



ALBERT SCOTT
E-COMMERCE MANAGEMENT

CASE STUDY

Human Beanz Vitamins

Launching A Brand in Amazon's Most
Competitive Category: Supplements

ABOUT HUMAN BEANZ

Human Beanz Vitamins was founded with a clear goal: to redefine what a vitamin supplement can be. Recognizing the rise of vitamin gummies and the demand for science-backed nutrition, the brand needed a partner to launch their line of vitamin-infused jelly beans on Amazon – combining effective, stable formulations with a fun, approachable format for both adults and children.



THE CHALLENGE

- Launching an innovative, unknown brand in Amazon's ultra-competitive supplements category
- As an innovative, new-to-market product, it required content that both educates shoppers and drives conversion at the point of purchase.
- Needed strong brand storytelling that aligned with the fun, approachable identity
- Required an ad strategy that not only drove direct sales, but also supported a recurring revenue model in a category known for high customer acquisition costs and margin pressure.



THE SOLUTION

Albert Scott partnered with Human Beanz to build a full-funnel Amazon growth strategy:

- Developed high-converting, visually engaging content that both educates and is designed to convert. [Brand Store](#)
- Built a tailored advertising strategy to attract new customers and guide them through the buying journey
- Implemented aggressive marketing to increase Subscribe & Save Amazon subscribers and other retention-focused best practices to establish recurring revenue



ADVERTISING STRATEGY & TECHNICAL EXECUTION

1. Launch-phase positioning

- Focused early advertising efforts on building algorithmic credibility in a competitive category.
- Drove sales velocity quickly to unlock Subscribe & Save eligibility early in the product lifecycle.

2. Creative differentiation

- Deployed high-quality video assets to highlight the brand's USP and connect with core customer needs in a crowded space.

3. Defensive & cross-sell strategy

- Built out brand defense campaigns to retain high-intent shoppers and promote cross-sell between related SKUs.
- Optimized A+ content with comparison charts to drive consideration across the product line.

4. Audience segmentation

- Reached three distinct shopper groups:
 - In-market supplement buyers actively browsing

discovery terms.

- Exploratory shoppers comparing options, improving engagement quality and reducing CPCs.
- Parents and adults seeking general multivitamins – enabled value messaging around family wellness through consistent packaging.

5. Repeat customer engine

- Leveraged strong early reviews to deploy a first-time Subscribe & Save push, increasing repeat revenue by over 39% in 2025.
- Over 85% of subscribers maintain their enrollment long term.

6. Conversion & cost efficiency

- Increased average review count by 20% while maintaining a 4.4-star rating – keeping CPA low and conversion high.
- Used first-party and third-party data to adjust targeting toward unengaged, high-potential shopper segments.

THE RESULTS



Achieved six-figure sales in Year 1 - Current Ad spend is under 10% of total sales in Amazon allowing for profitability and sustainability



Built \$500K+ in recurring Subscribe & Save revenue



Established consistent pipeline of **successful new product launches**



Positioned Human Beanz as a rising brand in a highly saturated supplements market

CONCLUSION

No category is off-limits when you have a clear strategy, strong creative execution, and a team that knows how to scale. Human Beanz is proof that with the right foundation, even the most competitive spaces on Amazon can become engines of sustained growth and brand success.



HUMAN BEANZ BRAND STORE

[Click here to visit the
Human Beanz Amazon
Brand Store >>](#)





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