



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



How Paxcom Helped A Health And Beauty Wellness Category Achieve A 71% Growth In Conversion?

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

