



- **#1 in market share in car audio**
- **54% increase in revenue**
- **2x Product assortment in the first 90 days of partnership with**

TARAMPS ROCKIN SUCCESS ON AMAZON WITH

Taramp's has been a respected brand among car audio enthusiasts for years. Known for their high-quality, crisp sounding, car amplifiers the company has carved out a niche in the automotive industry. While the brand has enjoyed success in traditional retail settings, it initially struggled to translate this success into the digital marketplace, particularly on Amazon. As the brand embarked on its journey to capture the online market, it quickly realized that navigating the complexities of Amazon required more than just great products—it required expertise in eCommerce operations and strategy.

THE CHALLENGE: A COSTLY LESSON IN AMAZON FBA

When Taramps first ventured into selling on Amazon five years ago, they opted for a Fulfillment by Amazon (FBA) model, hoping to leverage Amazon's vast logistics network to reach more customers. However, this approach led to significant financial losses:

- **Massive Freight Fees:** In the first year alone, Taramps was hit with \$200,000 in freight fees, a cost that severely impacted profitability.
- **Heavy Financial Losses:** The brand lost nearly \$1,000,000 selling products on Amazon during this initial phase, a clear indication that their current approach was not sustainable.
- **Operational Misalignment:** As a manufacturer and marketer, Taramps quickly realized that succeeding on Amazon required expertise in wholesaling and retailing—skills that were outside their core competencies.

These challenges highlighted a critical need for a partner who could not only manage their Amazon operations efficiently but also drive profitable growth.

THE TURNING POINT: PARTNERING WITH US

In late 2021, Wiley Wallaby made the strategic decision to partner with **US**, which marked a turning point for the brand's online presence.

With **our** expertise, Taramp's shifted from a direct FBA model to a 3P (third-party) seller model managed by **Us**. This shift allowed Taramp's to focus on what they do best—manufacturing and marketing—while **we** handled the complexities of Amazon, from pricing strategies to logistics to PPC ads.

THE STRATEGY: EXECUTING A PROFITABLE AND EFFICIENT AMAZON PLAN

We became an extension of Taramp's sales and marketing team, working closely with them to develop and execute strategies that would drive growth and profitability. Key components of the strategy included:

- **Optimizing Product Listings:** **we** overhauled Taramp's Amazon storefront, improving product detail pages (PDPs) with enhanced images, videos, descriptions, and A+ content to attract and convert more customers.

- Streamlining Operations: By managing logistics and inventory more efficiently, **we** significantly reduced the operational costs that had previously eaten into Taramps profits.
- Strategic Pricing and Promotions: **WE** implemented a tailored pricing strategy that balanced competitiveness with profitability, ensuring that Taramps could grow market share without sacrificing margins.
- Expanding Product Assortment: **OUR** operational expertise in the category allowed us to give Taramps feedback on new product ideas that we launched for them from the start growing revenue exponentially.

THE OUTCOME: MARKET LEADERSHIP AND SUSTAINABLE GROWTH

Since partnering with **US**, Taramps has experienced a remarkable turnaround in its Amazon performance. The results speak for themselves:

- Market Leadership: Taramps has ascended to the #1 market share position for car audio on Amazon, capturing 25.8% of the market share, surpassing well-known brands like Kicker (17%) and SKAR (7.2%).
- Expanded Product Assortment: Prior to the partnership, Taramps had only 20 products listed on Amazon. Within the first 60 days of working with **US**, their product assortment more than tripled, adding 43 new items, including bundle options. Today, Taramps boasts 90 items in their assortment.
- Revenue Growth: In 2022, Taramps revenue on Amazon soared by 77% year-over-year. **WE** projects continued growth, with forecasted revenue expected to nearly double from the previous year. This substantial increase underscores the effectiveness of the strategic partnership, highlighting significant improvements in product assortment, operational efficiency, and market positioning.

CONCLUSION

The collaboration between Taramps and **US** showcases the power of strategic partnerships in transforming business outcomes. By leveraging OUR expertise in managing the complexities of Amazon, Taramps not only overcame significant logistical and operational challenges but also achieved market leadership and sustainable growth. This case study highlights the importance of collaboration, innovation, and strategic execution in achieving business success.

Looking ahead, Taramps and **US** are poised to continue their successful partnership, exploring new opportunities for growth and further solidifying Taramps' position as a market leader in the car audio category.