



ALBERT SCOTT
E-COMMERCE MANAGEMENT

CASE STUDY

FLIPBELT

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FlipBelt

OVERVIEW

FlipBelt is a leading sport and fitness fashion brand that brings functional and simplistic running/fitness belts to the market. Known as the most elite running belt available, FlipBelt is widely used not only by runners but also in the gym, while traveling, horseback riding, and for carrying medical devices like insulin pumps and EpiPens. With over 2 million users, FlipBelt distinguishes itself as the most premium, comfortable, balanced, and functional way to carry personal items like phones and keys without the bounce or chafe often experienced with alternative options.

THE PROBLEM

When FlipBelt first launched on Amazon in 2014, they achieved meteoric market entry, securing the Best Seller badge in the entire Sports and Outdoors category and dominating the segment. However, over the years, FlipBelt faced a significant challenge: the emergence of competitive products priced significantly lower, leading to a loss of market ground across all sales funnel stages. This resulted in stagnation and consecutive yearly revenue declines.



PARTNERING WITH ALBERT SCOTT

FlipBelt and Albert Scott, a full-service Amazon agency, entered a partnership to implement a strategic approach to address FlipBelt's challenges. With a clear understanding of the issues at hand and the need to differentiate FlipBelt as the premium and leading brand for running belts, the following strategies were implemented:



ENHANCING CREATIVES

Improved product listings and ads to convey robust messaging about the brand, product quality, and features.



COMPELLING AD FORMATS

Utilized engaging ad formats such as Sponsored Brands and Sponsored Brands Video to persuade potential customers of the superior quality of FlipBelt over cheaper competitive products.



BRAND DIFFERENTIATION

Reinforced FlipBelt's value proposition to foster trust and drive conversions in a crowded marketplace.



THE RESULTS

Albert Scott's efforts resulted in significant improvements for FlipBelt:

- **REVENUE GROWTH:**
Achieved seven-figure growth on the platform with a 32.55% year-over-year surge.
- **CONVERSION RATE:**
Increased from 4.45% to 6.16%, a 38% improvement.
- **ADVERTISING CLICK-THROUGH RATE (CTR):**
Increased by 58.9%.
- **ADVERTISING CONVERSIONS:**
Increased by 25.2%.
- **SPEND-TO-SALES RATIO:**
Maintained within one percent year-over-year.
- **TOTAL ADVERTISED COST OF SALE (TACOS):**
Remained under 12%.

These results highlight FlipBelt's successful pivot and growth, demonstrating the effectiveness of Albert Scott's strategy implementation and ability to adapt to the exact needs of their partners, revitalizing the brand's Amazon presence.





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