



ALBERT SCOTT
E-COMMERCE MANAGEMENT

CASE STUDY

BeYoutiful

Launching a New Skincare Brand in the Crowded Beauty Market of Amazon.com

How BeYoutiful broke through the noise with strategy, execution, and smart scaling

ABOUT BEYOUTIFUL

BeYoutiful is a new skincare brand designed specifically for kids and teens, focused on gentle, effective products made without harsh ingredients. With an emphasis on simplicity, safety, and results, Beyoutiful set out to carve a niche in one of the most competitive spaces on Amazon: Beauty.



THE CHALLENGE

- Launching a new brand in a saturated, low-margin, low-price category
- Brand had no existing Amazon presence or outside awareness
- Required high conversion rates for launch to succeed
- Needed to drive sales volume while ensuring profitability



THE SOLUTION

Albert Scott partnered with Beyoutiful for a from the ground up Amazon launch, managing everything from strategy through execution:

- Built a growth roadmap outlining inventory forecasts and required ad spend, projected monthly incremental sales volume, and a profitability analysis to support confident scaling.
- Designed compelling, SEO rich, conversion-focused listings that stood out in a crowded category
- Executed a launch strategy laser-focused on reducing TACoS over time
- Carefully monitored breakeven and profitability KPIs to ensure sustainability as we scaled



ADVERTISING STRATEGY & TECHNICAL EXECUTION

1. Dual-audience targeting

Marketing was built to speak to both the teen consumer and the parent/guardian making the purchase.

2. Search term strategy

- Focused on high-probability, relevant terms to build algorithmic credibility at launch.
- Targeted SERPs with comparable products and related intent.
- Capitalized on themed search behavior (e.g., “girls night party,” “sleepover skincare”) and niche teen skincare terms.

3. Trend-driven keyword targeting

- Identified and engaged with trending skincare routines and buzzwords through ongoing market and trend analysis.
- Used these to capture early demand in fast-moving subcategories.

4. Video marketing execution

Deployed video campaigns across high-priority search terms to improve visibility, product education, and conversion rates.

5. Hero product scaling

- Tested a broad product set to establish benchmarks.
- Reallocated spend away from under-performers to top ASINs, maximizing return and scaling efficiently.

6. SEO alignment

Conducted listing audits to align SEO with ranked and advertising-driven terms.

7. Performance impact

- Increased ad conversion rate from 9.8% to over 12%.
- Boosted ROI by \$1 while maintaining profitable growth.
- Grew “share of shelf” on key category terms by 2 basis points.
- New-to-brand orders account for 70%+ of monthly volume.
- Substantial and ongoing growth in Subscribe & Save enrollment.

THE RESULTS

TACoS Progress:



Month 1 = 54.01%, **Month 2** = 37.23%

Month 3 = 19.76%, **Month 4+** = TACoS continues to drop



Revenue: Reached \$100K in monthly sales within 6 months



Volume: Surpassed 15,000 monthly units sold

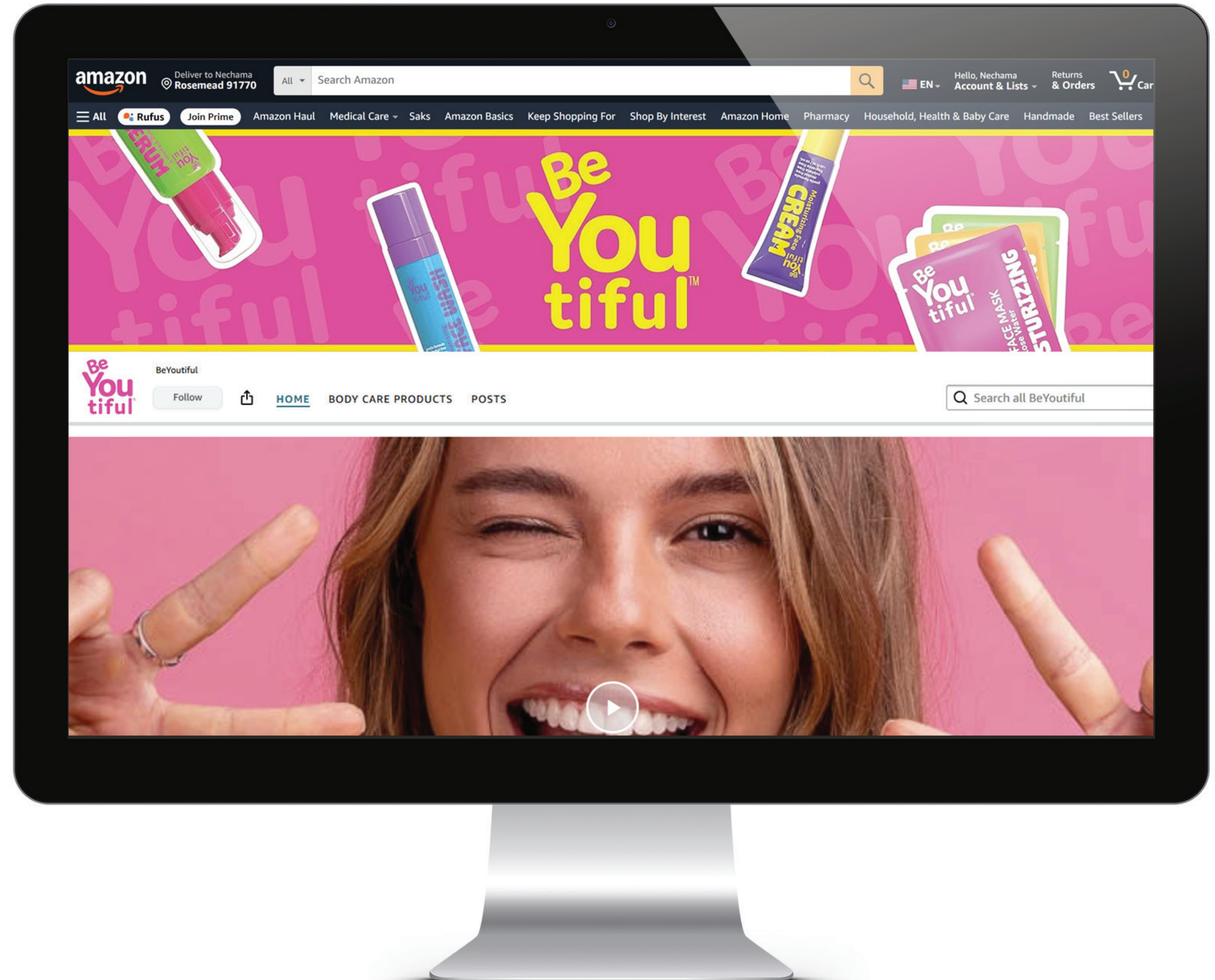
CONCLUSION

Launching a brand on Amazon — especially in Beauty — isn't just about great products or pricing. It requires smart ad investment before profitability, sharp execution, and relentless focus on key KPIs. With the right strategy in place, even new brands can scale fast and succeed on the world's largest marketplace.



BEYOUTIFUL BRAND STORE

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