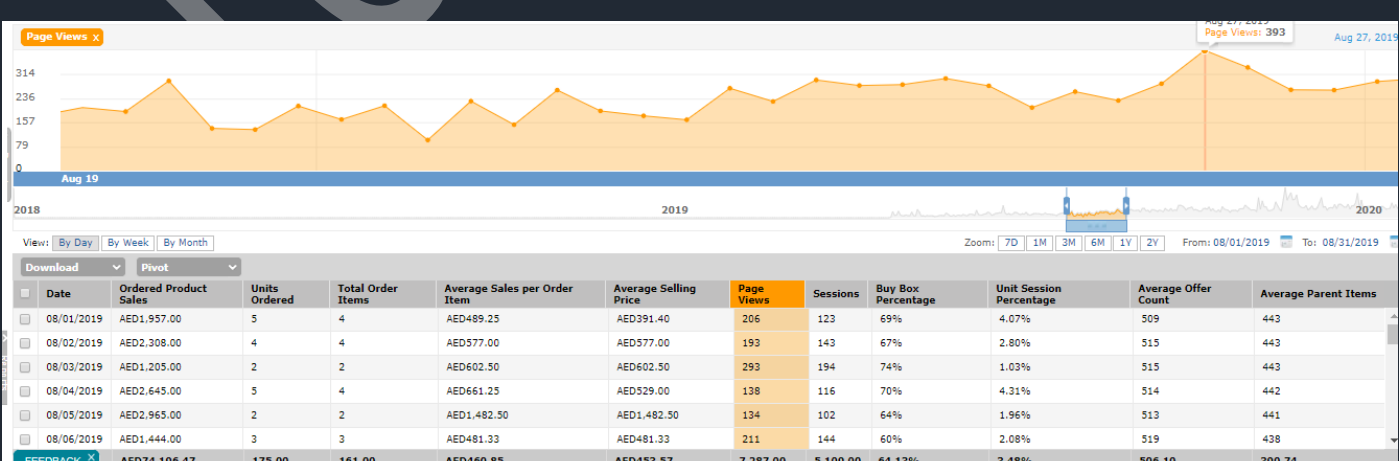
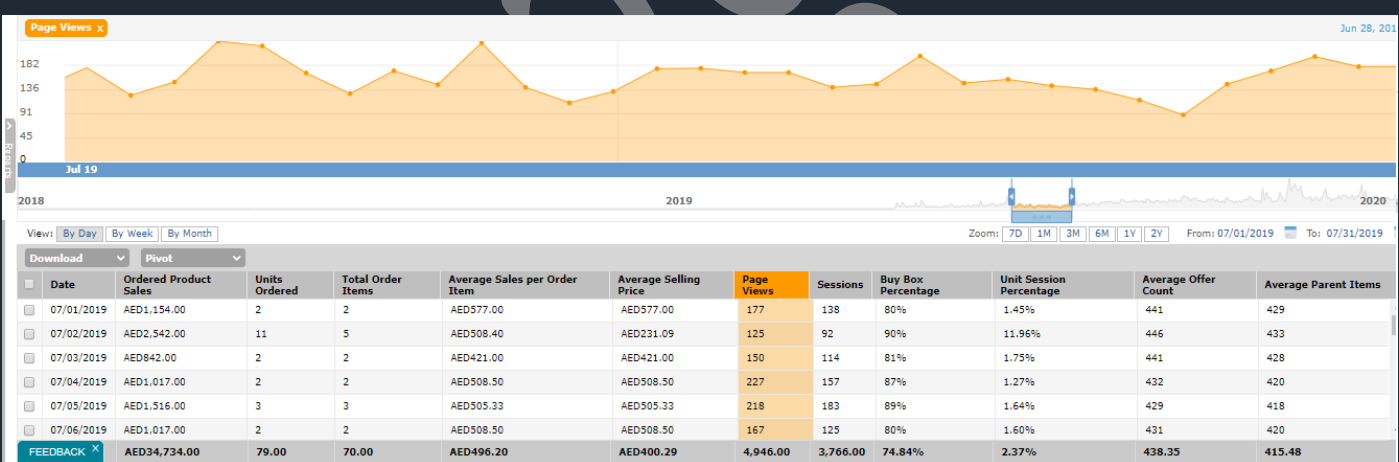
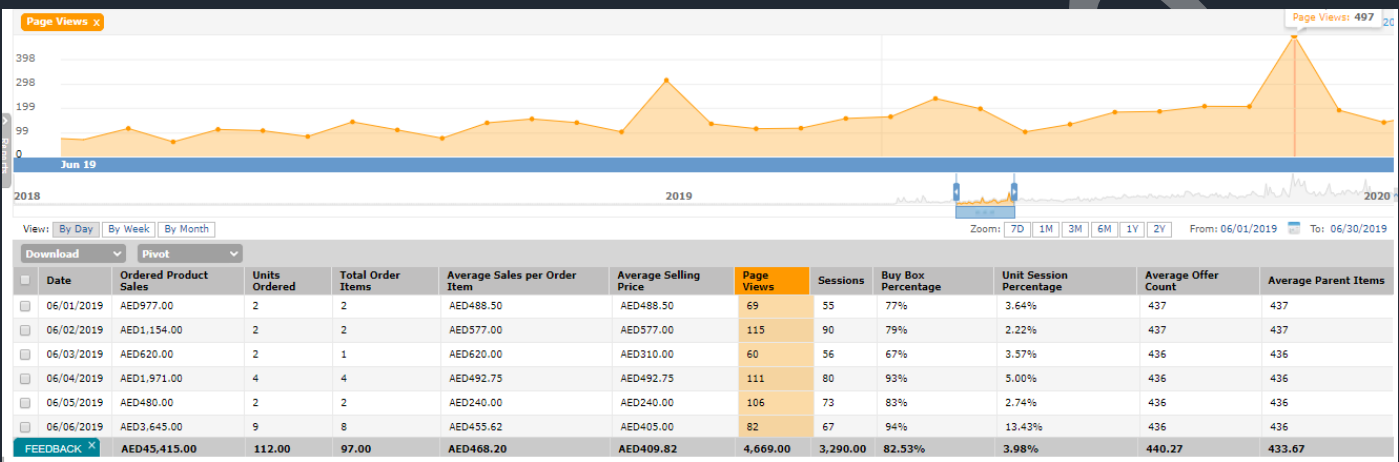
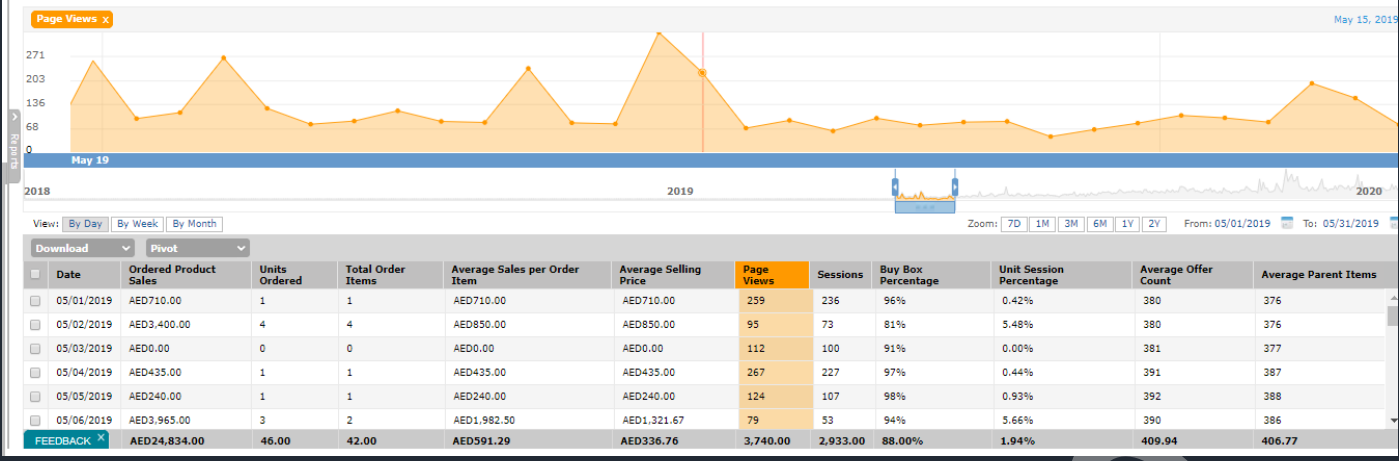
Sr. No.	5 Months Record	Monthly Record	Total Sold Units	Sales
1	1st Month	May	46	AED24834
2	2nd Month	June	112	AED45415
3	3rd Month	July	79	AED34734
4	4th Month	August	175	AED74196.47
5	6th Month	September	236	AED77786.28

It really motivates us that how well and successfully we able to develop his business in just initial 5 months which can be seen in above report, where we started with AED24834 and increased to AED77786.28

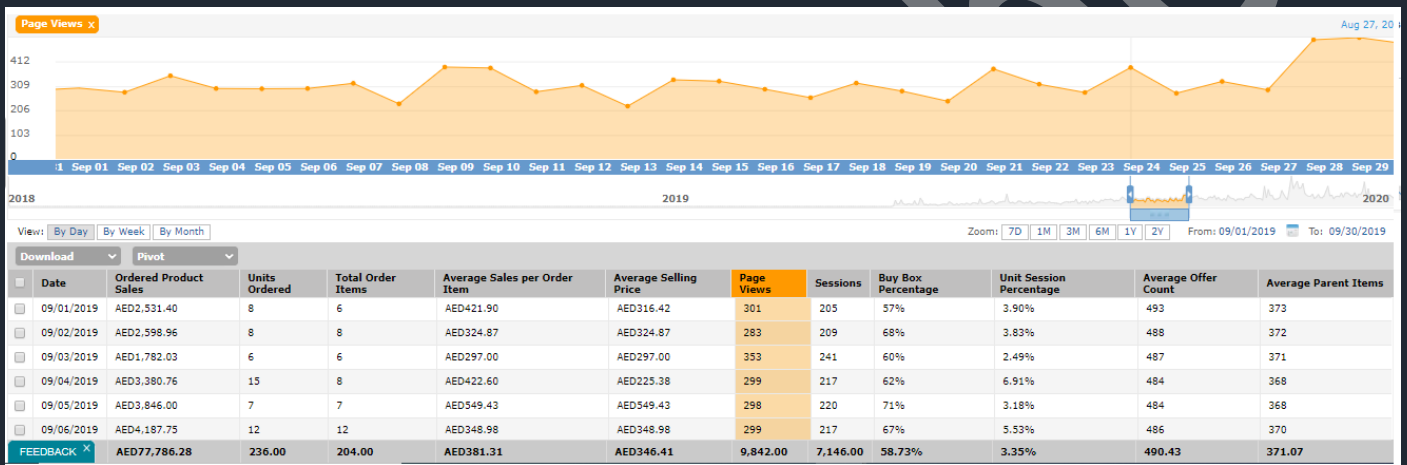
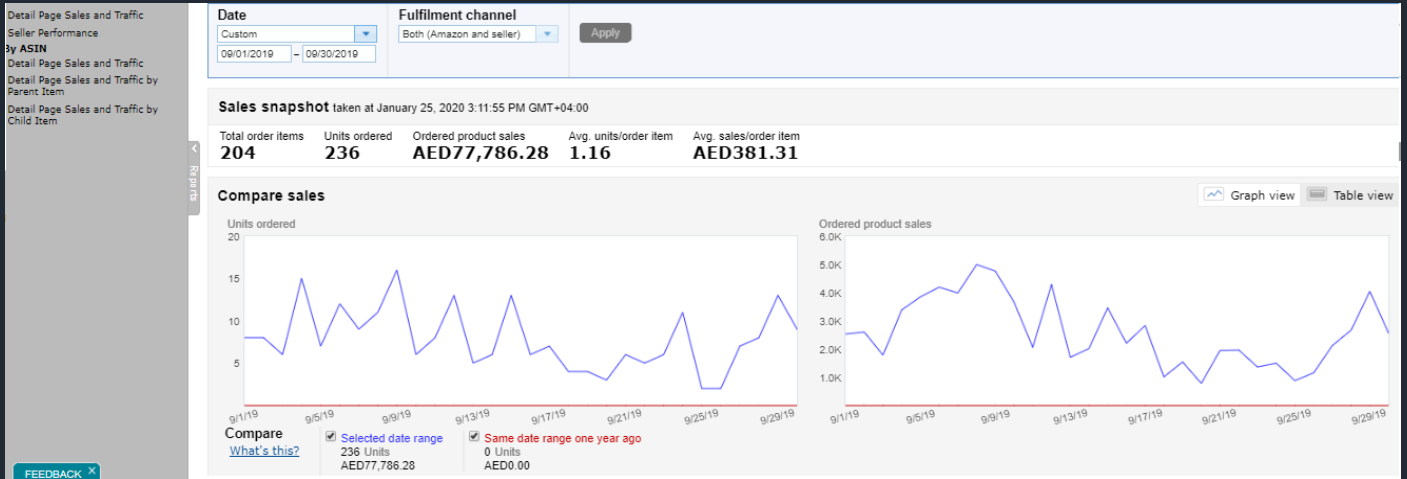
Some images of SALES REPORT for you guys to see how well we have taken customer business up and still we are on the same track:

**When Joined** TECH2GLOBE









**OTHER ACHIEVEMENTS:**

**1. Feedback Rating**

As you all know that good seller rating is how much important for every seller! As It always help to boost the sales and get the customer trust against the seller and customer confidently buy the products from the sellers who has good seller rating, and here for this client we helped him to get the good customers review and seller rating which can be seen in below image, as we help him to get the Feedback Rating 0 to 4.9

**Feedback Manager**

Use the Feedback Manager to track buyer satisfaction with your service. You can view short- and long-term metrics, as well as detailed feedback entries, including buyer e-mails and Order IDs. Click the Order ID to view transaction details within the Manage Orders section of Seller Central. [Learn more](#)

**Feedback Rating:** ★★★★★

4.9 stars during time selling on Amazon. (13 ratings)

	30 days	90 days	365 days	Lifetime
<b>Positive</b>	100 % (1)	100 % (2)	100 % (13)	100 % (13)
<b>Neutral</b>	0 % (0)	0 % (0)	0 % (0)	0 % (0)
<b>Negative</b>	0 % (0)	0 % (0)	0 % (0)	0 % (0)
<b>Count</b>	1	2	13	13

This table displays the corresponding feedback percentages and feedback counts. See how your feedback displays to buyers on Amazon.

Due to rounding, the values displayed may not add up to 100%.

**2. Successful Infringement Cases**

Complaint ID	Report creation ^	Brand name	Infringement type	Submitter email	Status ?
5762373962 » ASINs (1) 🇮🇳	Dec 19, 2019 11:53 AM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671095512 » ASINs (1) 🇮🇳	Nov 09, 2019 5:24 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671029042 » ASINs (1) 🇮🇳	Nov 09, 2019 5:22 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671087102 » ASINs (1) 🇮🇳	Nov 09, 2019 5:20 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671068402 » ASINs (1) 🇮🇳	Nov 09, 2019 5:16 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671016142 » ASINs (1) 🇮🇳	Nov 09, 2019 5:13 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5671060652 » ASINs (1) 🇮🇳	Nov 09, 2019 5:08 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670805382 » ASINs (1) 🇮🇳	Nov 09, 2019 2:35 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670752462 » ASINs (1) 🇮🇳	Nov 09, 2019 2:24 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670816392 » ASINs (1) 🇮🇳	Nov 09, 2019 2:21 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670788962 » ASINs (1) 🇮🇳	Nov 09, 2019 2:18 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5670758402 » ASINs (1) 🇮🇳	Nov 09, 2019 1:59 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted
5669304072 » ASINs (1) 🇮🇳	Nov 08, 2019 4:55 PM	MAHMAYI OFFICE FURNITURE	Trademark: Product or packaging	navin@mahmayi.com	Accepted

### 3. Successful Brand Registry

The screenshot shows the Amazon Brand Registry interface. At the top, there are navigation links: 'amazon', 'Manage', 'Protect', 'Monitor', 'Support', and a language dropdown set to 'English'. The main content area is titled 'Your Brands' and includes a sub-section 'Registered brands' with a count of '1'. A tooltip or dropdown menu is visible over the 'Registered brands' section, listing '1. MAHMAYI OFFICE FURNITURE'. Below this, there is a link to 'Enroll a new brand'. A large white box contains a 'Welcome to the Brand Registry' message with the following text:

**Welcome to the Brand Registry**

**Registered brands**

1. MAHMAYI OFFICE FURNITURE

**Infringement?**  
Search for and report items that may be infringing on your copyrights or trademarks. Visit a [Violation help page](#) to learn more about submitting a complete and accurate report.

**Need to see the violations you have reported? NEW!**  
You can now view the history of your reported violations and their status on the [Submission history](#) page.

**Need help?**  
Our specialists on the [Brand Registry Support](#) team are standing by. Contact us to receive assistance on issues related to protecting your brand on Amazon. [Learn more](#)

**Have a question about an existing application?**  
If you have a question about your existing application status or a prior application decision, respond to the case in your [Case Log](#).