



HAPPY PRODUCTS INC.

TRANSFORMING HAPPY PRODUCTS INC. WITH EVA: BOOSTING PROFITS, EFFICIENCY, AND SALES GROWTH

CASE STUDY

Contact: Juliette Fassett, CEO, Happy Products Inc.

OVERVIEW

Happy Products Inc is a consumer manufacturer that sells products through Amazon, QVC, HSN and their website.

Happy Products Inc. worked with well-meaning & smart Amazon providers in the past, yet they weren't always the most cost-effective solutions.

They were looking for a complete solution that helped them optimize their business and navigate the complex nuances of Amazon's ever-changing rules, guidelines & fees.

Eva gave the team at Happy Product peace of mind & complete visibility into their supply chain, inventory, reimbursements, advertising campaigns, sales volume, competitors and so much more.

Using Eva's powerful AI software & expert guidance, Happy Products Inc. was able to substantially accelerate growth, boost profitability & increase the efficiency of their operations.

APPROACH

Connecting Their Store Was Critical:

Happy Products Inc immediately started having better visibility to their data & tap into marketing levers they've never seen before.

Profit Optimization:

Eva methodically, accurately & consistently adds more profits back into their business and simplified their day-to-day workflow.

Effective & Holistic Management:

Using Eva's AI software and guidance, we helped Happy Products Inc. uncover powerful insights to drive sales growth & ad efficiency beyond human capabilities.

Resolve Supply Chain Issues:

Eva helped Happy Products Inc. maximize operational visibility & optimize their business for sales while minimizing risks around extra costs & fees.

RESULTS:

^ **359%**
ORDER INCREASE

^ **253%**
PROFITABILITY INCREASE

^ **51%**
COST SAVINGS



"I see Eva platform as the algorithm to combat the Amazon algorithm, and wholeheartedly believe it's our secret power to maximize visibility & become more profitable on Amazon."

- Juliette Fassett

CONCLUSION:

In order to become successful & profitable on Amazon, eCommerce brands need access to exceptional partners that act as an extension of your team and an invaluable asset to your business.

Growing a profitable Amazon business & staying ahead of your competition is complicated and requires access to powerful technology and data that in-house teams can't get.

Fortunately, Eva makes it easy by generating powerful & actionable insights that guide your business to success on Amazon.



Speak With
An Expert



amazon
global selling | Solution
Provider
Network

<https://eva.guru/>

amazon marketplace
developer council

success@eva.guru