SHILABS DIGITAL

From Listings to Lasting Growth: Achieving 10X+ Performance

Tack Exim Private Limited has always been known for its craftsmanship. For years, the company mastered the art of leather manufacturing, including belts, wallets, handbags, and premium accessories trusted by customers in India and abroad. But when they stepped into Amazon with multiple sub-brands, their digital presence did not reflect the same strength as their product portfolio.

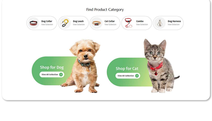
They had the products, they had the quality, they had the potential. They just needed a strategy that could unlock it all.

This is the story of how we transformed their Amazon ecosystem, scaled three brands simultaneously, and drove 154.06 percent year over year growth, turning an underutilized marketplace presence into a long-term, high-growth revenue engine.

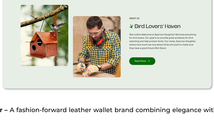
CLIENT PROFILE

Tack Exim operates three niche-focused brands under a single Amazon seller umbrella:

- **ADIL'S** – A premium pet brand offering stylish and durable dog and cat collars, leashes, and accessories



- **Sparrowdaughter** – A specialized bird-care brand providing nutritious bird food and intelligently designed bird nests



- **Chandair** – A fashion-forward leather wallet brand combining elegance with everyday use

Despite a strong offline reputation and high-quality products, their digital performance had not caught up. Listings lacked optimization, visibility was low, and with a large SKU library yet to be activated, the brand was far from where it could be.

THE CHALLENGE

Tack Exim did not simply need more sales. They needed a complete digital restructuring that could support scale, visibility, and long-term revenue growth. Their Amazon account struggled with low discoverability, weak visuals, inconsistent keyword coverage, limited customer reviews, and scarce data to guide decision-making.

The challenge was to convert their fragmented online presence into a well-structured, high-performing marketplace engine. In short, our job was not just to list products, but to create a sustainable, growth-focused Amazon strategy that could carry all three brands forward.

STRATEGY: A MULTI-BRAND GROWTH ENGINE

To build a scalable and effective Amazon presence, we began by deeply understanding each brand's audience, competition, and category behavior. The strategy centered on strengthening every layer of the customer journey. We reworked listings from the ground up, ensuring titles, bullet points, and descriptions were rich with relevant keywords and communicated product benefits clearly. Alongside this, we elevated the visual identity of each product through professional photography, lifestyle imagery, and compelling A+ content that helped customers imagine the product in their own hands and homes.

Once the foundation was strong, we built a structured advertising framework using both broad discovery and precision targeting to capture traffic and convert it efficiently. Throughout, we placed strong emphasis on building trust, using follow-up communication and customer touchpoints to organically improve ratings and create a dependable stream of positive reviews.

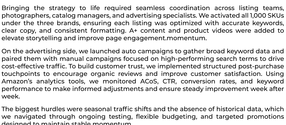
Together, these elements created a unified system that supported visibility, engagement, and conversion across all three brands.

IMPLEMENTATION: 1,000 LISTINGS AT SCALE

Bringing the strategy to life required seamless coordination across listing teams, photographers, catalog managers, and advertising specialists. We activated all 1,000 SKUs under the three brands, ensuring each listing was optimized with accurate keywords, clear copy, and consistent formatting. A+ content and product videos were added to elevate storytelling and improve page engagement.momentum.

On the advertising side, we launched auto campaigns to gather broad keyword data and paired them with manual campaigns focused on high-performing search terms to drive cost-effective traffic. To build customer trust, we implemented structured post-purchase touchpoints to encourage organic reviews and improve customer satisfaction. Using Amazon's analytics tools, we monitored ACoS, CTR, conversion rates, and keyword performance to make informed adjustments and ensure steady improvement week after week.

The biggest hurdles were seasonal traffic shifts and the absence of historical data, which we navigated through ongoing testing, flexible budgeting, and targeted promotions designed to maintain stable momentum.

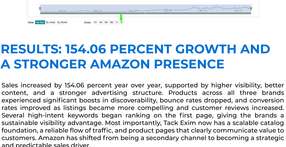


PERFORMANCE MONITORING

Performance management became the backbone of the campaign. Since Amazon rewards consistency and relevance, we closely tracked every meaningful signal, from click behavior to keyword movement, to understand how customers were responding to each listing and each ad. This allowed us to refine bids, improve targeting, and enhance content based on real user behavior rather than assumptions. Over time, the data revealed clear winners within the catalog, which helped us prioritize budgets, scale profitable SKUs, and adjust creative assets where needed. This continuous monitoring ensured that improvements were not one-time changes but part of a long-term system that kept maturing with every week of performance insight.

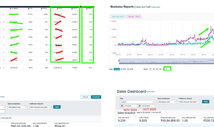
RESULTS: 154.06 PERCENT GROWTH AND A STRONGER AMAZON PRESENCE

Sales increased by 154.06 percent year over year, supported by higher visibility, better content, and a stronger advertising structure. Products across all three brands experienced significant boosts in discoverability, bounce rates dropped, and conversion rates improved as listings became more compelling and customer reviews increased. Several high-intent keywords began ranking on the first page, giving the brands a sustainable visibility advantage. Most importantly, Tack Exim now has a scalable catalog foundation, a reliable flow of traffic, and product pages that clearly communicate value to customers. Amazon has shifted from being a secondary channel to becoming a strategic and predictable sales driver.



CLIENT FEEDBACK

The client shared that the transformation in their Amazon presence was clearly visible in both numbers and customer response. They appreciated the depth of listing optimization, the quality of the photography, and the improved clarity in catalog management. They also valued the consistent communication, timely performance insights, and the structured approach that helped them understand not just what was happening, but why. The results strengthened their confidence in Amazon as a long-term revenue channel and gave them a clear roadmap for continued expansion.



INSIGHTS AND TAKEAWAYS

This project highlighted how essential it is for strong products to have equally strong digital presentation and structure. We saw firsthand how professional visuals can dramatically shift customer behavior, how advertising only works when supported by optimized content, and how trust signals like ratings and reviews create compounding returns over time. Even without historical data, disciplined experimentation helped us build a reliable system from zero. The biggest takeaway is that growth on Amazon does not come from isolated tactics. It comes from integrating listing quality, visuals, advertising, customer experience, and data-driven refinement into one unified engine that works together to drive consistent results.

GET IN TOUCH WITH SHILABS DIGITAL

Let's craft a digital strategy that delivers real results.

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