

HAPPY PRODUCTS INC. CASE STUDY



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.



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

**Juliette Fassett, CEO,
Happy Products Inc.**

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.

^ **359%**
ORDER
INCREASE

^ **253%**
PROFITABILITY
INCREASE

^ **51%**
COST
SAVINGS

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.

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