

# HOW PERU PIMA ACHIEVED 250% GROWTH WITH EVA

## CASE STUDY

Contact: Salvatore Yaipén, Head of eCommerce

### CHALLENGES:

#### Before We Joined Forces on Amazon, Our Client Faced:

**Sales Slumps:** Their Amazon sales took a hit, witnessing a substantial decline compared to the robust performance in 2020 and 2021.

**Amazon PPC Puzzles:** Navigating the intricacies of Amazon PPC campaigns proved to be a head-scratcher, affecting their product visibility and ranking.

**Profitability Predicament:** With Amazon's ever-changing marketplace, maintaining profitability became a real challenge amidst the ups and downs of sales.

### SOLUTION:

#### Our Solution: Transforming Challenges into Triumphs

With expert guidance by the Eva team, Peru Pima witnessed a remarkable turnaround:



##### PPC Mastery:

Eva's cutting-edge software revitalized Peru Pima's Amazon PPC campaigns, boosting visibility.



##### Financial Boost:

Our collaboration uncovered an unexpected advantage – Eva's reimbursement service, strengthening Peru Pima's financial standing.



##### Expert Insights:

Peru Pima gained access to Amazon experts, eliminating the need to navigate Amazon's challenges alone and taking their PPC sales to new heights.

Together, we rewrote Peru Pima's Amazon success story, turning challenges into victories.

## RESULTS:

### Remarkable Results: Turning the Tide

Since partnering with Eva, Peru Pima has seen extraordinary achievements:

**January Sales Soar:** After initiating our partnership in December, January witnessed a robust **30% surge** in sales.

**Steady Growth:** Peru Pima enjoyed a consistent **250% increase** in sales figures and an impressive **29% boost in conversion rates** compared to the previous year's average.

**Prime Day Triumph:** During July's Prime Day, Peru Pima's profits skyrocketed to **5x** their usual, thanks to Eva's insights, causing sales to eclipse within just 48 hours.

**Profitability Enhancement:** Beyond the sales boost, profitability significantly improved, underscoring the importance of a profit-centric approach to selling.

Together, we've achieved remarkable results, propelling Peru Pima to new heights of success.

^ **29%**  
CONVERSION INCREASE

^ **250%**  
GROWTH

^ **5X**  
PROFITS



*"Choosing Eva was a game-changer for us. Their expertise in PPC and comprehensive services transformed our Commerce presence. Their technology shifted our focus from just selling in volume to ensuring profitability. Eva's dedication to delivering results is clear."*

- Salvatore Yaipén

## CONCLUSION:

Eva's technology-driven approach, strategic insights, and dedicated teamwork have been instrumental in propelling Peru Pima's Amazon growth. The remarkable expansion and enhanced profitability underscore Eva's pivotal role in reshaping Peru Pima's journey in these thriving online markets, promising a prosperous path forward in the world of eCommerce.



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