



PURCHASE ORDER
QUANTITY

INCREASE

40% 

PURCHASE ORDER COST

INCREASE

64% 

COST OF GOODS SOLD

INCREASE

18% 

Grill Accessories Manufacturer Increases POs By 40% In 3 Months

Client

Our client develops innovative grilling accessories like BBQ and propane tank covers, wood chips, smokers, retractable tools, and grill mats.

Situation

The BBQ accessory company sought a team to manage their Amazon Vendor Central account. Sales to Amazon were flat, and they sought to build greater brand recognition in the marketplace to increase Purchase Order (PO) revenue from Amazon.

Approach

The Vertical Rail team took over management of the company's Vendor Central account. We curated products and helped build brand recognition within the marketplace. In addition, we optimized products and created campaigns in AMS for advertising support, including Headline Search, Product Display, and Sponsored Product ads.

Results

Through these efforts, more products were seen and purchased, attracting greater interest from Amazon. These combined efforts led to significant increases in KPIs during a 3-month year-over-year comparison (December 2017-March 2018 compared to December 2016-March 2017) – even during the company's slower season.