



ALBERT SCOTT
E-COMMERCE MANAGEMENT

Unlocking Commodity Revenue
in a Competitive Category:
A MOUTHWATCHERS CASE STUDY

CASE STUDY

Mouth Watchers

OVERVIEW

Mouth Watchers is a functional oral healthcare brand dedicated to pioneering and producing premium, technologically advanced dental hygiene products that redefine oral care. Their premium product line includes a manual toothbrush with soft, ultrafine, silver-infused bristles and 100% naturally-sourced toothpaste known for its remarkable whitening results.

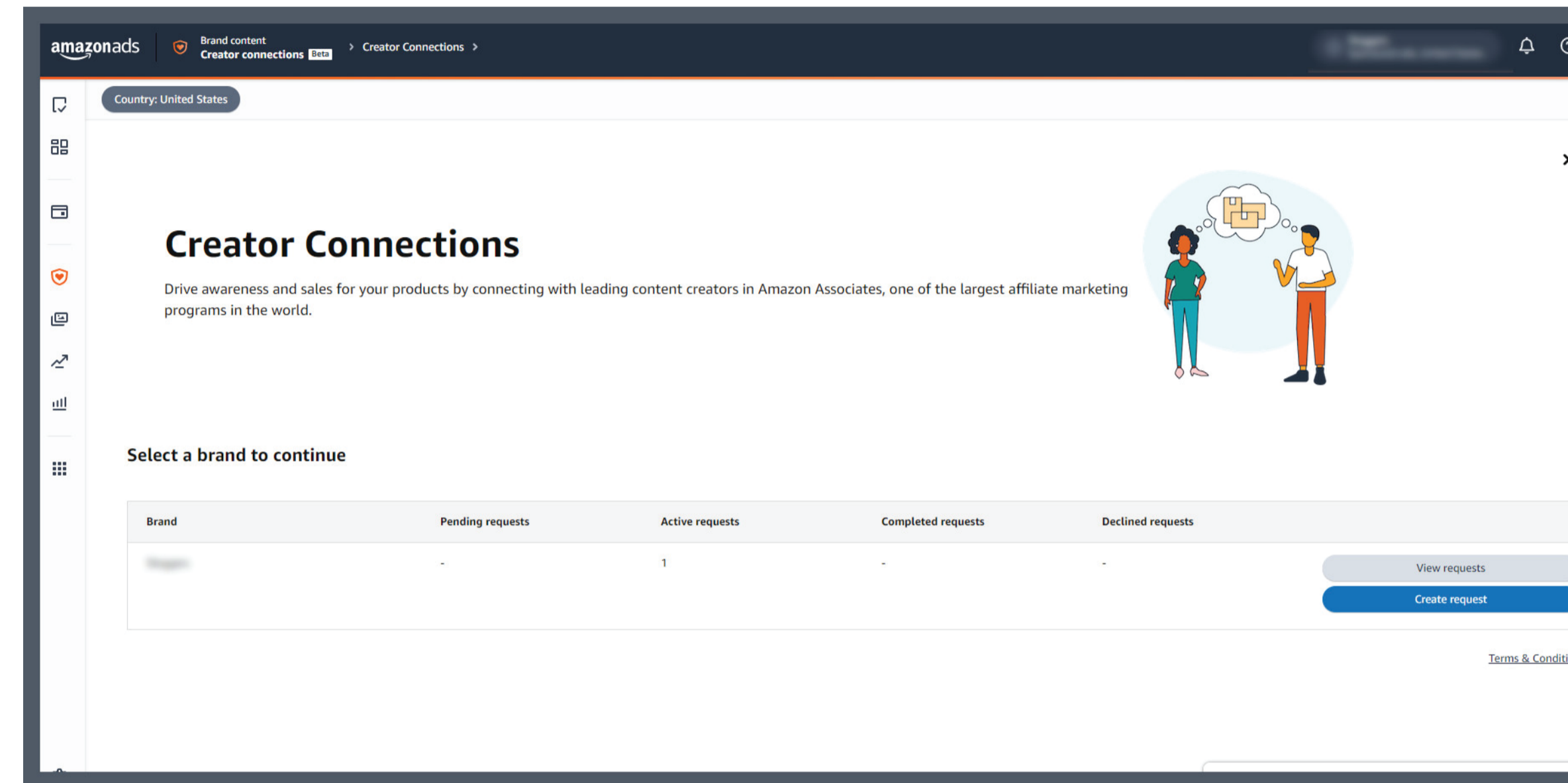
THE CHALLENGE

Expanding market share in a crowded product category with limited long-tail keyword targeting options posed a significant challenge. Effectively conveying unique selling propositions within this competitive market further complicated the task. Additionally, the brand required the budget to stay within 15% of revenue.



THE SOLUTION

Albert Scott proposed targeting customers higher in the funnel via marketing programs like Amazon Creator Connections and PR media, using engaging content to effectively present product features and convey the brand's message to prospective customers.



THE PLAN INVOLVED:

- **Leveraging diverse Amazon ad types for retargeting and brand defense to convert potential customers.**
- **Aggressive in-brand advertising to boost subscribe-and save customers, fostering brand affinity in the competitive category.**

THE RESULTS



Albert Scott is on track to 5X sales for Mouth Watchers, while consistently achieving seven figure growth.



Mouth Watchers' product positioning continues to be elevated in the toothbrush category, recently achieving the #1 best-selling toothbrush in the Manual Toothbrush category.



Remarkably, this was all achieved while maintaining ad spend below 15% of total revenue, ensuring profitability throughout.



5X REVENUE GROWTH

- **Page View Growth**
65% increase from 734k to 1.2 million page views
- **Influencer Campaign Reach**
Over **10M followers** reached
- **Creator Connections Impact**
100k+ clicks and **15k+ orders** generated
- **Total Advertising Cost of Sale**
Under 14%

CONCLUSION

Albert Scott's strategic use of PR and influencer media, combined with aggressive brand defense and retargeting, significantly boosted Mouth Watchers' market position and revenue. This case study demonstrates the effectiveness of innovative marketing solutions in a competitive product category.





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