

8.7X Total Account Output Expansion

A mid-sized home improvement brand selling across Amazon marketplaces partnered with **10XCommerce** after months of stagnant performance. Despite having **73 active SKUs** and steady traffic, their total monthly revenue was stuck around **\$64,000**, and operational inefficiencies were preventing further growth.

Initial Performance Snapshot

When the brand began working with 10XCommerce, the account showed several clear growth barriers:

- Monthly revenue: **\$64,000**
- Total SKUs: **73**
- Average conversion rate: **8.1%**
- Organic keyword rankings in Top 10: **19 keywords**
- Monthly sessions: **42,000**

Although traffic existed, weak listing structures, inconsistent SEO strategy, and fragmented campaign management were limiting conversions and sales velocity.

Strategic Implementation by 10XCommerce Experts

The **10XCommerce dedicated POD team** — including a Brand Manager, Catalog Manager, PPC Specialist, and Marketplace Strategist — rebuilt the account with a full-funnel performance strategy.

The process focused on three core areas:

Account-Level Restructuring

All listings were audited and optimized, including titles, backend keywords, image stacks, and A+ content modules. This created a stronger product discovery framework and improved conversion signals.

Marketplace SEO Growth Strategy

A comprehensive keyword research project identified over **2,400 relevant search terms** with buyer intent. These keywords were strategically integrated into listings to improve organic rankings. Businesses looking to achieve similar results often rely on experienced [amazon seo service provider agency](#) teams that specialize in marketplace search optimization.

Full Account Operational Management

Inventory planning, listing performance monitoring, and advertising alignment were integrated into a unified operational structure. Brands aiming to scale efficiently typically benefit from

professional [ecommerce account management services](#) that combine strategy, execution, and analytics.

Measurable Growth Results

Over the next **10 months**, the account experienced substantial improvements across multiple performance indicators:

- Monthly revenue increased from **\$64,000** → **\$558,000**
- Conversion rate improved from **8.1%** → **17.6%**
- Top 10 keyword rankings increased from **19** → **214 keywords**
- Monthly sessions grew from **42,000** → **167,000**

The structured execution approach allowed the brand to unlock significant growth potential and scale its operations efficiently.

Long-Term Marketplace Impact

By combining SEO optimization, listing performance improvements, and strategic account management, **10XCommerce** helped the brand transform its marketplace presence into a high-performing revenue engine.

With stronger rankings, improved conversion rates, and optimized operational workflows, the account now operates with a scalable infrastructure designed for long-term expansion across global marketplaces.