WEARALL
CASE STUDY:

It's difficult to pick just one outfit, so why not just wearall

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TURNING HOLIDAY STRUGGLES INTO A 600% REVENUE BOOST

CLIENT:

WearAll – Amazon UK-based clothing brand with nearly 1,000 SKUs.

CHALLENGE:

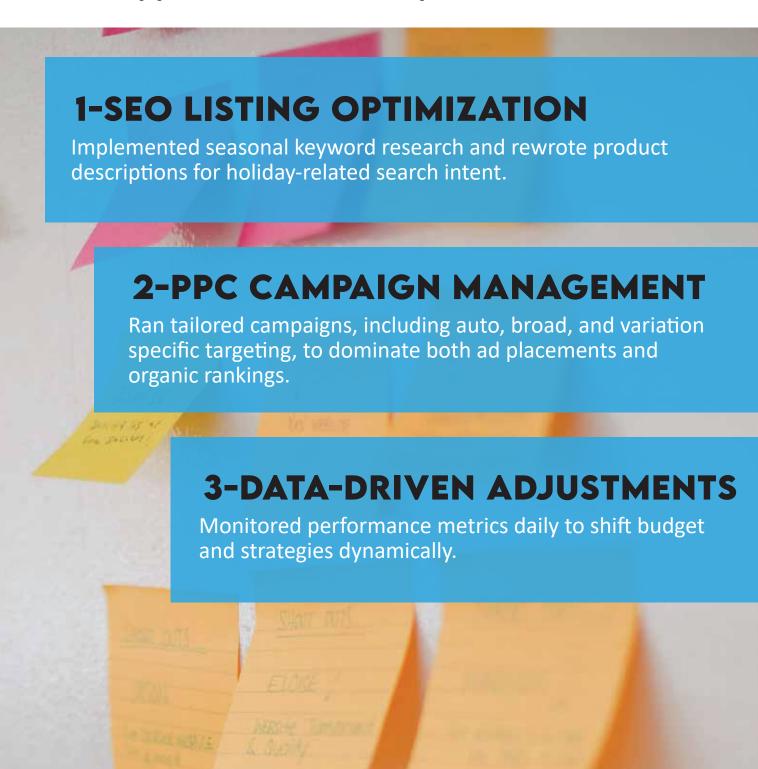The holiday season is a golden opportunity for WearAll, especially their Christmas clothing line. Their 2023 holiday collection underperformed, as they struggled to gain visibility, lacked optimized listings, and couldn't maximize their Amazon presence to capture the holiday shopping frenzy. 2024 was looking to make up for this.

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SOLUTION:
We stepped in with a clear plan:

1-SEO LISTING OPTIMIZATION

Implemented seasonal keyword research and rewrote product descriptions for holiday-related search intent.

2-PPC CAMPAIGN MANAGEMENT

Ran tailored campaigns, including auto, broad, and variation specific targeting, to dominate both ad placements and organic rankings.

3-DATA-DRIVEN ADJUSTMENTS

Monitored performance metrics daily to shift budget and strategies dynamically.

STEP 1:

Closed all underperforming campaigns with high ACOS and unnecessary spending.

STEP 2:

Conducted seasonal market research to identify products with high demand.

STEP 3:

Created manual campaigns for products with strong keywords and good search volume.

STEP 4:

Launched strategic auto campaigns with various testing models for the remaining products, focusing on the top 2-3 ASINs per listing to save costs and improve tracking.

STEP 5:

Focused on improving sales and BSR in the first week to gain momentum.

STEP 6:

Gradually shifted focus to profitability by increasing prices on select products for higher margins.

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WITHIN WEEKS,
WEARALL SAW A TRANSFORMATION:

INCREASED VISIBILITY:

Improved BSR rankings for their key holiday products, putting them in front of more customers.

EFFICIENT AD SPEND:

Maximized return on investment through campaign variation and granular targeting.

RESULTS?

REVENUE GROWTH:

Sales for their 10 holiday-focused products jumped from $7,842 in 2023 to over $57,000 in the same period in 2024—a 600% increase(!).

(Nov 21 - Dec 12) --> 2023		(Nov 21 - Dec 12) --> 2024		
Orders	Sales	Orders	Sales	Improvement % in Sales:
85	£1,233.14	1327	£18,854.61	1428.99%
344	£5,305.05	1113	£15,547.24	193.06%
17	£258.95	1029	£15,236.48	5783.95%
4	£58.84	19	£259.81	341.55%
0	£0.00	69	£926.81	0 Sales last year
0	£0.00	21	£289.78	0 Sales last year
6	£115.89	107	£1,545.92	1233.95%
0	£0.00	118	£1,682.80	0 Sales last year
0	£0.00	43	£817.57	0 Sales last year
63	£870.58	148	£1,845.02	111.93%
519	£7,842.45	3994	£57,006.04	626.89%

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$7,824 -> $57,006 -> 626%
INCREASE IN SALES

FROM DEC 2023

Sales dashboard Learn more

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Date
Custom ▾
📅 01/12/2023   📅 20/12/2023

Sales breakdown
Marketplace total ▾

Fulfilment channel
Both (Amazon and seller) ▾

Apply

Sales snapshot taken at 20/12/2024, 21:37:30 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item
13,698	14,257	£147,893.58	1.04

Avg. sales/order item
£10.80

TO DEC 2024

Sales dashboard Learn more

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Date
Month to date - 20/12/2024 ▾

Sales breakdown
Marketplace total ▾

Fulfilment channel
Both (Amazon and seller) ▾

Apply

Sales snapshot taken at 20/12/2024, 21:32:23 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item
21,784	22,375	£278,039.30	1.03

Avg. sales/order item
£12.76

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CONCLUSION:

By leveraging data, precision targeting, and creative campaigns, we turned WearAll's holiday line from a pain point into their top-performing season. This isn't just about numbers—it's proof that a tailored, expert approach can redefine a brand's success during peak seasons.

If you would like to achieve results like this for your Amazon Brand…. We would love to help kick the competitions butt! Reach us at

sales@amazioworks.com

for a video audit of your brand showing you how we can help scale your brand to new heights.

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