ZEST Delites - Fruit & Nut Snacks - Multiplied Profitability Nearly 3x By Increasing Conversion Rate and Restructuring PPC

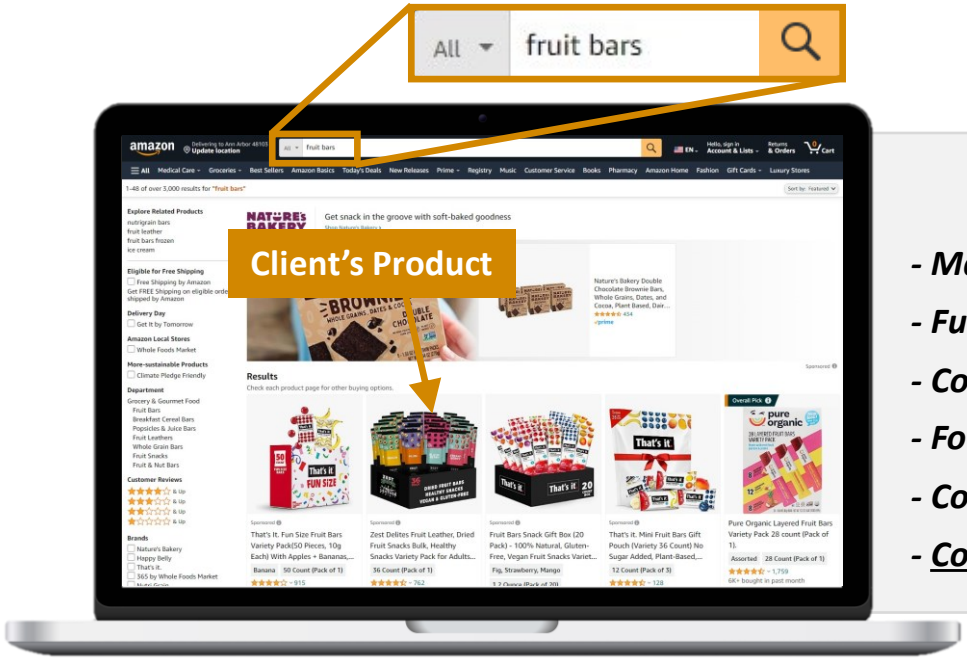
Our Results

188%
Monthly Profit *Increase*

37%
Conversion Rate *Increase*

68%
ACOS *Decrease*

146%
Monthly Sales *Increase*



How We Did It

- ***Major Branding Redesign***
- ***Full PPC Restructuring***
- ***Competitor ASIN Targeting***
- ***Focus on Organic Ranking***
- ***Conversion Rate Increase***
- ***Constant Profit Tracking***

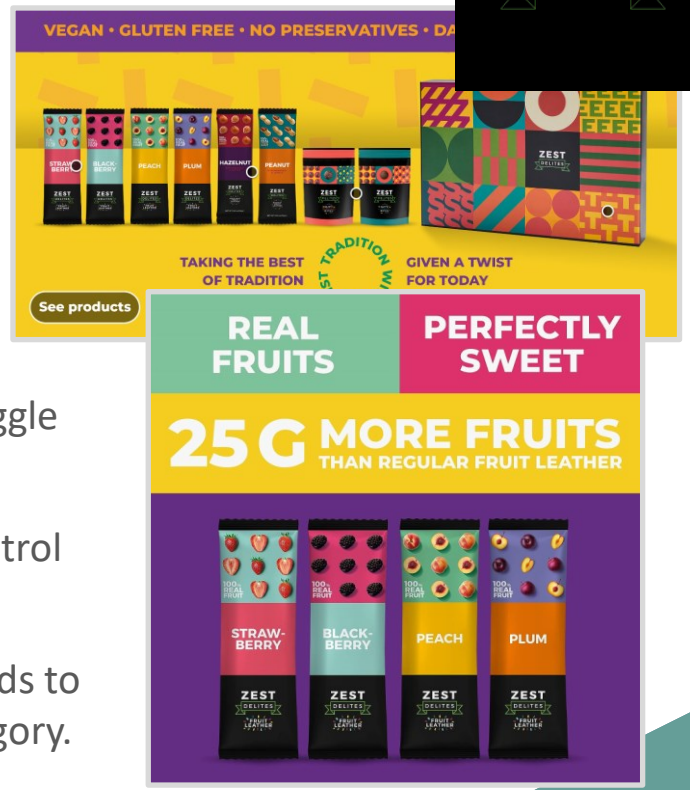


"I brought Hometown Growth on to determine why our Amazon ads were struggling. Prepare for some brutal honesty, in the good way. Their team is super sharp and diagnosed our problems quickly. We've grown our Amazon business significantly with their help.

Avni B. - Director of Marketing

The Challenges

International brand was looking to enter the US market but was struggling with profitability in a category full of lower-priced competitors. As snack category experts we were able to pinpoint their problems and allow the brand to flourish.

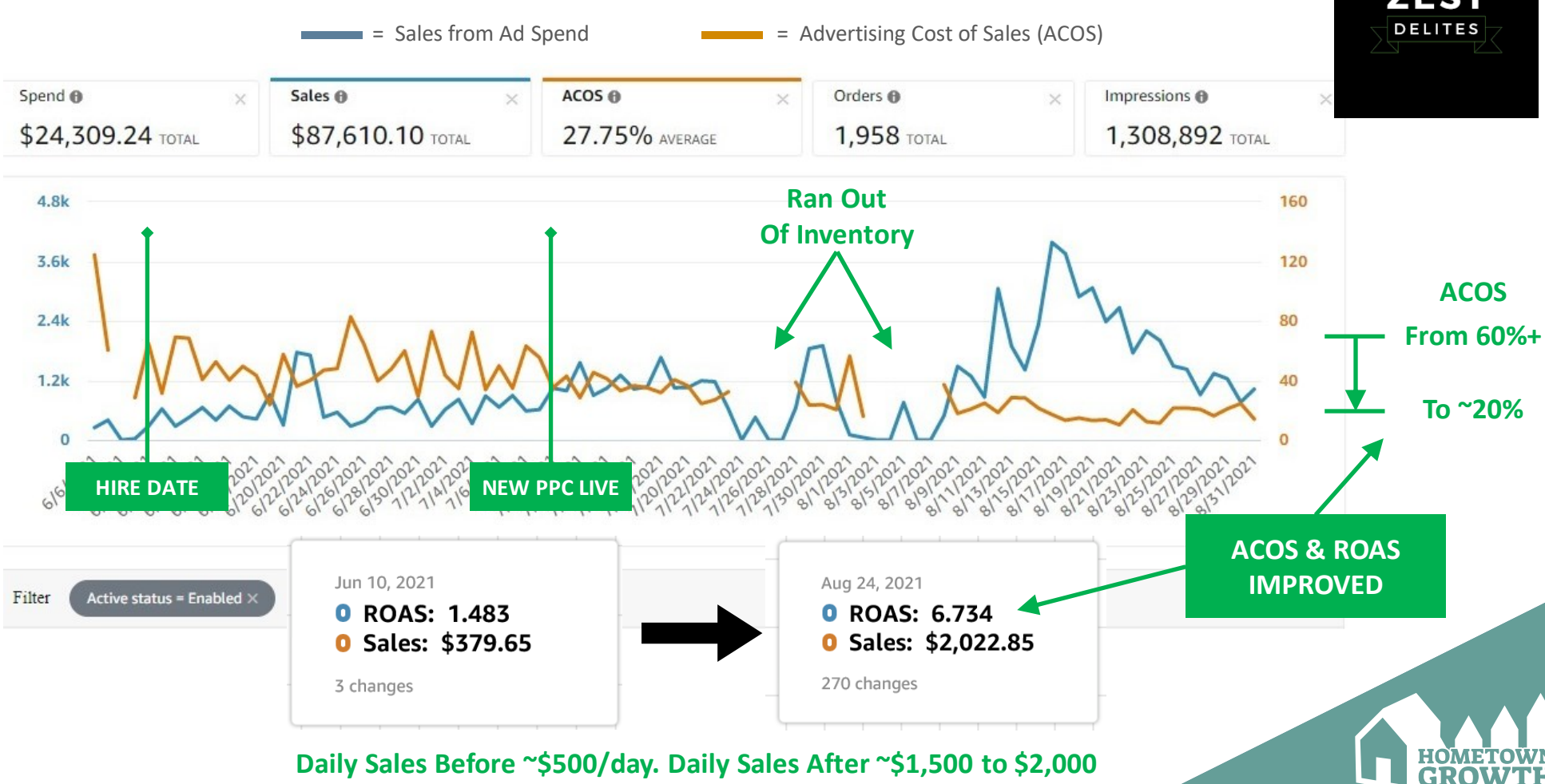


Our Approach

1. **Major Branding Redesign** - Conversion Rate was a major struggle so we executed a fresh redesign of the entire brand.
2. **PPC Optimization** - Restructuring campaigns to gain more control was key to eliminating previous agency's wasteful spending.
3. **Competitor ASIN Targeting** - Focusing on Sponsored Display ads to competitor's detail pages is often successful in the snack category.
4. **Full Account Management** - We were given a wide berth to make necessary changes and were successful due to great communication.

HOMETOWN GROWTH

ZEST Delites - Fruit & Nut Snacks - RESULTS



Daily Sales Before ~$500/day. Daily Sales After ~$1,500 to $2,000