

# SUCCESS STORY

luzern

amazon  
Specialist

Leading Healthcare company's Vitamin pack faced with "CRaP" status (can't realise any profit) from Amazon and subsequently dropped from the platform, introduces new pack sizes and creates innovative new bundled offerings. The new products launched were based on deep insights delivered by Luzern, resulting in significant sales, and ensuring the brand's products are correctly listed on Amazon and available to its customer base at all times.

## Background

Amazon has not been slow in taking action and clamping down on any items they deem to be unprofitable on its site. "CRaP" is the actual acronym (created by its Finance team) for items that, according to Amazon, "can't realize any profit". Amazon also requests that many big brands and vendors change how they package items, or they will stop stocking and shipping them from Amazon fulfilment centres. This is what happened to a leading Healthcare company with a Vitamin pack that was relatively low per-unit price with relatively high shipping costs resulting in the product list being suppressed.

## Key Challenges

- ▶ Traditional Pack size was not cost effective. Price deemed too expensive compared to similar products in its category
- ▶ Vitamin pack placed on "CRaP" list (Can't realise any profit) & subsequently De-listed
- ▶ Listing not optimised effectively

## Luzern Solution

Luzern delivered a comprehensive analysis of consumer preferences around purchasing vitamins. The insights delivered enabled them to make fast decisions and take immediate action. Luzern worked with the Brand to create new offerings based on the shopper and customer behaviour data and helped identify the best placement of these innovative new offerings. With Luzern's "Insight-to-Action" platform, the Brand had the ability to test and learn and take back control of how its products performed on Amazon.

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