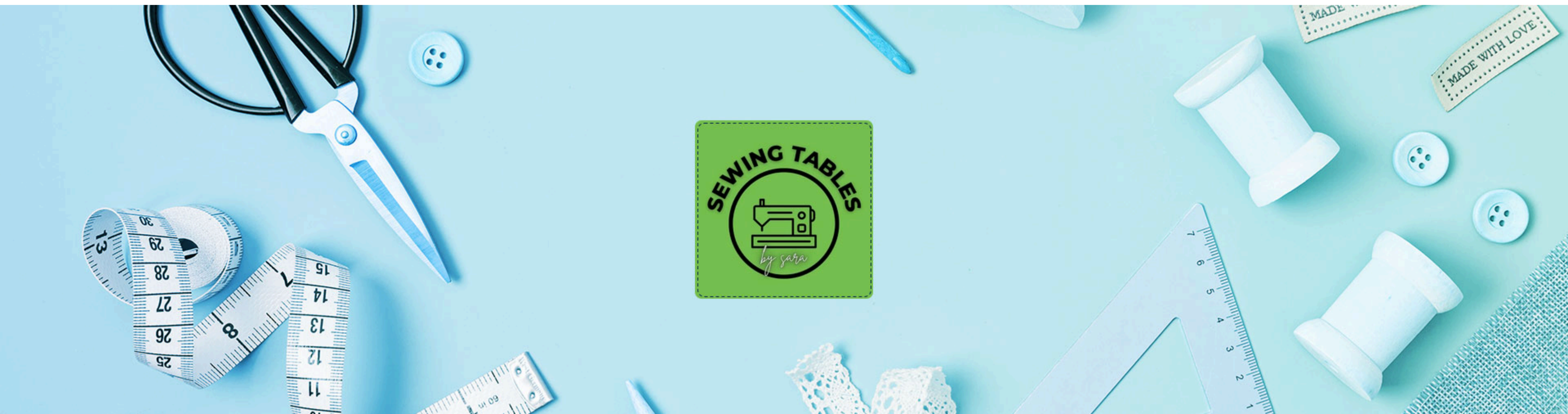


How LP Helped Sewing Tables by Sara Succeed on Amazon

Amazon Ad Spend: \$3,000



With more than 51% of the e-commerce market share, reselling products on Amazon can be a lucrative business. It's an unparalleled platform that has over 300 million active shoppers eager to buy. This intense competition, however, can make it difficult for distributors to cut through the noise. Nonetheless, there's always a way. Here's how we helped Sewing Tables by Sara (STBS) find a seamless entrypoint and sustained success with Amazon Advertising.

About Sewing Tables by Sara

[Sewing Tables by Sara](#) has carved out a unique business niche by offering consumers access to industry-leading brands at deep discounts, up to 30% off MSRP. From sewing tables to cabinets, their inventory of best-in-class products is proudly displayed alongside their commitment to customer satisfaction.

Goals

- Improve campaign efficiency
- Avoid wasted ad spend
- 10% ACOAS target



"We've had a great experience working with Logical Position. They've helped our company troubleshoot backend logistics with shipping and product handling to gain favor in Amazon's algorithm. It's been a true collaboration that at times has felt like working with an extension of our own marketing team."

— Gregg, President of Sewing Tables by Sara

Approach

- Testing various shipping and handling logistics in Sewing Tables by Sara's seller-fulfillment account to determine which configuration was favored by Amazon.
- Reallocating budget to top-performing products to drive them up the suggested products lists on the marketplace.
- Leveraging a flexible budget to capture unanticipated demand and tap into identified market potential.

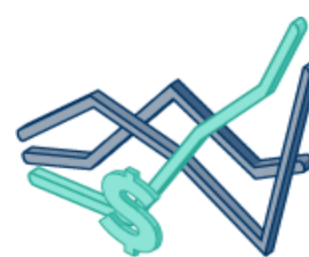


Results



53%

Increase in Revenue



144%

Account Growth



8.5%

ACOS Past 6 Months

Conclusion

Our partnership with Sewing Tables by Sara exemplifies the dynamic potential of leveraging Amazon's vast e-commerce market share with budget-conscious programming. As we continue to scale the STBS account, our focus remains on maximizing revenue and driving available inventory turns.

Is your business ready to reap what you sow? If so, reach out today for a complimentary, no-obligation [account audit](#) and campaign review.

[Learn More](#)

Ready to Find Out What Makes Us Different?

GET STARTED NOW



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