



ALBERT SCOTT
E-COMMERCE MANAGEMENT

CASE STUDY

EIGHT FIGURE GROWTH FOR ATLAS OLIVE OIL

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Eight Figure Growth For Atlas Olive Oil

Atlas Olive Oils is an integrated production farm in Morocco that produces high-grade extra virgin olive oil. Located at the foot of the Atlas Mountains, their three farms boast over 1.4M olive trees. Atlas Olive Oils' award-winning product lines include Atlas, Desert Miracle, Olivie, and Olivette.

Before partnering with Albert Scott, Atlas Olive Oils was sold primarily through third-party sellers on Amazon with minimal strategic direction and sales. Atlas Olive Oils sought a firm to create a roadmap to success and handle the operational needs.



Key Milestones:

- 1 Launched an Atlas Olive Oils Amazon Seller account.
- 2 Removed unauthorized resellers from Amazon.
- 3 Optimized listings with keyword-rich text and A+ content.
- 4 Developed and implemented a marketing strategy for existing products.
- 5 Created a strategy to launch new olive related products in different categories.
- 6 Successfully launched new best selling products.
- 7 Secured exclusive Amazon deals, including Deal of the Day.
- 8 Achieved \$1,000,000+ months sales run rate



AMAZON ADVERTISING STRATEGY



Increased revenue by leveraging brand loyalty, increasing order size and reorder rates.



Defended brand terms to keep low-priced competitors away from Atlas Olive Oils' listings.



Developed upsell and cross-sell strategies across the customer journey.

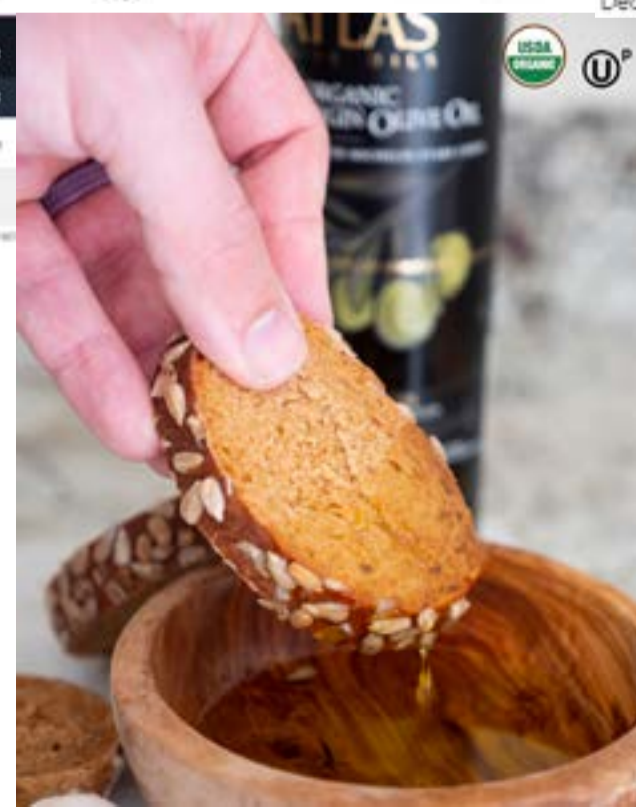
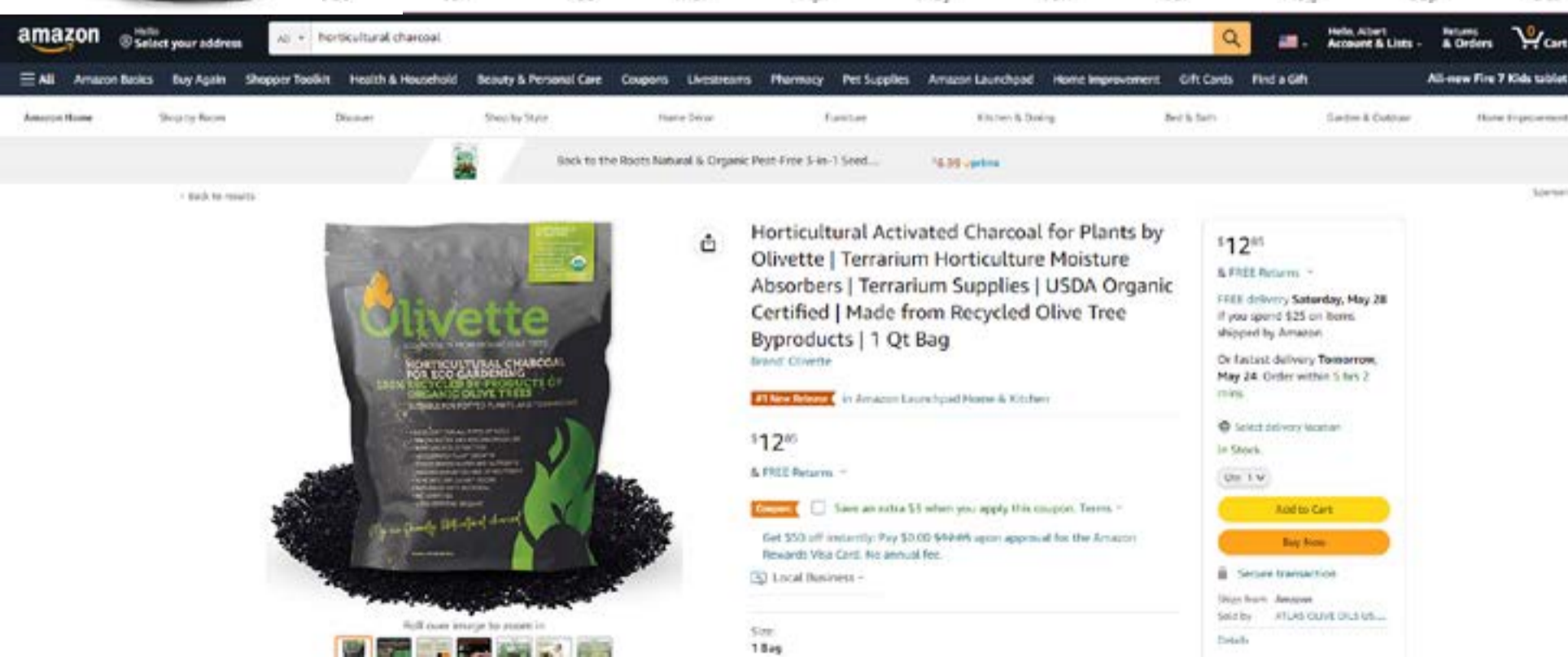
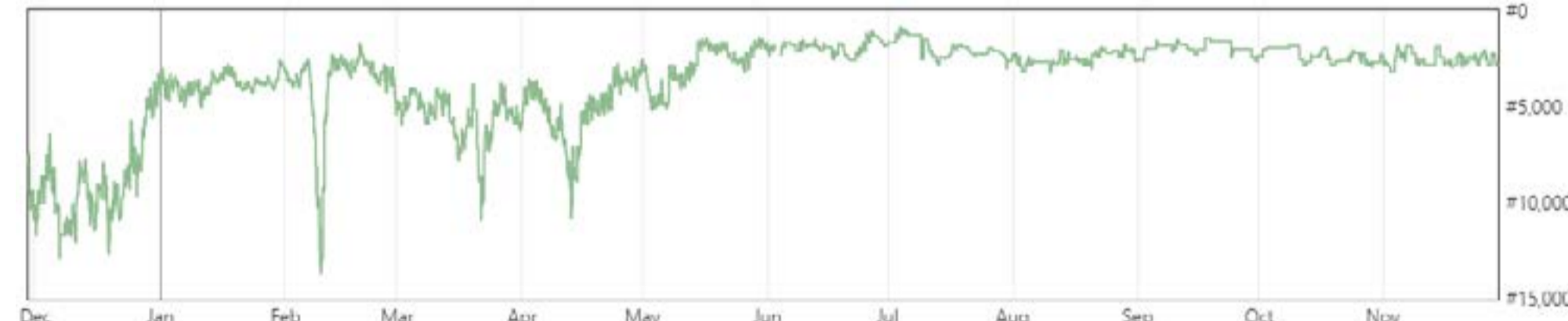
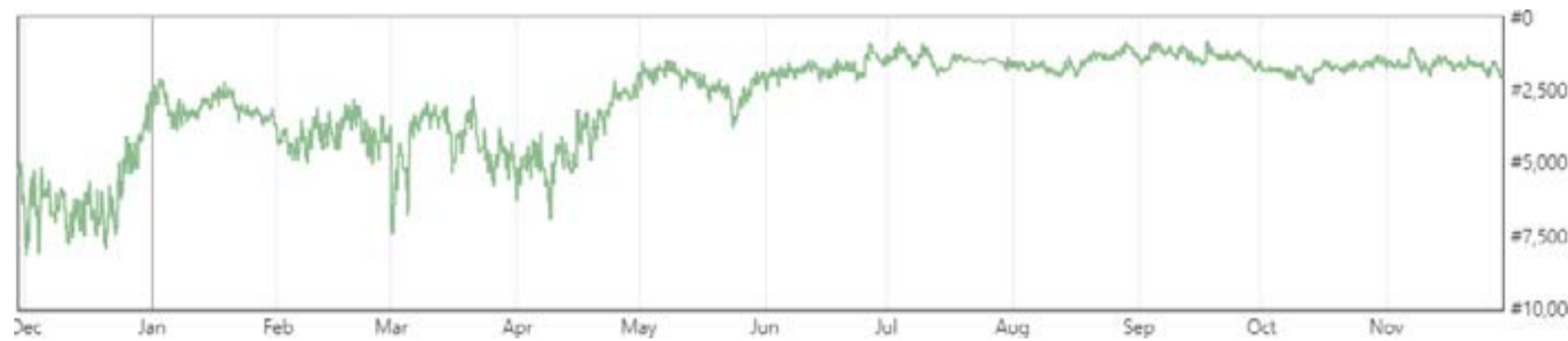


Utilized retargeting through Amazon DSP to increase customer conversions and reorder rates.



THE RESULTS

- ✓ Sales increased from \$30,000 a month to \$1,000,000+ a month!
- ✓ Secured “Deal of the Day” on Amazon.
- ✓ Best Sellers are consistently top 5 in their respective subcategories.
- ✓ Achieved Category Best Seller badge for new product launches.





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ATLAS OLIVE OILS
ART OF OLIVE OIL MAKING SINCE 1887

100% ORGANIC
EXTRA VIRGIN OLIVE OIL
RECOMMENDED BY TOP RATED
MICHELIN STARS CHEFS

The green gold of Morocco
PRODUCT OF MOROCCO
MARRAKECH & REGION