



Transforming Brass Globe: 150% Revenue Growth in 6 Months

A comprehensive e-commerce optimization case study across Amazon marketplace and direct-to-consumer channels for a premium home decor and lighting retailer.

Project Overview

In March 2023, Brass Globe faced stagnant sales and fierce competition in the home goods market. As Digital Marketing Executive, I led a comprehensive revenue growth initiative with a clear objective:

Drive exponential revenue growth through multi-channel optimization of Amazon presence, paid advertising, and website conversion rates within a 6-month timeframe.



Key Challenges

Low Amazon Visibility

Products struggled to rank in Amazon search results, limiting marketplace revenue potential.

Poor Conversion Rates

High website traffic but low conversion due to suboptimal product presentation and user experience.

Inefficient Ad Spend

Shopping campaigns delivered low ROAS with high customer acquisition costs.

Fragmented Sales Channels

Inconsistent branding and pricing strategy between website and Amazon.

Mobile Experience Issues

High cart abandonment rates on mobile devices due to checkout friction.

Amazon Store Optimization



Storefront Redesign

Completely rebuilt Amazon Brand Store with enhanced navigation, lifestyle imagery, and curated collections.

A+ Content Implementation

Developed premium A+ Content pages for top 50 products with comparison charts, video demonstrations, and detailed specifications.

Review Generation

Implemented automated post-purchase email sequence to increase product reviews by 200%.

Product Listing Improvements



SEO-Optimized Listings

Conducted comprehensive keyword research and rewrote titles, bullet points, and descriptions for 300+ SKUs to improve searchability and conversion.



Visual Enhancement

Created professional product photography and infographics showcasing scale, materials, and use cases to help customers make informed decisions.



Cross-Channel Consistency

Standardized product information, imagery, and branding across website and Amazon to build trust and strengthen brand recognition.

Shopping Ads Optimization

1

Google Shopping Restructure

Restructured campaigns by product category and profit margin, implementing negative keyword lists and strategic bid adjustments to maximize ROAS.

2

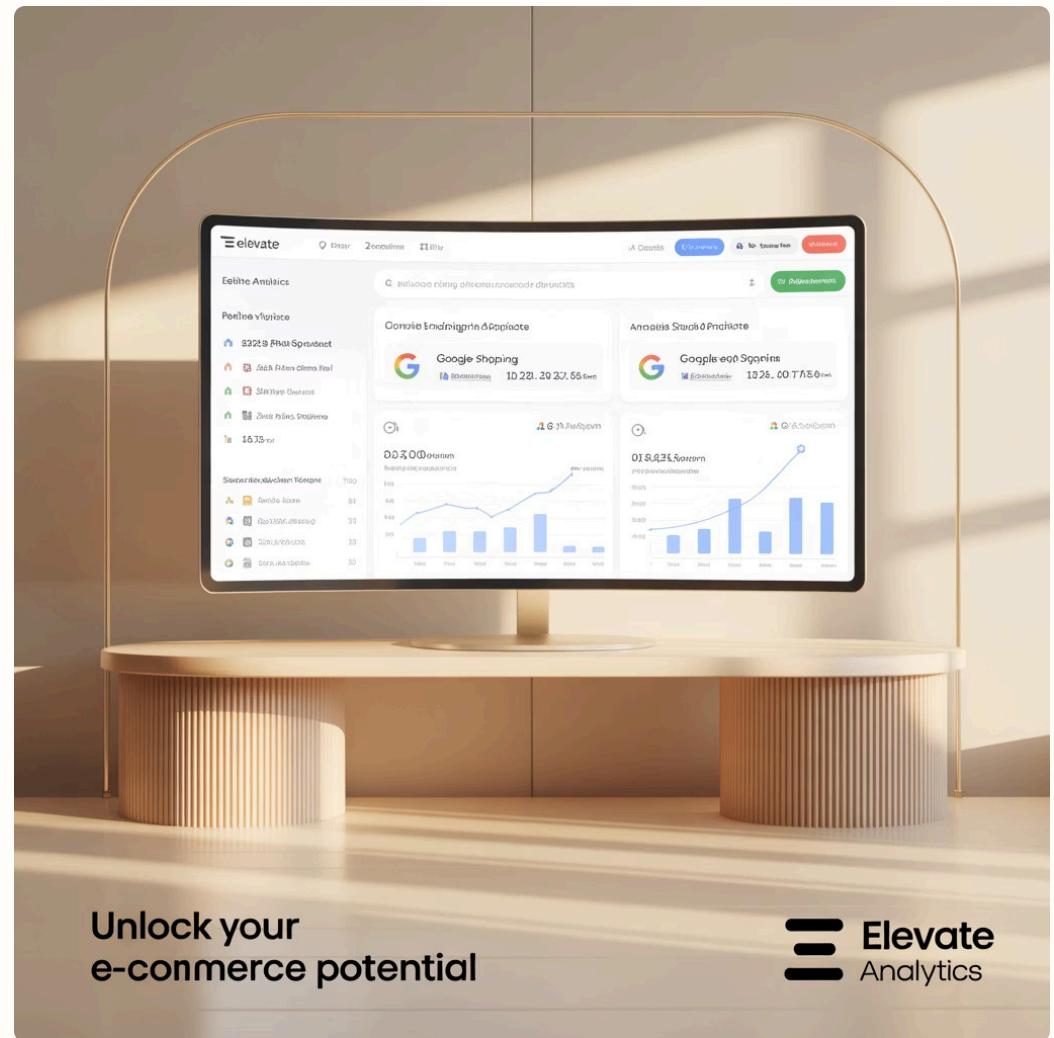
Amazon Sponsored Products

Launched targeted campaigns for high-margin products with bid management based on placement performance, focusing on visibility for top sellers.

3

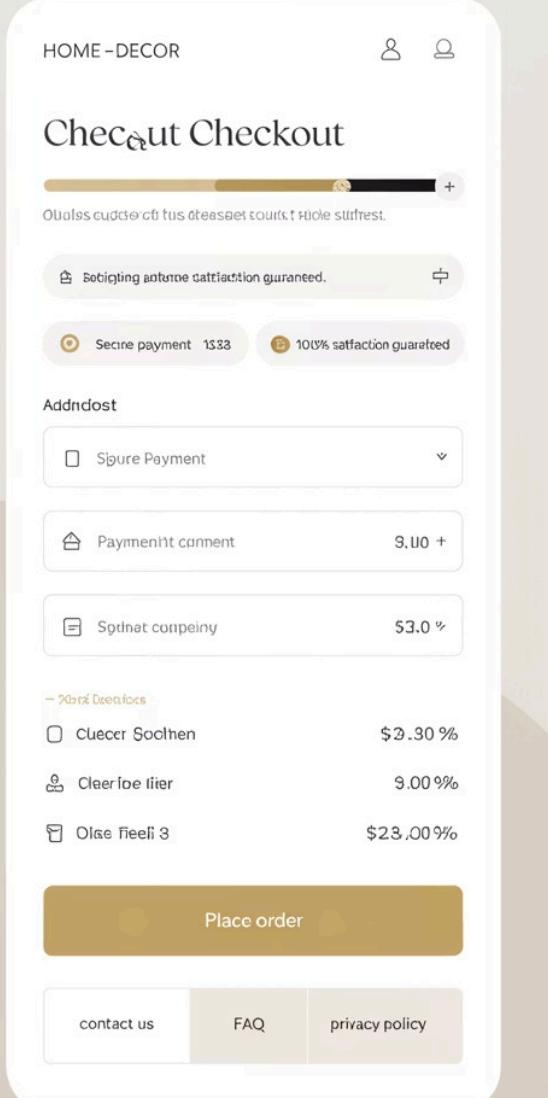
Performance Max Integration

Implemented Performance Max campaigns to leverage Google's AI for omnichannel visibility, unlocking new customer segments across the Google ecosystem.



ROAS improvement: **3.2x to 6.8x** (113% increase)

Conversion Rate Optimization



47

A/B Tests Conducted

Testing layouts, CTAs, trust badges, and product imagery to identify highest-converting elements.

100%

Conversion Rate Increase

Overall conversion rate doubled from 1.4% to 2.8% through systematic optimization.

156%

Mobile Conversion Gain

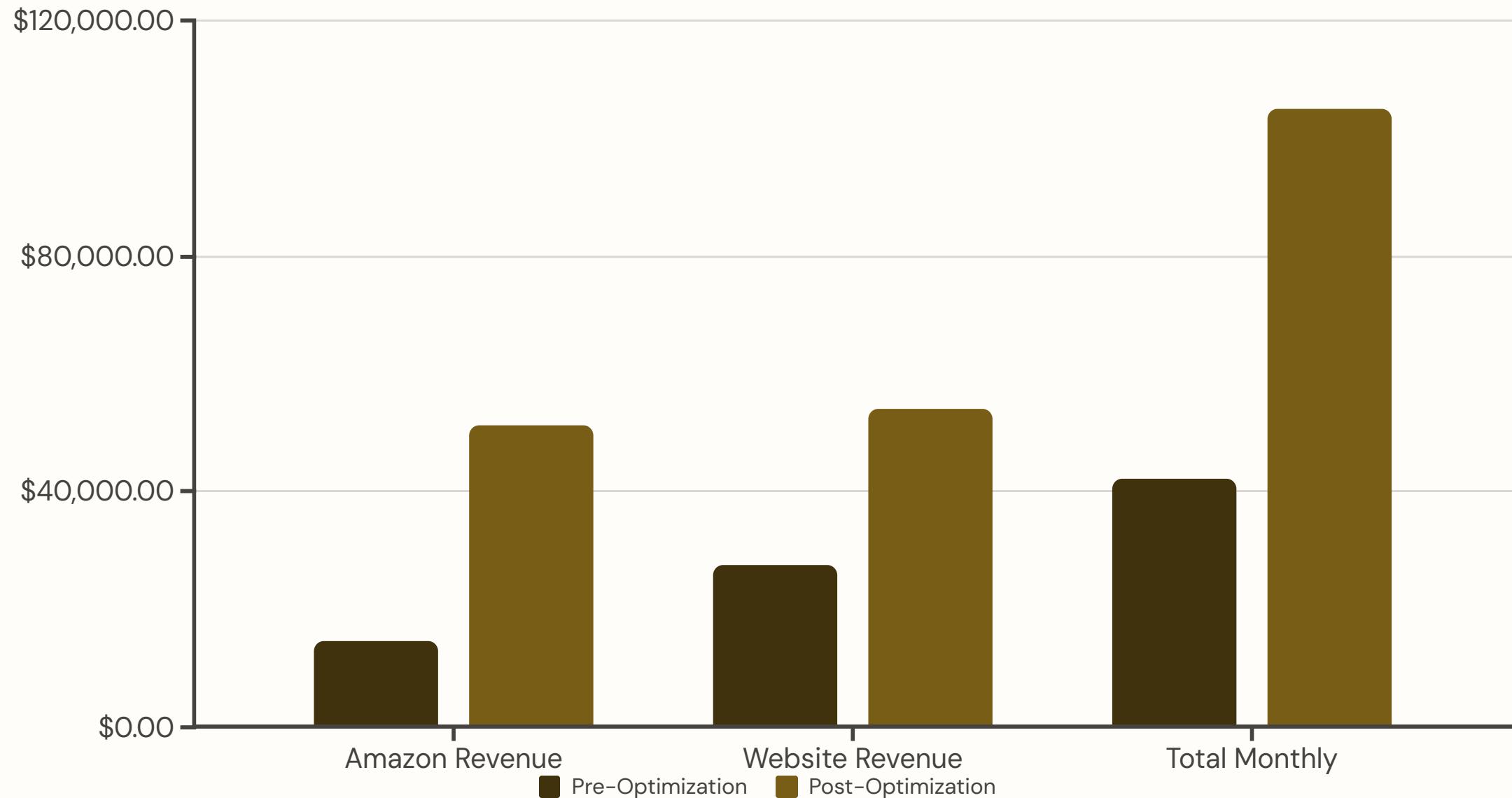
Implemented one-page checkout, guest options, and mobile-optimized galleries.

-22%

Cart Abandonment Reduction

Added trust elements, shipping thresholds, and streamlined checkout process.

Revenue Transformation



\$63,000 Additional Monthly Revenue

Representing a 150% increase over pre-optimization levels



247% Amazon Growth

Amazon revenue more than tripled while website revenue increased by 87%



\$16 Lower CPA

Freeing \$28,000/month in ad budget for reinvestment in growth

Tools & Technologies Utilized



Amazon Management

Amazon Advertising Console, Helium 10, Jungle Scout



SEO & Content

SEMrush, Ahrefs, Canva (visual content creation)



Paid Advertising

Google Ads (Shopping, Performance Max), Amazon DSP



E-commerce Platform

Shopify (website), Amazon Marketplace



CRO & Analytics

Google Analytics 4, Hotjar (heatmaps), Optimizely (A/B testing)



Reporting

Google Data Studio, Supermetrics, Microsoft Excel

This comprehensive tech stack enabled data-driven optimization across all channels and touchpoints.

Key Takeaways



Channel Integration Drives Growth

Creating synergies between marketplace and direct-to-consumer channels amplifies results across both platforms.

Data-Driven Optimization Works

Systematic testing and measurement created a virtuous cycle of continuous improvement, leading to exponential gains.

Mobile Experience Is Critical

The 156% improvement in mobile conversion rate contributed significantly to overall revenue growth, highlighting its importance.

This project established a sustainable framework for future growth while positioning Brass Globe as a dominant player in the competitive home decor market.