



ALBERT SCOTT
E-COMMERCE MANAGEMENT

CASE STUDY

Nora Seaweed Snacks

Carving Out Market Share in Amazon's
Low-Margin Grocery Category

ABOUT NORA

Nora is a seaweed snack brand that sources its nori from farms in South Korea. Focused on delivering authentic Asian flavors, the brand set out to introduce its product line to the U.S. market through Amazon. Early efforts faced challenges common to the grocery category – low margins, bulky packaging, and strong competition.



THE CHALLENGE

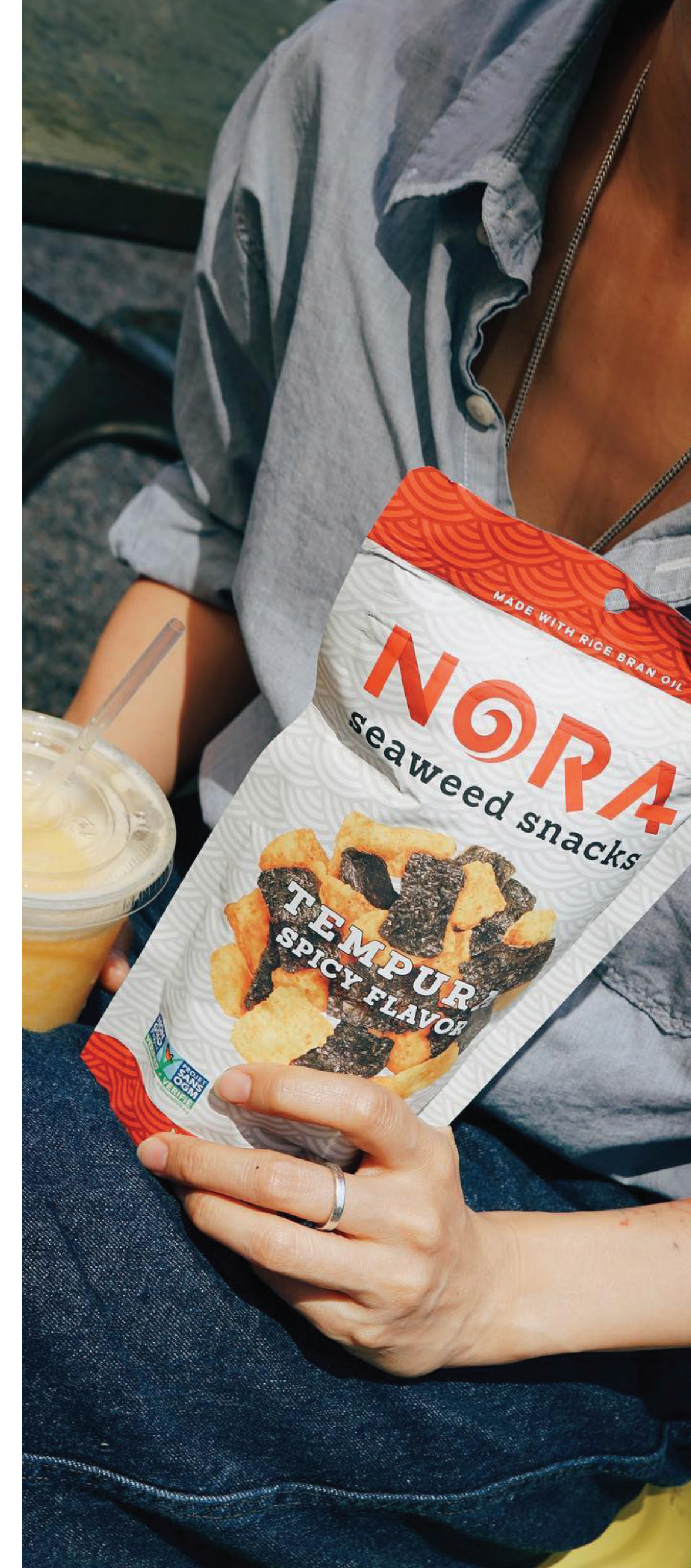
- Low-margin, bulky grocery product
- Limited brand awareness in the U.S.
- Practically zero Amazon sales traction
- Needed to attract new customers and drive repeat purchases in a low-price-point category.



THE SOLUTION

Albert Scott built and executed a long-term, scalable Amazon strategy:

- Developed strategic pack-size offerings to reduce shipping costs and increase margin
- Optimized all content — from product listings to the brand store — to maximize conversions Brand Store
- Established best practices to increase repeat purchasing behavior
- Designed a high-efficiency ad strategy targeted specifically at the seaweed snack niche



ADVERTISING STRATEGY & TECHNICAL EXECUTION

1. Cost-efficient targeting

- Identified lower-cost opportunities outside of high-competition product terms to capture conversions and drive Subscribe & Save growth.
- Focused on increasing long-term customer lifetime value through repeat purchases.

2. Brand growth through loyalty

- Branded search volume continues to rise alongside Subscribe & Save enrollment, driven by organic word-of-mouth and household sharing.

3. Category expansion

- Broadened keyword targeting into related segments such as “healthy snacks,” “grab-and-go,” and “kids lunch snacks” to drive incremental reach and relevance.

- Enabled more efficient marketing while maintaining high purchase intent.

4. Flavor-focused targeting:

- Engaged shoppers searching for unique flavor profiles and alternatives to standard snack products on Amazon.
- Led to a 57% YoY increase in Subscribe & Save customers and a 52% increase in repeat subscription revenue.

5. MARKET SHARE AND ROI GAINS:

- Grew brand share of shelf to 4% in the competitive snacks category.
- Increased performance marketing ROI by 18%, reaching \$4.28.

THE RESULTS



100% YoY growth for 4 consecutive years



Achieved **\$1M+** in annual Amazon sales



Became the **#2 best-selling** seaweed snack brand on Amazon



Maintained a **TACoS below 10%** throughout growth

CONCLUSION

Healthy, profitable growth on Amazon isn't luck — it requires a deep understanding of the platform, precise execution, and a team of experts who can turn data into action. With the right strategy, even low-margin grocery products can become category leaders.



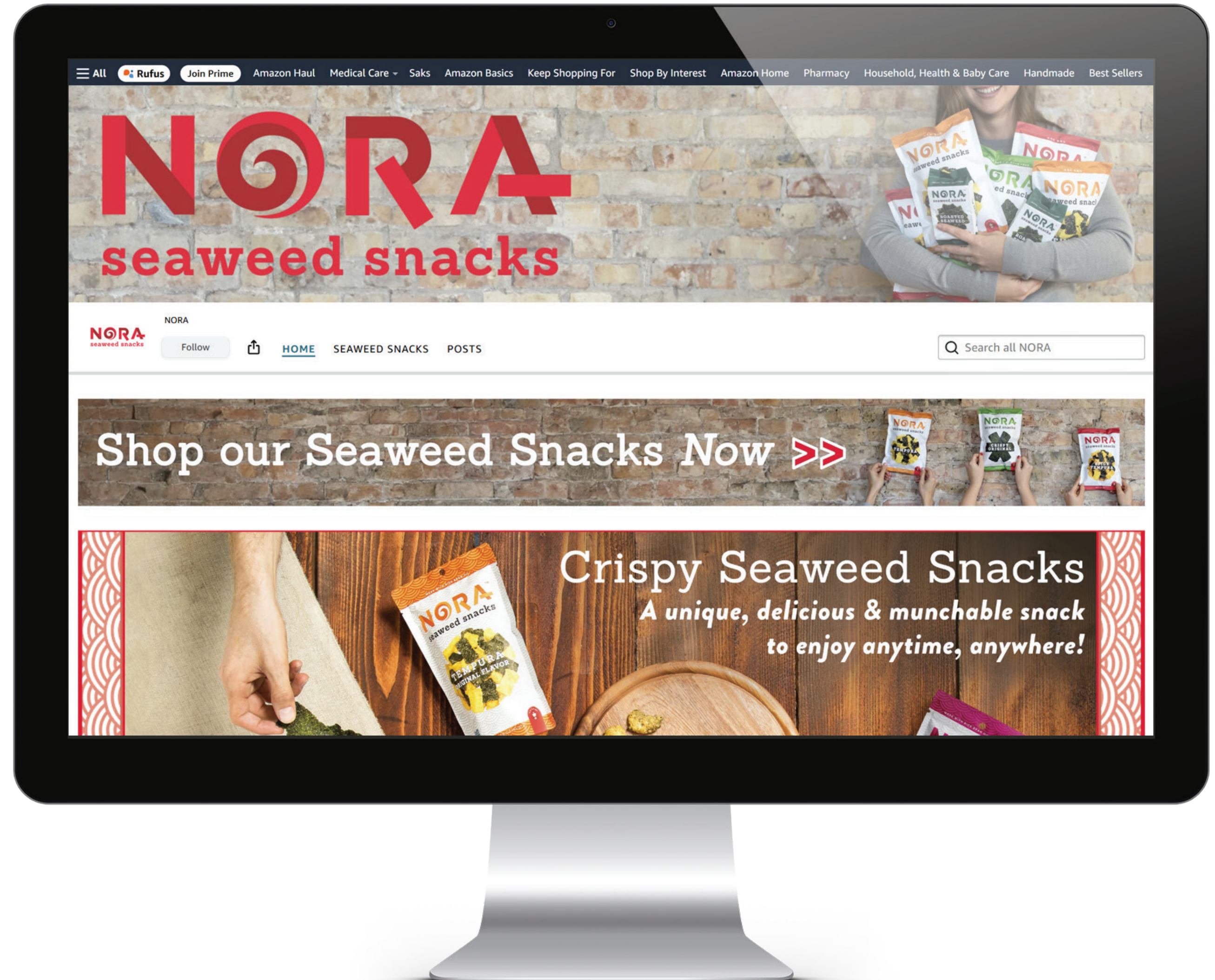
“The highly successful advertising execution of the Albert Scott advertising team has grown our US presence sizably, carving out market share for our grocery brand without eating into our profitability margin”

Charlie Vanichviroon
General Manager, Nora Snacks



NORA BRAND STORE

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





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