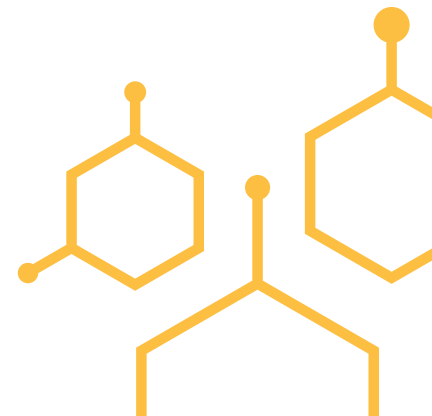
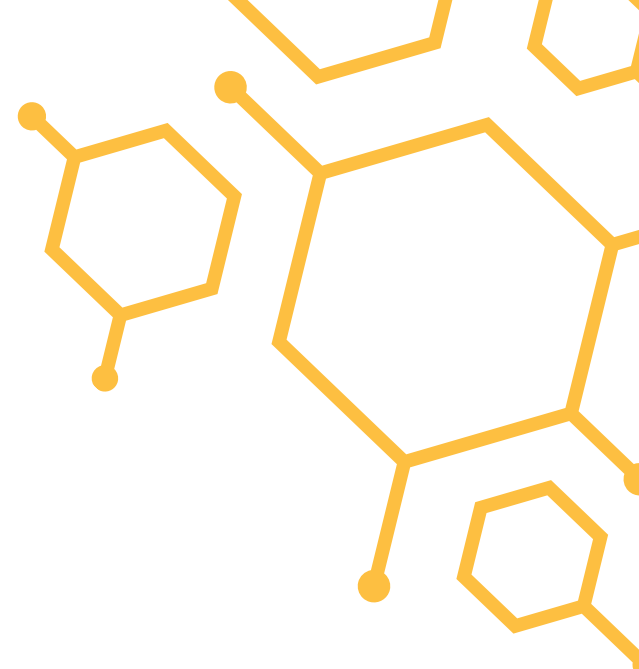




buffa**BRAND.**

Amazon Service Providers - Case Studies



# the SERVICES.

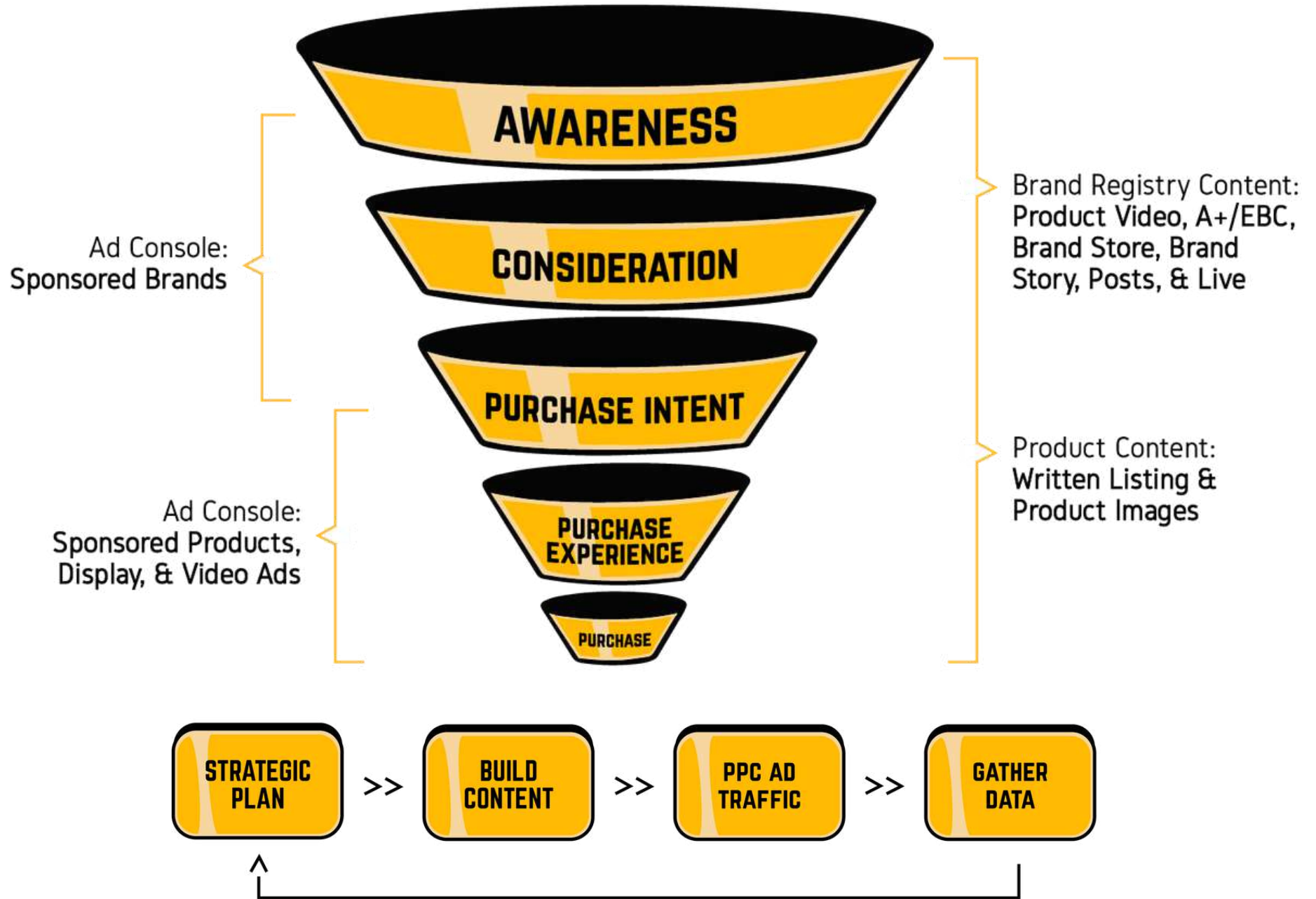


**COREY D BROWN**

Owner & eCommerce Consultant



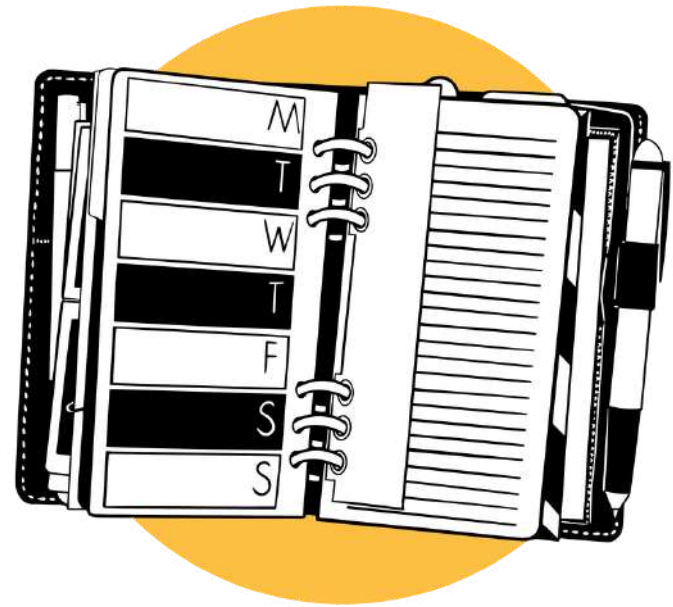
# the **PROCESS.**





**COACHING.**

+



**MANAGEMENT.**

# COACHING.

## B2C Private Label Client

Amazon.com - Home & Kitchen - United States

### Scenario

Amazon Seller was growing slowly, but missing critical content strategy, design quality, and ability to drive traffic.

### Results

Through regular consulting calls, we developed and implemented an overhaul of all brand components. This included images, written content, A+, brand store, and management of all advertising.

**270% Revenue Increase YoY**

**\$35,930 Monthly Revenue**

**\$14,350 Monthly Ad Revenue**

**3.5x ROI**

# COACHING.

## B2C Private Label Client

Amazon.com - Sports & Outdoors - United States

### Scenario

Amazon Seller was growing slowly, and reached out to help during an investor-backed growth phase. The client needed both a plan and implementation.

### Results

Through regular consulting calls, we developed and implemented an brand overhaul including all branded content components. In conjunction with this strategic coaching, we ran our PPC management to build huge growth in the first year.

**37% Revenue Increase YoY**  
**\$50,866 Monthly Revenue**  
**\$16,906 Monthly Ad Revenue**  
**10.7x ROI**

# COACHING.

## B2C Private Label Client

Amazon.com - Health & Household - United States

### Scenario

Amazon Seller was losing market share due to outdated branding and lack of cohesive brand strategy.

### Results

After an account audit, we built a plan to revamp key brand elements, to target ad traffic, and to help manage the account growth. This included Images, A+, brand store and keywords targeting using PPC to increase organic sales.

**142% Revenue Increase YoY**

**\$84,600 Monthly Revenue**

**\$4,771 Monthly Ad Revenue**

**2.4x ROI**



**CREATIVES.**



# CREATIVES.



HERBAL VINEYARDS  
HOME GOLD SEA MOSS GEL PURPLE SEA MOSS GEL SEA MOSS RAW SEA MOSS CAPSULES

## THE POWER OF SEA MOSS



### Experience The Powerful Health Benefits

- ✓ Boosts the Immune System.
- ✓ Supports a Healthy Heart.
- ✓ Promotes Healthy Digestion.
- ✓ Promotes Healthier Hair, Skin & Nails.
- ✓ Helps Maintain a Healthy Weight.
- ✓ Speedy Post Workout Recovery.

Gold Sea Moss Gel



## WILDCRAFTED SEA MOSS GEL



### EXPERIENCE THE POWERFUL BENEFITS OF SEA MOSS

- ✓ REDUCE INFLAMMATION
- ✓ DETOX BODY
- ✓ JOINT SUPPORT
- ✓ WEIGHT LOSS
- ✓ IMMUNE SUPPORT
- ✓ PRODUCE COLLAGEN
- ✓ IDEAL FOR THYROID
- ✓ ENERGY SUPPORT



## KEEP YOUR SEA MOSS FRESH

KEEP REFRIGERATED: **30 DAY** LIFE SPAN

WHEN FROZEN: **2 MONTH** LIFE SPAN



### HELPS MAINTAIN A HEALTHY WEIGHT

The naturally derived plant-based Fucoxanthin prevents the growth of fatty tissues and reduces abdominal fat.

### NATURE'S PREMIUM SUPERFOOD

- ✓ No Foul Odor
- ✓ No Bad Taste
- ✓ Dissolves Easily In Hot & Cold Drinks
- ✓ 100% Natural; Never Been Chemically Altered
- ✓ Sustainably Sourced from St. Lucia



### A Healthy OUTSIDE Starts From The INSIDE

### CHECK OUT OUR ENTIRE LINE

## EXPERIENCE NATURE'S MOST PREMIUM SUPERFOOD

# CREATIVES.



## SLEEK & MODERN DESIGN



Premium Glass



Flat Back



Screws Included



Gasket NOT Included

SLEEK & MODERN DESIGN

- Premium Glass
- Screws Included
- Flat Back
- Gasket NOT Included

SWITCH HITS

9.00"

5.25"

DO NOT OVERTIGHTEN  
Glass may crack if screws are overtightened.

SWITCH HITS



Add an Extra Special Touch of Unique Decor to Any Home.



DO NOT OVERTIGHTEN  
Glass may crack if screws are overtightened.

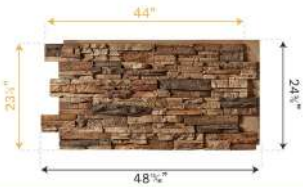
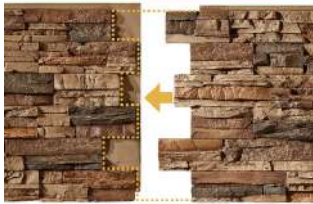
SWITCH HITS

# CREATIVES.



## SEAMLESSLY BEAUTIFUL

Our panels are designed to interlock for an attractive, seamless look and professional finish



**NOMINAL OVERALL PANEL DIMENSIONS:**  
48 15/16" Wide x 24 5/8" High x 2" Thick  
**NOMINAL COVERAGE DIMENSIONS:**  
44" Wide x 23 7/8" High  
**FULL COVERAGE = 7.3 sq. ft.**



HIGH-QUALITY MATERIALS



EASY-TO-INSTALL



MADE IN THE USA



AZFAUX  
[Home](#) [Panels & Siding](#) [Fireplace Mantel Shelves](#) [Faux Wall Panel Samples](#) [All Products](#)  
 Search all AZFAUX



## BRING LIFE TO YOUR HOME

Our high-quality products provide dependable solutions for homeowners, architects, builders and designers. We trust that our array of popular products will be inspirational, easy to use, and on trend.



HIGH-QUALITY MATERIALS



EASY TO INSTALL



MADE IN THE USA

## EXPLORE OUR COLLECTION

### Faux Stone Wall Panels | Ocean Mist

Enjoy the look and feel of authentic stone, without the hassle! Our faux stone wall panels are designed for easy upkeep.

\$20<sup>00</sup> - \$399<sup>00</sup>



PANELS & SIDING

### Old English Floating Fireplace Mantel Shelf

Faux wood mantels are significantly lighter than real wood and are simple to install. Designed for both interior and exterior use!

\$149<sup>00</sup>

QUICK LOOK



FIREPLACE MANTEL SHELVES



## SEDONA FAUX STONE WALL PANELS



HIGH-QUALITY MATERIALS



EASY TO INSTALL



MADE IN THE USA

- Interlocking Panels for Seamless Installation
- Made of high-density polyurethane that has been molded from actual stone.
- Hand painted in North Carolina by skilled artisans to ensure that each piece is unique.



INTERIOR/EXTERIOR



EASY TO CUT TO SIZE



INSTRUCTIONS INCLUDED



- Great for Interior or Exterior use.
- Achieve the look of authentic stacked stone without the hassle or mess of hiring a mason.
- DIY friendly: cut to size with common woodworking tools
- Lightweight, 75% lighter than real stone
- Virtually maintenance-free

## CREATE BEAUTIFUL SPACES WITH AZFAUX



Sedona Faux Stone Wall Panels | Old English Floating Fireplace Mantel Shelf | Old English Floating Fireplace Mantel Shelf | Sedona Faux Stone Wall Panels



**ADVERTISING.**

# ADVERTISING.

## B2C Private Label Client

Amazon.com - Office Supplies - United States

### Scenario

Amazon Seller engaged with buffaBRAND to scale a new Amazon business via content and by implementing a new advertising plan.

### Results

After an account audit, we took over advertising, implementing a long-term plan to scale efficiently. Our Advertising Management in combination with some branded content updates were able to increase sales by 100% over the first year.

**\$7,764 Monthly Ad Budget**  
**566 Monthly Ad Orders**  
**\$23,343 Monthly Ad Revenue**  
**3x ROI**

# ADVERTISING.

## B2C Private Label Client

Amazon.com - Patio, Lawn & Garden - United States

### Scenario

Amazon Seller was struggling to gain a foothold on the platform and enlisted our help to manage all PPC Advertising.

### Results

After an account audit, we took over advertising, implementing a long-term plan to scale efficiently. Our Advertising Management in combination with some branded content updates were able to 2.5x total sales.

**\$22,490 Monthly Ad Budget**  
**3,165 Monthly Ad Orders**  
**\$117,756 Monthly Ad Revenue**  
**5.3x ROI**

# ADVERTISING.

## B2C Wholesale Client

Amazon.com - Electronics - United States

## Scenario

Amazon Seller was growing slowly and looking to explore new opportunities to scale rapidly despite limited bandwidth.

## Results

We built and implemented a strategic advertising plan that has scaled the client beyond their original goals. Our Ad strategies were able to 5x total sales and take the client into the top 2500 Amazon US Sellers.

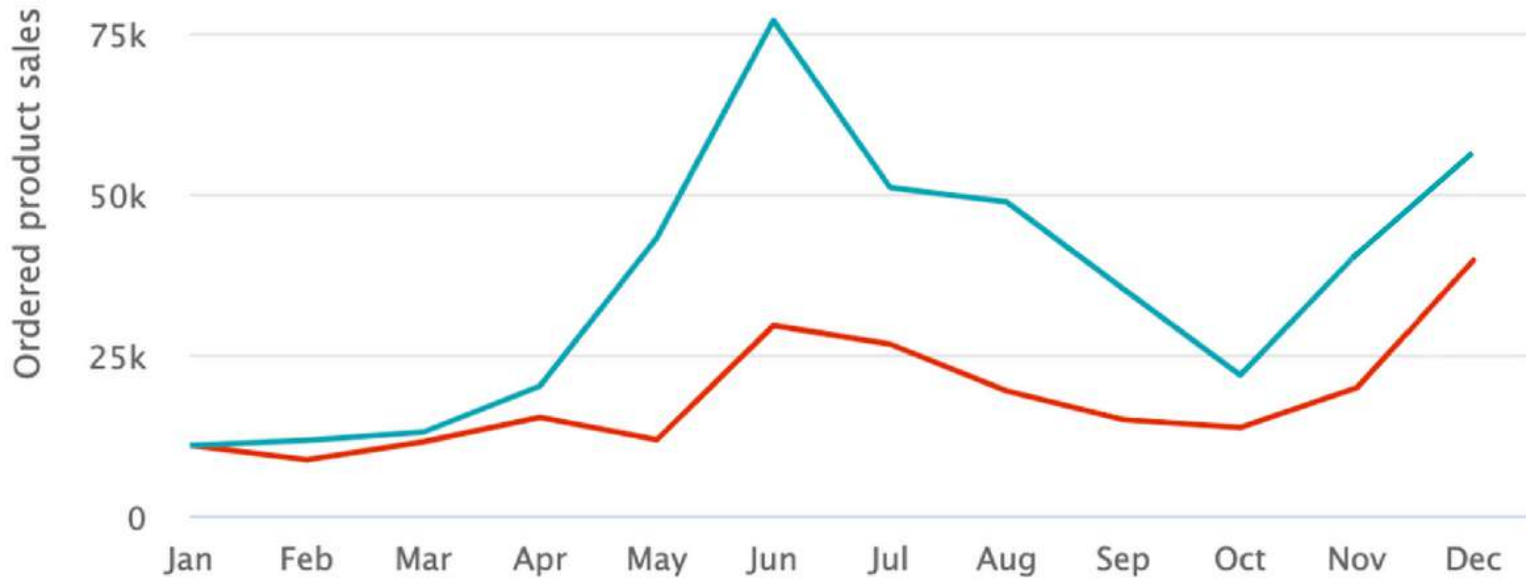
**\$42,000 Monthly Ad Budget**  
**6,080 Monthly Ad Orders**  
**\$439,950 Monthly Ad Revenue**  
**10.3x ROI**



**RESULTS.**



# RESULTS.



Last year

By end of year  
8,062 Units  
\$221,511



This year

So far  
12,495 Units  
\$428,660



COACHING.



MANAGEMENT.



ADVERTISING.



CREATIVES.

Agency Budget

\$23,135

Revenue Change YoY

+94%

Monthly Revenue

\$35,722

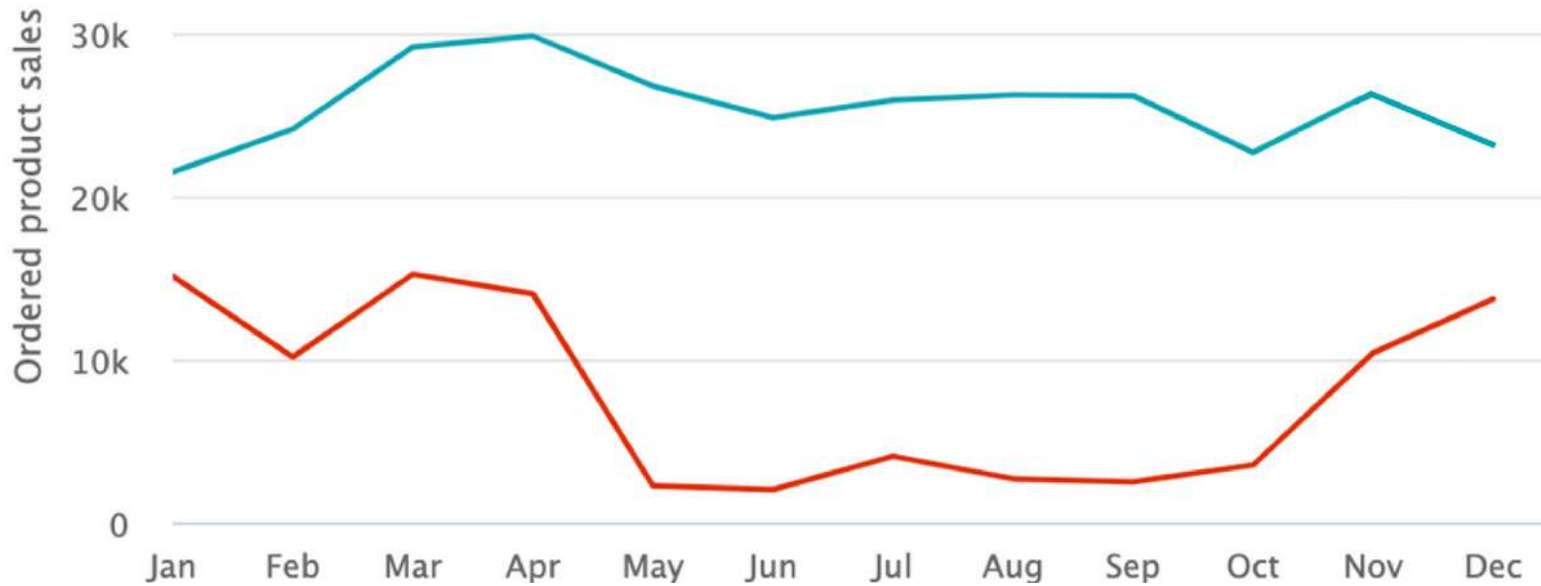
Monthly Ad Revenue

\$19,611

ROI

9x

# RESULTS.



**Last year**  
By end of year  
6,999 Units  
\$95,519



**This year**  
So far  
19,206 Units  
\$306,662



**COACHING.**



**MANAGEMENT.**



**ADVERTISING.**



**CREATIVES.**

**Agency Budget**

**\$27,000**

**Revenue Change YoY**

**+221%**

**Monthly Revenue**

**\$25,555**

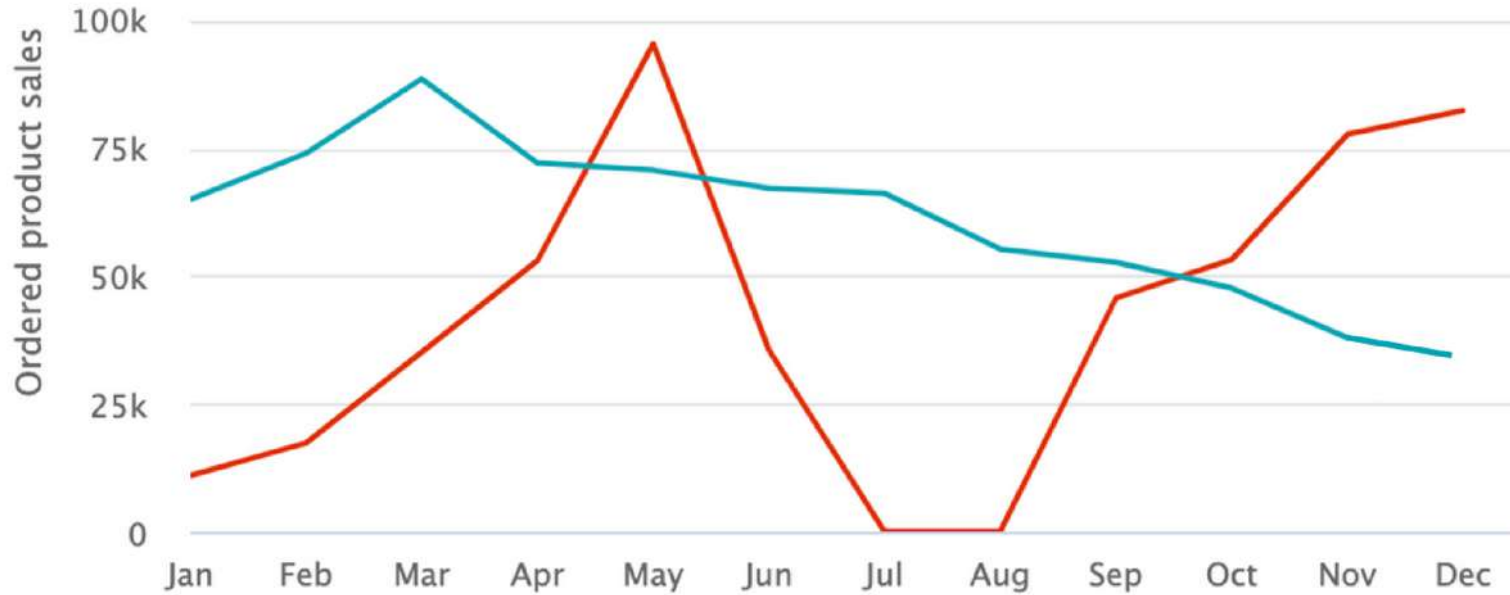
**Monthly Ad Revenue**

**\$11,134**

**ROI**

**7.8x**

# RESULTS.



Last year

By end of year  
15,134 Units  
\$506,258



This year

So far  
21,253 Units  
\$729,550



COACHING.



MANAGEMENT.



ADVERTISING.



CREATIVES.

Agency Budget

\$17,200

Revenue Change YoY

+44%

Monthly Revenue

\$60,796

Monthly Ad Revenue

\$27,696

ROI

13x

# RESULTS.



**Last year**  
 By end of year  
 13,660 Units  
 \$372,934



**This year**  
 So far  
 20,141 Units  
 \$809,276



**COACHING.**



**MANAGEMENT.**



**ADVERTISING.**

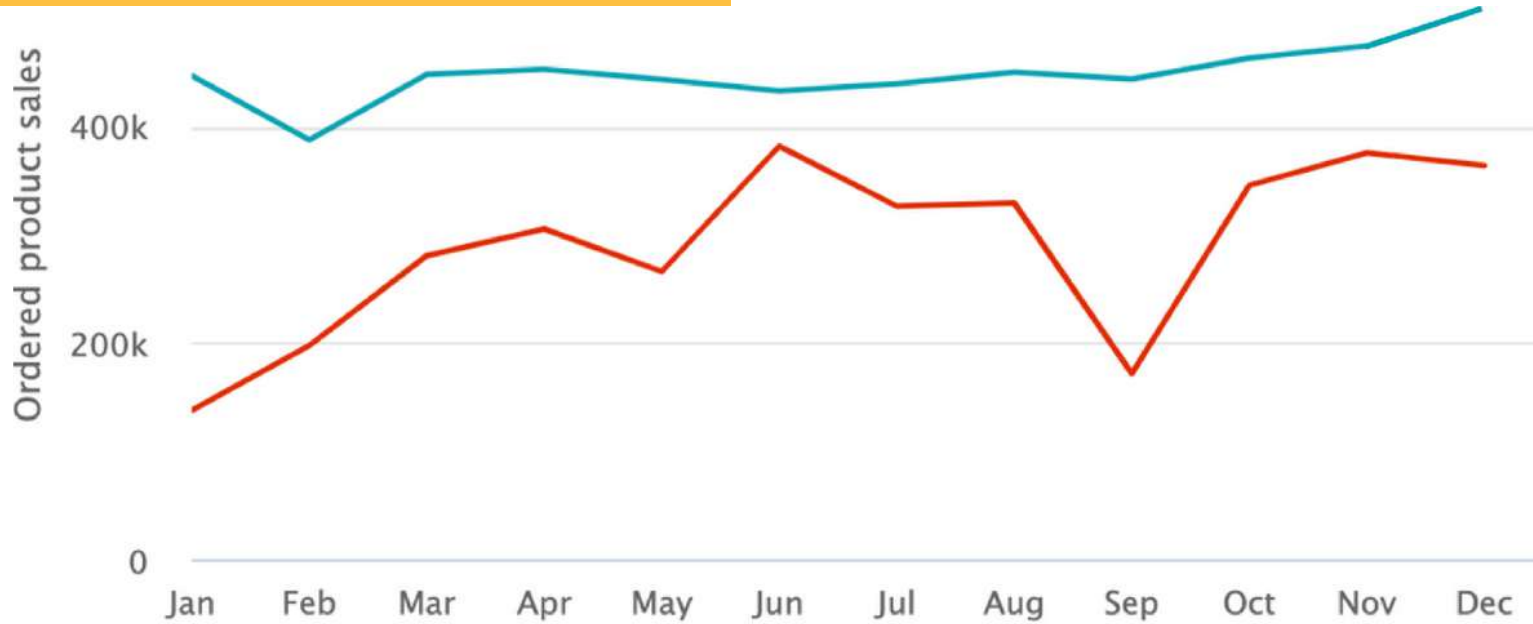


**CREATIVES.**

**Agency Budget**  
**Revenue Change YoY**  
**Monthly Revenue**  
**Monthly Ad Revenue**  
**ROI**

**\$7,935**  
**+117%**  
**\$67,440**  
**\$23,121**  
**55x**

# RESULTS.



**Last year**  
 By end of year  
 55,052 Units  
 \$3,481,732

∨  
 ∨

**This year**  
 So far  
 80,491 Units  
 \$5,386,804



**COACHING.**



**MANAGEMENT.**



**ADVERTISING.**

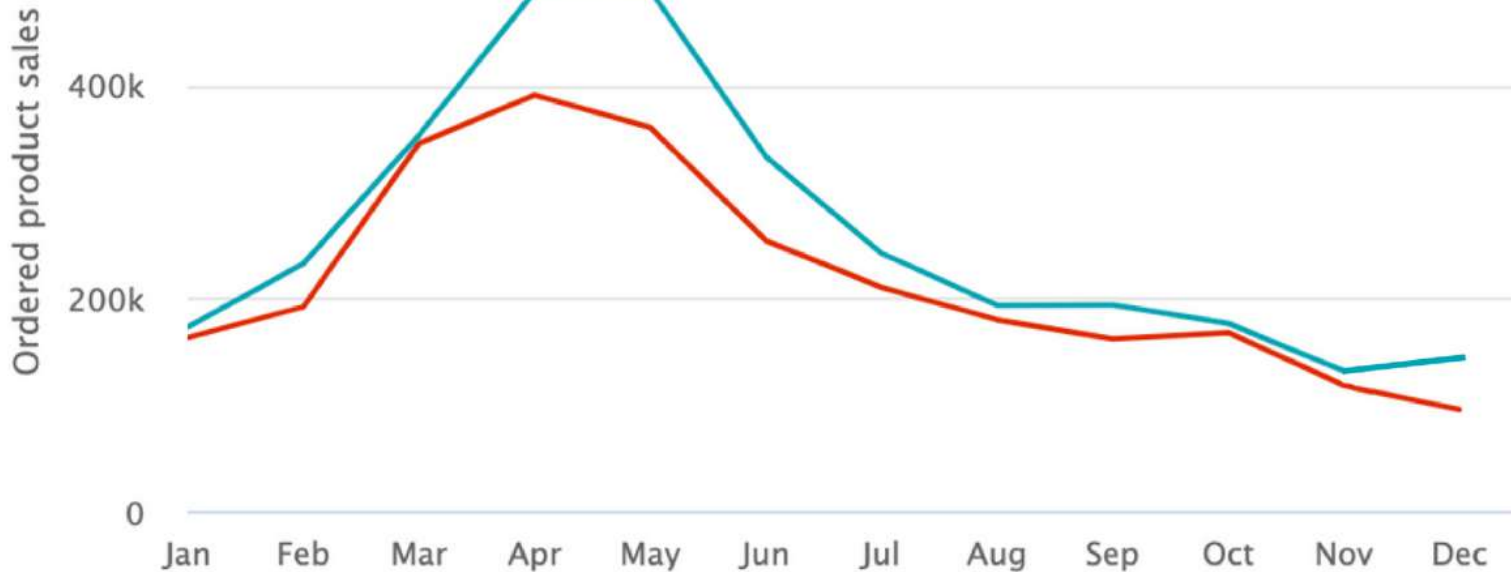


**CREATIVES.**

**Agency Budget**  
**Revenue Change YoY**  
**Monthly Revenue**  
**ROI**

**\$8,845**  
**+55%**  
**\$448,900**  
**215x**

# RESULTS.



**Last year**  
 By end of year  
 68,970 Units  
 \$2,637,300

∨  
 ∨

**This year**  
 So far  
 80,205 Units  
 \$3,148,978



**COACHING.**



**MANAGEMENT.**



**ADVERTISING.**



**CREATIVES.**

**Agency Budget**  
**Revenue Change YoY**  
**Monthly Revenue**  
**ROI**

**\$26,895**  
**+19%**  
**\$262,415**  
**19x**