


TRANSFORMING amika: SUCCESS

 Untangling the Market
to Crown amika's Reign



OVERVIEW

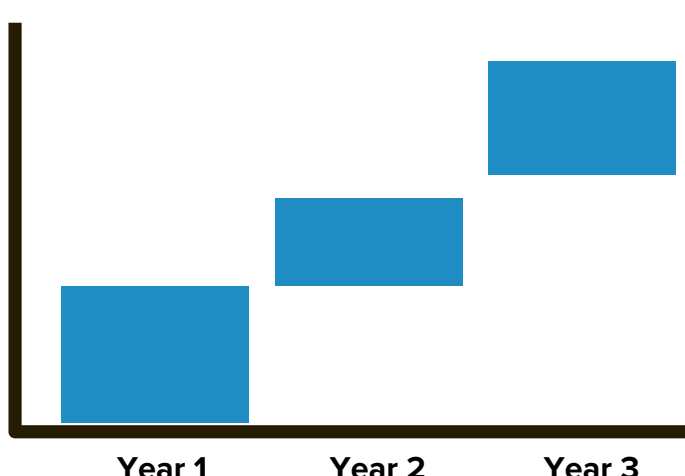
In the ever-evolving beauty industry, standing out requires a blend of innovation, strategic insight, and the agility to adapt and scale rapidly.

Our partnership with Amika exemplifies how targeted, data-driven strategies on Amazon, coupled with aggressive market share expansion, can redefine success and establish market leadership.

KEY OUTCOMES

243%
**REVENUE
GROWTH**

AMPLIFIED GROWTH ON AMAZON



“At amika, we're relentless in our pursuit of growth and innovation. Partnering with NetElixir empowered us to harness the power of data-driven insights, refine our strategies, and scale efficiently on Amazon. The results speak for themselves: a 243% increase in ad sales, a 250% boost in market share for our hero product, and securing the #1 spot in our category. This journey reflects our commitment to staying ahead in a fiercely competitive market and delivering exceptional value to our customers.”

ROBBI WEBB, VP OF ECOMMERCE, amika



CHALLENGE

Elevate the market share of amika's hero product from a modest 8% to a commanding leadership position in a competitive beauty category.

STRATEGY HIGHLIGHTS

Data-Driven Research:

Comprehensive campaigns were launched to dive deep into customer search behaviors and competitor dynamics, creating a data-rich foundation to drive actionable insights.

Keyword Optimization:

By transitioning from broad insights to tactical execution, we fine-tuned our strategy using high-performing keywords to maximize conversion potential.

Campaign Expansion & Optimization:

With a dual focus on product lines and subcategories, we ensured amika's offerings were highly visible and compelling, all while leveraging aggressive CPC management to maintain profitability.



Innovative Advertising Mix:

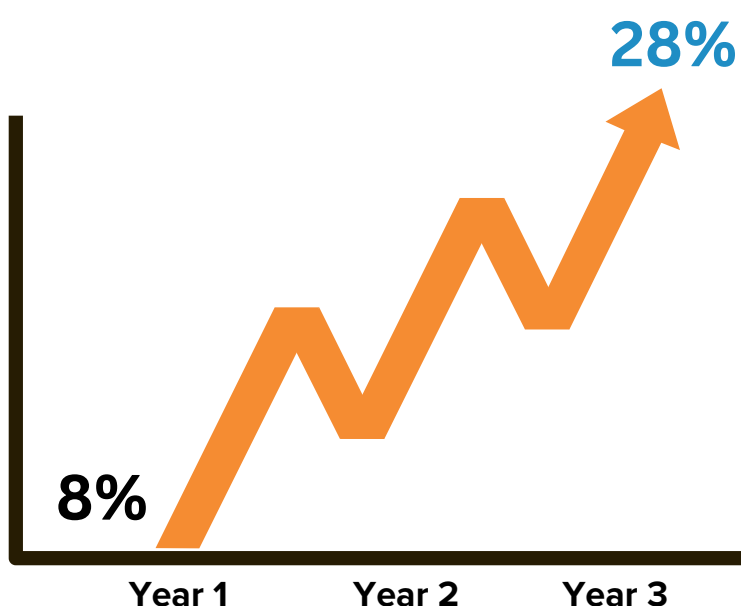
By leveraging a blend of non-branded and category-specific ads alongside aggressive competitor keyword targeting, we crafted and executed a holistic strategy to attract new customers and boost market share.

Competitor Conquesting:

We strategically targeted competitors' top-performing keywords, not only challenging their market space but also setting a new benchmark for category leadership.

KEY OUTCOMES

250%
**INCREASE IN
MARKET SHARE**



CONCLUSION

Through strategic innovation, meticulous execution, and a relentless focus on data-driven insights, amika not only achieved remarkable growth on Amazon but also expanded its market share significantly. This case study underscores the power of NetElixir's approach to help brands thrive in hyper-competitive environments.

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