



ALBERT SCOTT
E-COMMERCE MANAGEMENT

CASE STUDY

EIGHT FIGURE GROWTH FOR ATLAS OLIVE OIL

CASE STUDY

Eight Figure Growth For Atlas Olive Oil

Atlas Olive Oils is an integrated production farm in Morocco that produces high-grade extra virgin olive oil. Located at the foot of the Atlas Mountains, their three farms boast over 1.4M olive trees. Atlas Olive Oils' award-winning product lines include Atlas, Desert Miracle, Olivie, and Olivette.

Before partnering with Albert Scott, Atlas Olive Oils was sold primarily through third-party sellers on Amazon with minimal strategic direction and sales. Atlas Olive Oils sought a firm to create a roadmap to success and handle the operational needs.



Key Milestones:

- 1 Launched an Atlas Olive Oils Amazon Seller account.
- 2 Removed unauthorized resellers from Amazon.
- 3 Optimized listings with keyword-rich text and A+ content.
- 4 Developed and implemented a marketing strategy for existing products.
- 5 Created a strategy to launch new olive related products in different categories.
- 6 Successfully launched new best selling products.
- 7 Secured exclusive Amazon deals, including Deal of the Day.
- 8 Achieved \$1,000,000+ months sales run rate



AMAZON ADVERTISING STRATEGY



Increased revenue by leveraging brand loyalty, increasing order size and reorder rates.



Defended brand terms to keep low-priced competitors away from Atlas Olive Oils' listings.



Developed upsell and cross-sell strategies across the customer journey.

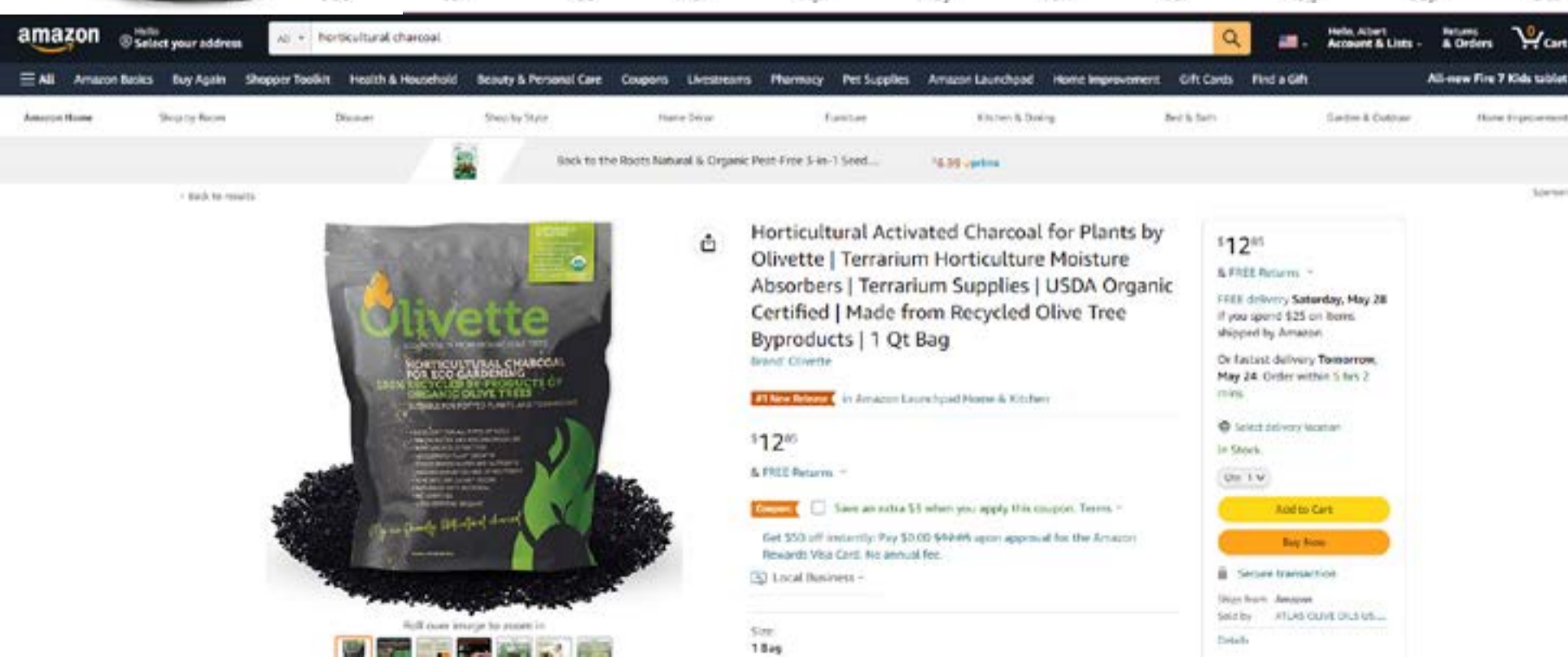
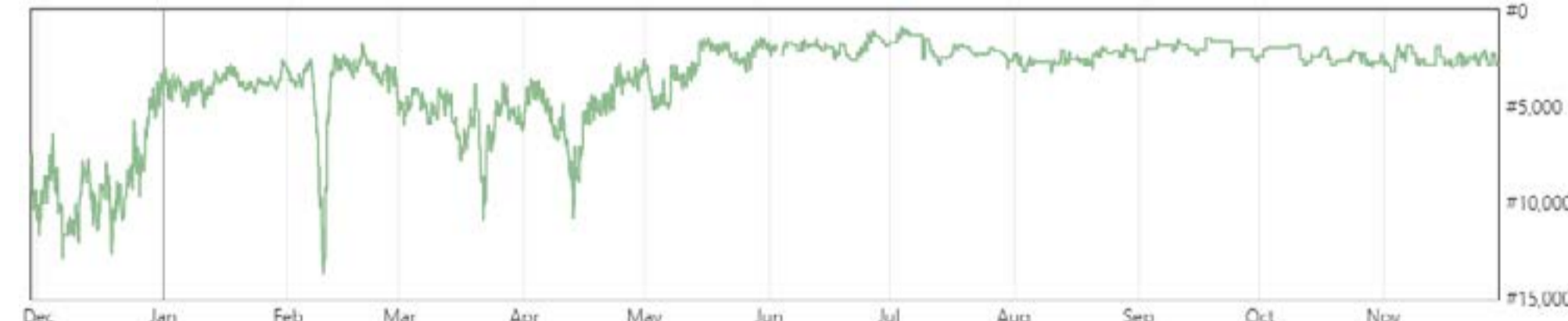
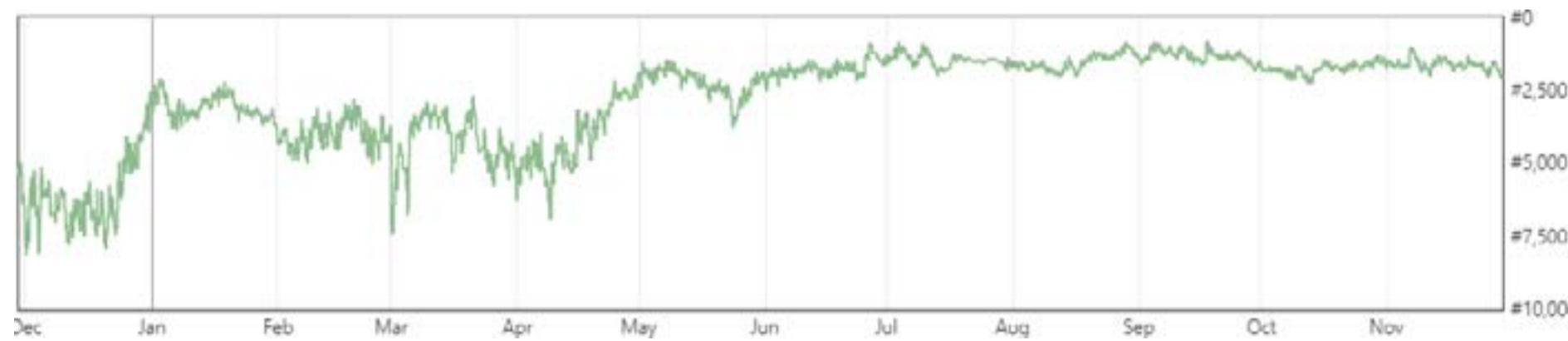


Utilized retargeting through Amazon DSP to increase customer conversions and reorder rates.



THE RESULTS

- ✓ Sales increased from \$30,000 a month to \$1,000,000+ a month!
- ✓ Secured “Deal of the Day” on Amazon.
- ✓ Best Sellers are consistently top 5 in their respective subcategories.
- ✓ Achieved Category Best Seller badge for new product launches.





ALBERT SCOTT
E-COMMERCE MANAGEMENT

ATLAS OLIVE OILS
ART OF OLIVE OIL MAKING SINCE 1887

100% ORGANIC
EXTRA VIRGIN OLIVE OIL
RECOMMENDED BY TOP RATED
MICHELIN STARS CHEFS

The green gold of Morocco
PRODUCT OF MOROCCO
MARRAKECH & REGION