



Paxcom's Strategy Drives  
**Health & Beauty**  
Wellness Category Sales  
to New Heights on Amazon US



## Paxcom Drives 71% Conversion Growth for Health & Beauty Wellness Category

### Description

#### Overview –

Globally, the importance of the Health and Beauty Wellness industry has increased year after year as more shoppers around the world have started to understand the significance of well-being. According to Statista research, the global market for health and wellness was valued at over 4.3 trillion dollars in 2020 and is expected to reach around 7 trillion dollars by 2025.

#### Challenges Faced in running Amazon Ads:

- Lack of Global Marketplace Exposure
- High Spends
- Saturated Sales
- Basic content and creatives

#### Paxcom's Solution and Value delivered:

- New product listings, brand store creation, and suppressed ASINs issues resolved.
- Micro-segmentation of sub-brands to increase visibility & scale up the sales.
- Complete PDP correction to improve visibility and reach.
- Optimized sponsored brand creatives & videos to increase customer engagement.
- Manual enabling of campaigns per US time zone to control ad spend.
- Launched sponsored display campaigns for broad targeting.

- Regular check on product pricing and ASINs suppression issues.

## Results

