



Absorption Pharmaceuticals Triples Sales Volume On Amazon.com

“After just two months of working with Explore, our premier product became the best seller in its subcategory and our sales volume improved three-fold on Amazon.com. The Explore team has a transparent approach that is something we enjoy because we’ve been able to retain the knowledge from their work internally. They’ve been a great partner in the growth of our brand.”

– Jeff Abraham, CEO, Absorption Pharmaceuticals

Background: Absorption Pharmaceuticals mission is to improve intimacy between couples by developing the first FDA compliant topical spray to help men last longer in bed and overcome premature ejaculation.

Issue: Prior to partnering with Explore Consulting, Absorption Pharmaceuticals was having mediocre success on Amazon.com.

They were receiving shipping penalties, struggling with organic search rankings, and lacked sufficient traffic to their products.

Solution: After struggling on their own and with some novice Amazon.com consultants, Absorption Pharmaceuticals approached Explore to help them increase their business on Amazon.com.

Having built hundreds of Amazon Web stores, Explore has gained a unique understanding of the Amazon.com platform and a track record of improving sales for its clients on Amazon.com.

Explore’s merchant platform experts helped navigate Absorption Pharmaceuticals in to Fulfillment by Amazon (FBA), set up an aggressive sponsored ads campaigns, as well as optimized the Absorption Pharmaceuticals product listings.

Explore also identified the product would be more successful in a different sub category, and moved the product to a subcategory Absorption Pharmaceuticals could be more competitive in.



Results: Within 8 weeks of engaging with Explore’s Digital Marketing experts, Absorption Pharmaceuticals’ premier product became the #1 best seller in its subcategory. Sales revenue increased 30% and sales volume tripled.

Absorption Pharmaceuticals continues to benefit from Explore’s consulting work. They have remained the #1 bestseller and had their biggest revenue month in company history in January 2016.

amazon

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems' needs.

Having specialized in SaaS solutions for more than 14 years, Explore Consulting is the largest and

most experienced NetSuite reseller and solution provider in the Northwestern United States.

Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 10-time NetSuite Star Performer, won 24 NetSuite awards and has twice been named NetSuite Partner of the Year, Americas.

For more information, visit <http://www.exploreconsulting.com>.

