



Quadcopters & Accessories Manufacturer Increases Order Items 29% In 30 Days

Client

Our client is a leading manufacturer of innovative drones, quadcopters, equipment, and accessories. The company is internationally known for its products.

Situation

The company struggled with product sales and with winning the Buy Box in Amazon. They needed a team of Amazon professionals who could implement a strategy to increase their metrics across the board.

Approach

Vertical Rail's approach included optimization of the company's products to make them more visible to searchers. We created Amazon Advertising campaigns to push forward with the company's growth. By monitoring the company's progress in Amazon, we continued to build the brand and its customer base.

Results

In a matter of only 60 days, the company began to see steady increases in page views, sessions, product sales, order items and Buy Box win percentage – all metrics that they sought to increase.