

WEB CASE STUDIES

NATROGIX • AMZ TRACKER • LYPS



WHAT IS FULL STACK MARKETING?

- Design & Branding
- Websites & Apps
 - Marketing
 - Advertising
 - Copywriting
- Video Production
 - Animations
 - Mobile Apps



NATROGIX

HEALTH & SUPPLEMENTS

Natrogix was dominating on Amazon until over 2,000 reviews were deleted overnight. Instantly sales plummeted and they were desperate to survive.

Our Goal: To create a brand for Natrogix that would allow it to get many 5-star reviews and dominate Amazon search.

How We Did It: We redesigned the Natrogix brand from scratch. This included a brand new website that attracted email subscribers and ran paid traffic. It also included redoing all the packaging for every project.

We designed and launched a new product in the highly competitive Essential Oils market. Within 4 months we reached the top 5 for “essential oils”, with a 4.8 star rating.

The Results: That one product generated over \$200,000/month on its own. That plus the rest of the rebranding brought Natrogix’s monthly sales to over \$400,000/month.



RESULTS

NATROGIX.COM

Website: It had been a long time since Natrogix's website had been updated, so in this scenario we can guess with 99% certainty that a redesign will have a positive result. Especially considering the new website had a lot of new features.



AMZ TRACKER

AMAZON SELLER SOFTWARE

AMZ Tracker is THE original Amazon Seller Software. Yet ever since it was purchased by a Chinese company, the Western market ceased to view it as the leader. Conversion rate to trial subscriptions was at just 0.5%.

Our Goal: To improve the brand, increase conversion rates and bring Westerners back into the fold.

How We Did It: We dramatically increased the quality of all the marketing on all fronts. We redesigned the website and made it cutting edge. We started posting new articles to the blog. We started sending out daily emails.

The Results: We grew trial conversion rates from 0.5% to 1.5%, of which 60% converted into paid subscribers.



RESULTS

AMZTRACKER.COM

AMZ Tracker was one of 4 brands we directly helped IPO in 2017.

Website Redesign: When we began working with AMZ Tracker, their conversion rate of a new website visitor signing up for a free trial was only 0.05%. Of which, 60% converted to paid subscriptions.

After redesigning the website, we needed to be certain that this would result in more money for AMZ Tracker. So we ran a split test for two weeks until we observed we had increased the 0.05% conversion rate to 1.5%, while maintaining our 60% paid subscription conversion.

BEFORE

AFTER

Trials



Paid



REDESIGN

AMZTRACKER.COM

AMZ Tracker Pricing Blog FAQ VIPON Unicorn Smasher Start 7 Day Free Trial Sign In

Offense and Defense for Amazon Sellers

Introducing the only software for Amazon that grows rankings and helps you keep them.

Sign up for 7 Day Free Trial

360° SELLER STRATEGY

>< [Grid Icon] [Signal Tower Icon]

>< Offensive Strategy

Thrive with Amazon's A10 algorithm. Quickly reach first page rankings through promotions, conversion rate optimization and competitor analysis.

Learn How AMZ Tracker Helps With Both



LYPS

Lyps Adult Toys was making just \$10,000 a month throughout all of their products. Their parent company was planning on shutting the brand down.

Our Goal: To turn Lyps into a company that generated at least \$100,000 a month in revenue.

How We Did It: We rebranded every aspect of the product, from the name itself to the packaging. We launched a brand new website and blog with authority content.

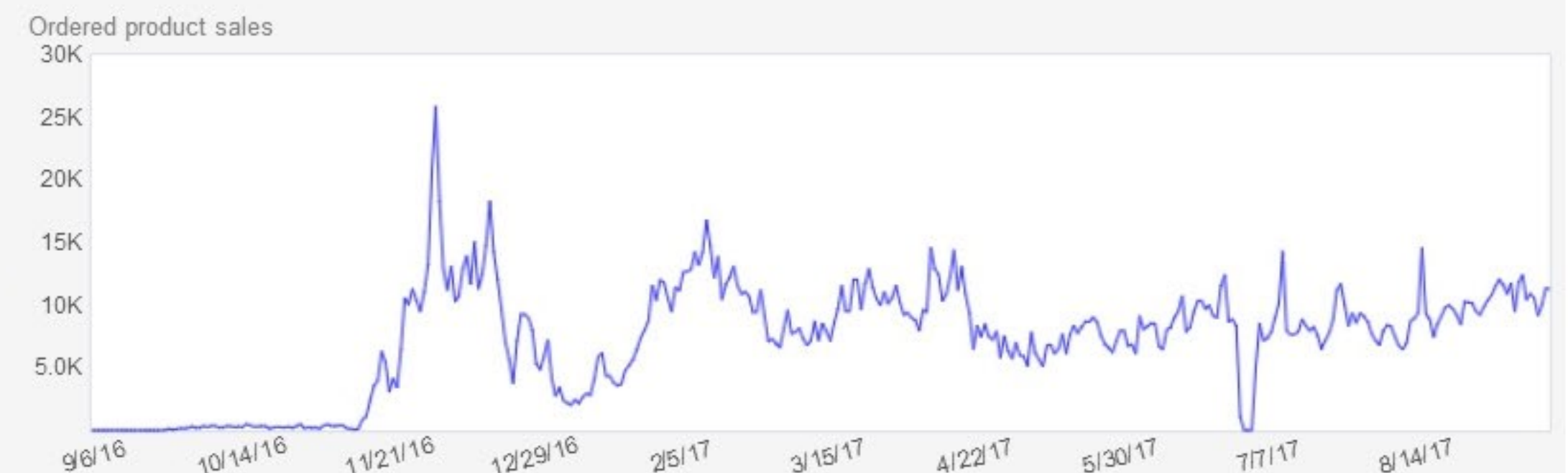
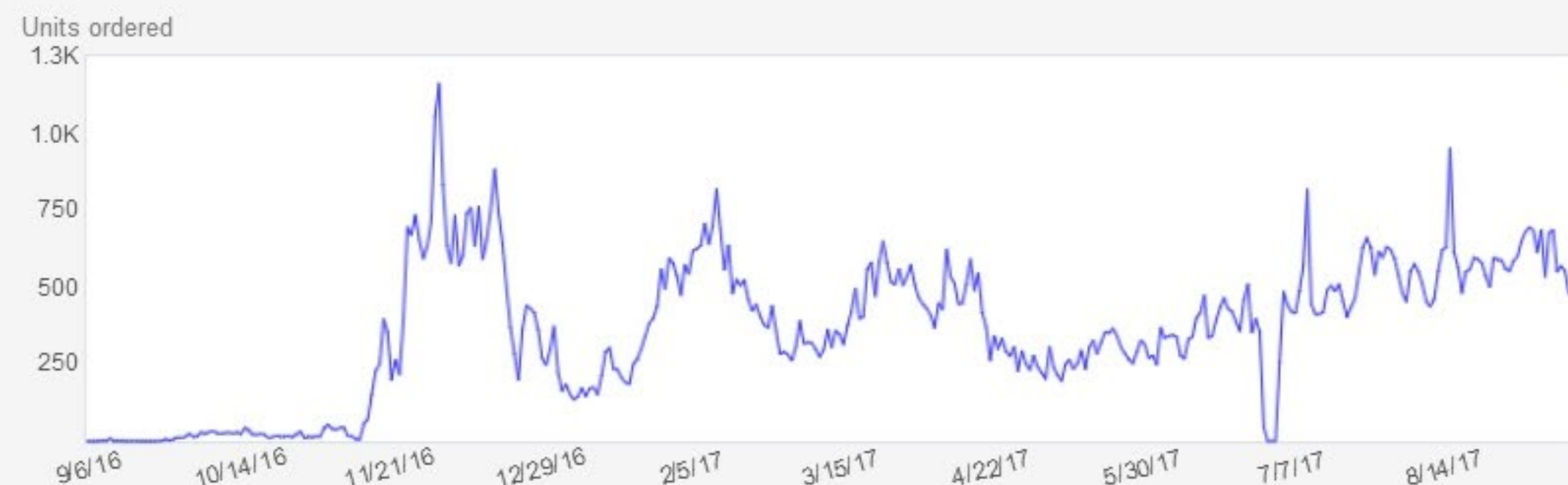
The Results: The month we relaunched, we generated over \$250,000. Over the course of that year, Lyps would go on to make over \$2,500,000.

Sales snapshot taken at September 18, 2017 10:17:36 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
134,327	136,209	\$2,720,586.12	1.01	\$20.25

Compare sales

Graph view Table view



Compare
[What's this?](#)

Selected date range
136,209 Units
\$2,720,586.12

