



CASE STUDY

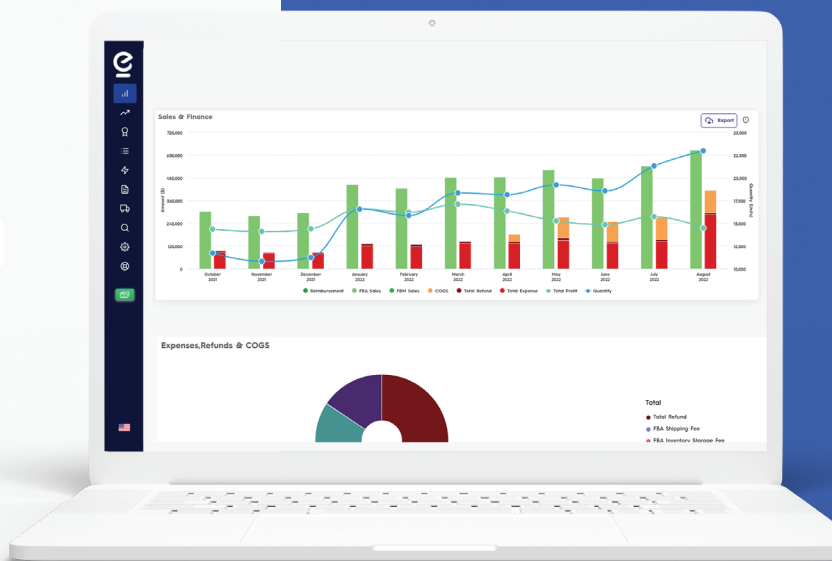
Galano Increases Sales Revenue By 800% In 4 Months With Eva



Insights From:
Ehda Mahmud
Marketing Manager
Galano

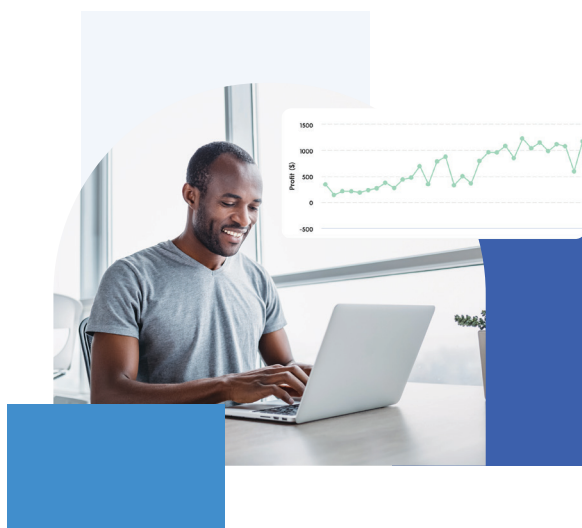


Industry:
Household Furniture
Manufacturing



OVERVIEW

- Galano initially struggled to sell 100 pieces of furniture per month and now generates nearly a thousand sales monthly.
- After 30 days of optimizing its promotional strategy, Galano achieved 172% revenue growth month-over-month.
- By leveraging Eva's data-driven insights, Galano gained the ability to develop more targeted marketing campaigns and increased sales from 23k to 186k over the course of four months.



CHALLENGES

Selling quality household furniture on Amazon in a highly competitive market requires reaching the right audience, optimizing campaigns, and managing bids—all while maintaining a profit.

With no access to reliable data that illuminated keywords, competitor trends, and purchasing behaviors, Marketing Manager Ehda Mahmud and her team at Galano had no option but to rely on trial and error to optimize their sales performance.

SOLUTION

Like most product manufacturers, Ehda felt that traditional strategies for making data-driven marketing decisions were too time-consuming and inefficient.

Ultimately, this led to sales results that were simply underwhelming —until they stopped searching for the latest trends in Amazon promotions and turned to Eva's AI-driven software instead.



RESULTS

After implementing the Eva platform, Galano accessed reliable data that demystified their target audience's buying patterns and preferences.

Ehda optimized Galano's promotional strategy using the information they uncovered on Eva by focusing on high-performing keywords and identifying the most effective promotional formats.

Access to AI-powered advertising and pricing software enabled Ehda to create more targeted marketing campaigns, which resulted in an astounding 800% increase in sales revenue over just four months.

Competitive Pricing

Min. Price

Max. Price

Inventory Protection Trigger ⓘ

☐ Compete Only with FBA Listings ⓘ

☐ Buy Box Suppression Threshold ⓘ

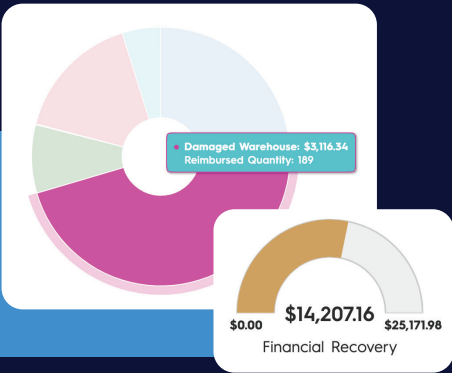
☒ Set Scheduled Pricing ⓘ

Manual

\$18.20

\$21.00

Days of Inventory: 5



Moreover, Ehda and her team gained accurate insights into product performance, allowing them to optimize their campaigns and bids for maximum efficiency.

"Before Eva, our growth was slow and required a lot of trial and error while deciding how to run promotions and correct our product offerings on Amazon. While we saw some growth, I'd say our previous sales performance wasn't what we expected."

While the team at Galano strives to continue innovating and offering better products, Eva has enabled the company to reach more customers, reduce marketing costs, and increase sales.

They aim to continue expanding with increased marketing initiatives and research to develop their customer base further.

"Automating data collection and making it visible to your team is critical. If you are looking for continuous growth on Amazon and rapid company growth, Eva's platform can make it happen faster—with no extra manpower needed."

Get in contact
for any questions

kads@eva.guru
www.eva.guru