

Case Study:
AQUA HOMIE
LAUNCH SUCCESS
STORY!



From Launch to Scale– \$10,000+ in 2 Months

A client approached us about starting an Amazon business, they faced several challenges that might resonate with any aspiring seller:

Amazon Product Launch Case Study

- 01 How to select the right product to sell
- 02 What if the product fails?
- 03 What if I can't manage Amazon operations?
- 04 How do I generate sales on Amazon?

These are valid concerns. Launching an Amazon business can seem straightforward but often involves intricate processes.

Up Thrive's Approach Delivered

01

Product Selection:

Follow a structured system to identify high-potential products.

02

Risk Mitigation:

Minimize product failure through comprehensive market research.

03

Operations Management:

Act as your Amazon sales team

04

Sales Strategy:

Implement a proven system from product selection to scaling sales.

We're excited to share how we transformed these challenges into a success story,
**achieving \$10,000+ in sales within 2 months and targeting \$50,000 monthly revenue
in just 3 more months.**

Let's dive into the detailed system we followed to make this happen.

Step 1: Product Research

The cornerstone of our success lies in thorough product research. Here's the system we used:

Market Overview:
We built a niche summary analyzing market price, units sold, search volume, and brand dominance.

Stark Sheet:
Compared the top 10 brands and their keyword performance.

Competition Analysis:
Assessed revenue share and brand dominance in the category.

Review Analysis:
Studied how dependent sales were on reviews.

Launch Year Trends:
Examined how new sellers performed in the category over the years.

POE Insights:
Analyzed category conversion rates for strategic insights.

PRODUCT HUNTING CRITERIA														
PRODUCT	Search Volume	Revenue	Units Sold	Price	Reviews	Rating	Brand	Revenue	Units Sold	Price	Reviews	Rating	Brand	Revenue
Product A	100,000	\$10,000	1,000	\$10	100	4.5	Brand A	\$10,000	1,000	\$10	100	4.5	Brand A	\$10,000
Product B	200,000	\$20,000	2,000	\$10	200	4.5	Brand B	\$20,000	2,000	\$10	200	4.5	Brand B	\$20,000
Product C	300,000	\$30,000	3,000	\$10	300	4.5	Brand C	\$30,000	3,000	\$10	300	4.5	Brand C	\$30,000
Product D	400,000	\$40,000	4,000	\$10	400	4.5	Brand D	\$40,000	4,000	\$10	400	4.5	Brand D	\$40,000
Product E	500,000	\$50,000	5,000	\$10	500	4.5	Brand E	\$50,000	5,000	\$10	500	4.5	Brand E	\$50,000
Product F	600,000	\$60,000	6,000	\$10	600	4.5	Brand F	\$60,000	6,000	\$10	600	4.5	Brand F	\$60,000
Product G	700,000	\$70,000	7,000	\$10	700	4.5	Brand G	\$70,000	7,000	\$10	700	4.5	Brand G	\$70,000
Product H	800,000	\$80,000	8,000	\$10	800	4.5	Brand H	\$80,000	8,000	\$10	800	4.5	Brand H	\$80,000
Product I	900,000	\$90,000	9,000	\$10	900	4.5	Brand I	\$90,000	9,000	\$10	900	4.5	Brand I	\$90,000
Product J	1,000,000	\$100,000	10,000	\$10	1,000	4.5	Brand J	\$100,000	10,000	\$10	1,000	4.5	Brand J	\$100,000

Step 2: Product Development

Next, we developed a unique offering by analyzing market gaps:

Segmentation Analysis: We segmented the market based on color, size, material, and lid types.

Review Analysis: Identified customer pain points to improve product design.

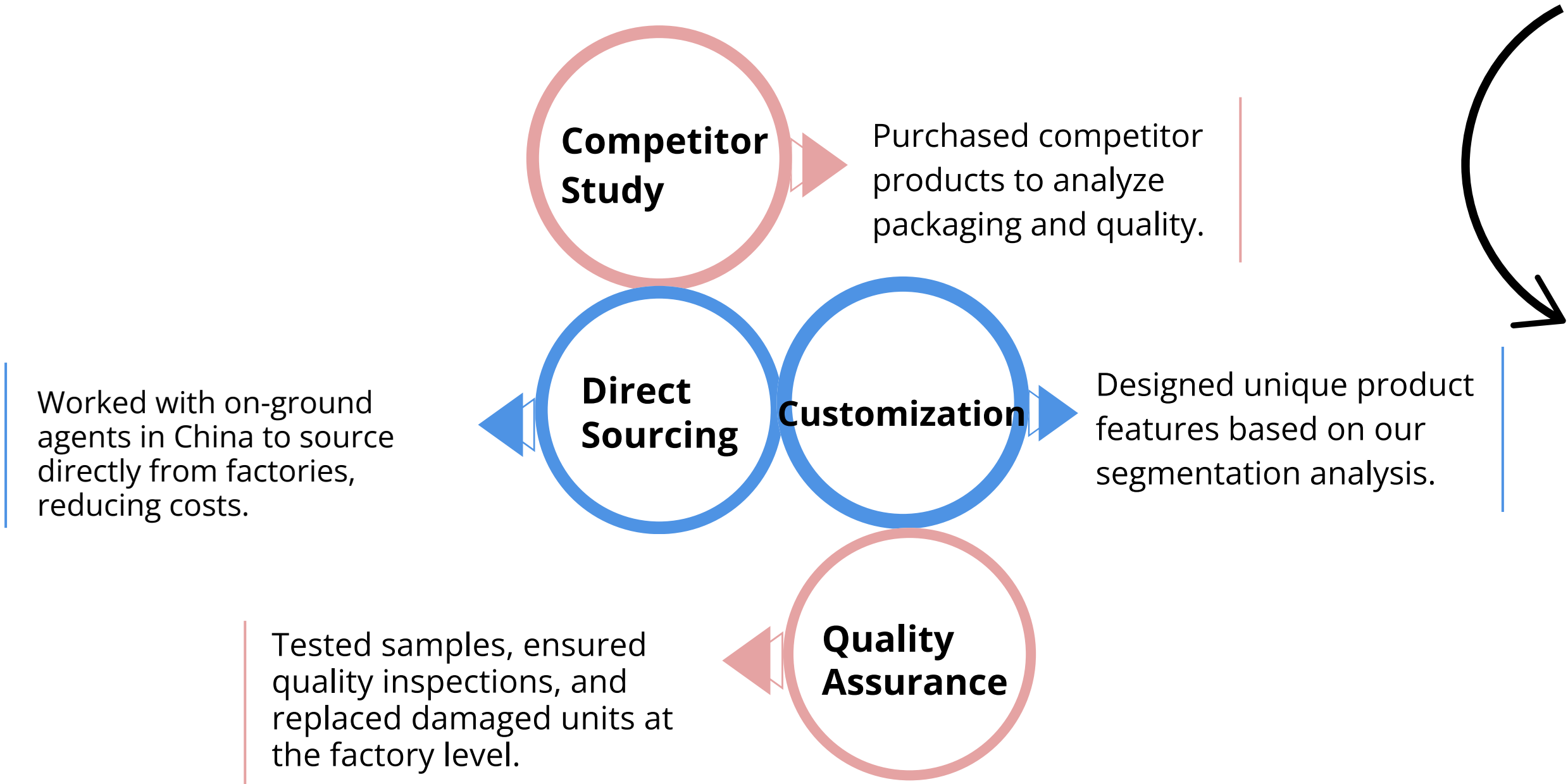
Our Differentiation:

Most sellers offered single bottles in 1L or 750ml sizes. We introduced a unique 2-bottle set with variations that didn't exist in the market, targeting untapped customer preferences.



Step 3: Product Sourcing

Efficient sourcing is key to profitability. Here's how we optimized this step:



UpThrive Puts Customer Satisfaction First.



Step 4: Listing Creation & SEO

Image Optimization:

Displayed the product with packaging, showcased variations, and highlighted accessories.

Benefit-Driven Content:

Highlighted unique product benefits, emphasizing why customers should choose our product.

Keyword Indexing:

Incorporated targeted keywords directly into the product listing.

Enhanced Brand Content (EBC):

Developed visually appealing and keyword-optimized content to engage customers and boost conversions.



Step 5: Launch Strategy

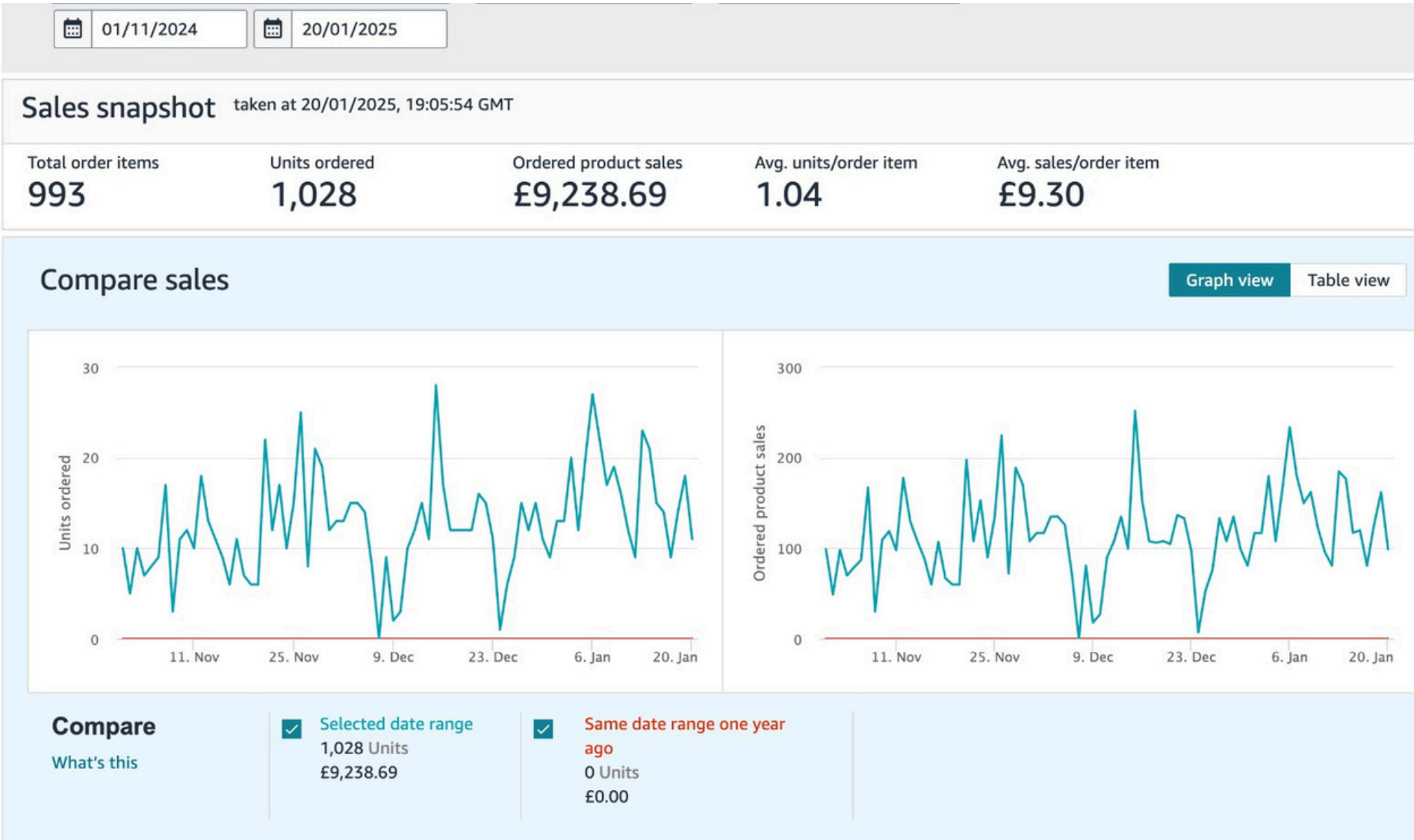
Launching a product effectively requires a personalized and data-driven strategy. Here’s the blueprint we implemented:

Month 1 (November):

- Launched with 1 exact campaign targeting high-relevance, medium-volume keywords.
- Set up 1 auto campaign for visibility and keyword discovery.
- Achieved ranking for exact keywords, leading to 30% organic orders by the second month.

Month 2 (December):

- Shifted focus to broad campaigns for targeting additional keywords.
- Launched a video ad campaign targeting high-volume keywords.
- Reduced PPC spend by 50% while increasing sales, thanks to improved organic rankings.



Results & Future Plans

In just two months, we successfully built a system that generated \$3,000+ in monthly sales.
With our scaling strategy, we're now working on:



Launching 4 new variations to cater to diverse customer preferences.



Expanding our campaigns to maximize organic and PPC sales.



Achieving our goal of \$50,000 in monthly revenue within the next 90 days

Conclusion

This case study demonstrates that launching a product on Amazon requires a strategic, detailed, and systematic approach. By leveraging proven systems in product research, development, sourcing, listing, and launch strategies, we turned a potential business idea into a scalable success story.

Are you ready to replicate this success for your Amazon business?

Let's get started!