



ALBERT SCOTT
E-COMMERCE MANAGEMENT

CASE STUDY

Objet D'art

From B2B Manufacturer to a
\$1M+ Amazon Brand in 6 Months

INTRODUCTION

A large home furnishings manufacturer—long established as a wholesale supplier to U.S. value chains like HomeGoods and Marshalls—approached Albert Scott with the vision of launching a direct-to-consumer (DTC) brand on Amazon. However, they lacked experience in selling directly to consumers and needed an expert partner to navigate the complexities of the Amazon marketplace.

That's where Albert Scott stepped in.

Within just six months, **Objet D'art** achieved a **\$1M+ annual run rate**, securing its position as a top player in the highly competitive home category on Amazon.



CHALLENGES

➤ **Breaking into a Saturated Market:**

The home category on Amazon is flooded with established brands and price-driven competition.

➤ **Building from Scratch:**

No existing brand awareness or Amazon infrastructure.

➤ **Profitability & Advertising Efficiency**

Scaling aggressively without overspending on ads.

➤ **Operational Complexities**

Navigating fulfillment, oversized fees, and customer service.



ALBERT SCOTT'S STRATEGY FOR RAPID GROWTH

1. Data-Driven Business & Profitability Modeling

- ✓ Conducted comprehensive category research, identifying high-opportunity niches based on search volume, competition, and profitability.
- ✓ Researched keywords and trends to tailor the brand's positioning.
- ✓ Developed a custom financial model incorporating product costs, Amazon fees, ad budgets, and target margins.
- ✓ Optimized pricing and product mix to maximize conversions while ensuring profitability.

2. High-Impact Listing Optimization

- ✓ Crafted high-converting product listings with professional copy, SEO-driven keyword integration, and enhanced content.
- ✓ Designed premium visuals (infographics, lifestyle images) for core graphics, A+ Content, and Brand Story—strategically tailored to Amazon's shopping behavior.
- ✓ Built a fully optimized Brand Store to drive cross-sells and increase average order value.

3. Precision Advertising & Growth Execution

- ✓ Launched a multi-tiered ad strategy, blending high-intent Sponsored Products, Sponsored Brands, and Display Ads.
- ✓ Optimized ACOS from 22% to 18% while maintaining an average ROAS of 4.8 (peaking at 6.1 during seasonal sales).
- ✓ Leveraged Prime Day and seasonal promotions, driving sales spikes of 50%+ in peak months.
- ✓ Utilized proprietary Search Rank Advertising Strategies to increase total sales while decreasing ad spend as a percentage of revenue.

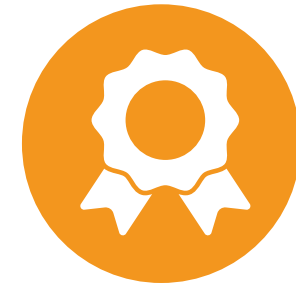
4. Operational Excellence & Full-Service Amazon Management

- ✓ FBA logistics & inventory planning to prevent stockouts while optimizing storage fees.
- ✓ Live sales tracking & profitability monitoring for real-time decision-making.
- ✓ Customer experience management, ensuring a 4.8-star average product rating and boosting repeat purchase.

THE RESULTS



\$1M+ annual run rate achieved within 6 months



60% of sales from organic traffic by month six



15% average monthly sales growth, peaking at \$125K/month in Q4



12% TACOS, ensuring long-term profitability



150+ top keywords ranked on Page 1

CONCLUSION

Objet D'art's rapid success highlights **Albert Scott's unmatched expertise** in launching and scaling brands on Amazon. From profitability modeling to full-scale execution, our team knows **exactly** what it takes to turn ambitious brands into Amazon powerhouses.





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