



Driving Profitable Growth on Amazon and Omnichannel Platforms

amazon Walmart ✱ target shopify FAIRE TikTok Shop wayfair ebay

Case Study





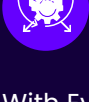
Introduction

Morinaga America, a leading Japanese confectionery company, is best known in the U.S. for HI-CHEW candy. With products like Chargel energy gel drinks and HI-SOFT salted caramels, they focus on delivering high-quality treats. To navigate Amazon's complexities, they partnered with Eva Commerce.

Challenges Before Eva

Before working with Eva, Morinaga America faced several challenges.



-  **Optimizing their Seller Central**
-  **Enhancing A+ Content and SEO**
-  **Efficient Inventory Planning**
-  **Managing Advertising Campaigns**
-  **Launching and Scaling Amazon DSP**

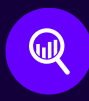
With Eva's support, these pain points were addressed through a combination of strategic insights, hands-on assistance, and cutting-edge automation tools.

Conclusion

Morinaga America is highly satisfied with the results achieved through their partnership with Eva. With continuous support in advertising, inventory management, and strategic expansion. They look forward to further strengthening their collaboration with Eva to achieve even greater success.

Why Eva Stands Out

Unlike other solutions, Eva differentiates itself with

-  **Intuitive and Data-Driven Dashboard**
-  **Comprehensive Reporting**
-  **Highly Engaged Proactive Team**

Key Benefits & Results

Through Eva's expertise, Morinaga America has benefited significantly.

+40%

**Profit
Increase**

+24%

**Conversion
Rate**

98%

**Out of Stock
Prevented**