



Driving Profitable Growth on Amazon and Omnichannel Platforms

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Case Study

Introduction

American Foods, a company built on a passion for delivering fun and flavorful confectionery, knew they had something special. However, expanding their reach on Amazon presented significant challenges, from optimizing ad spend to inventory management.

Challenges Before Eva

Prior to working with Eva, American Foods faced several hurdles in scaling their Amazon operations:



High Advertising Cost



Inventory Stockout Issues



Amazon Reimbursements



Pricing & Profitability

The Eva Solution

Eva provided a data-driven, AI-powered platform combined with expert human insights to tackle these challenges.



AI-Powered Advertising Optimization



Real-Time Inventory Management



Automated Profit Recovery



Dynamic Pricing Adjustments

Conclusion

American Foods' journey with Eva showcases how the right tools and team can drive significant growth on Amazon. If you're struggling with scaling, ad optimization, or vendor profit recovery, Eva can help transform your business too!

Key Results & Growth Metrics

+230%

Increase in Amazon Sales Revenue

-30%

Reduction in ACOS

\$435,000

in Recovered Seller Funds

+40%

Improvement in Inventory Turnover



Solution Provider Network

