

Case Study

of a global
electricals brand

+33% increase in sales on Amazon Mexico

How a global electricals brand used digital shelf analytics to increase Amazon sales by 33% in Mexico in just 6 months.

+33%

Increase in sales on
amazon.com.mx

+5%

Improvement in
overall **digital shelf**
performance



CHALLENGE

Competing in a crowded category in an emerging market

In Q1 2022, having achieved success on Amazon in other markets, this electronics brand identified Mexico as a major growth opportunity. But how do you compete in a category as crowded as electronics? The brand turned to us to **learn how digital shelf analytics tools can be used to increase Amazon sales** in this region.



ACTION

The Perfect Store Framework

To grow sales, the brand needed to optimize its assortment, pricing, and conversion strategy. We implemented digital shelf tools to **track the most critical KPIs around availability, pricing, and content**. Deep dive reports revealed competitor insights and quick win opportunities, while regular health checks provided consistent feedback on where to focus.



VALUE

33% increase in Amazon sales

Our tools allowed the brand to easily identify problem SKUs and close the gaps impeding sales by: tweaking pricing to be more competitive, addressing out of stocks, and optimizing content with high performing keywords. By Q3 2022, the brand saw a 23% increase in sales, even **managing to position itself above Amazon's similar own brand products**.