



SUCCESS STORY

HELPING CREATE HOMES THAT ARE CLEAN FREAK CLEAN

Lemi Shine started with a vision of making cleaning products that can do so without compromise. Beginning with Dish Detergent Boosters and Machine Cleaners, they expanded their portfolio to include powerful, safe, and affordable household cleaners powered by 100% natural citric extracts.



THEIR GOAL

TAKE BACK THEIR AMAZON BUSINESS

Prior to 2017, Lemi Shine allowed resellers to sell their products on Amazon. In 2017, taking over the sales the brand received on Amazon became their goal. They began selling on Seller Central and haven't looked back. Today, 8% of marketing spend is devoted to Amazon.



THEIR SOLUTION

OPTIMIZING PRODUCT PAGES, UTILIZING SPONSORED PRODUCTS, AND ENROLLING IN AMAZON BRAND REGISTRY

From inventory suggestions to optimizing product pages, ROI Swift helped build an effective retail strategy to drive peak sales. To ensure brand exposure, they utilized Sponsored Products to reach potential customers using automatic campaigns for keyword harvesting and manual campaigns for keyword exploitation. After enrolling Lemi Shine in the Amazon Brand Registry, ROI Swift was able to utilize Sponsored Brands, Enhanced Brand Content, and brand analytics to better inform strategies. Using these tools, they were able to generate 3X+ growth year over year with no stop in sight.



RESULTS



“AMAZON IS THE FASTEST GROWING PORTION OF OUR BUSINESS - 300%+ YOY GROWTH” - CURTIS EGGEMEYER, CEO

- 320%+ YoY Growth
- 200%+ Increase in Sessions YoY
- 250%+ Increase in B2B Sales YoY
- 15%+ Increase in Average Conversion Rate YoY, with main products peaking at 30%+
- 476% Increase in Ad Impressions YoY
- 225% Increase in Subscribe & Save enrollment YoY