OASE Living Water accelerates growth rates on Amazon with Sellics Content Monitoring

- From 0 to 100 in Amazon SEO and content optimization
- 360° overview of Amazon product listings with the new Content Monitoring feature
- New E-commerce department extracts significant value from Sellics software

From private garden ponds to the individual aquarium with intelligent design - OASE Living Water is passionate about water. On Amazon, they are a leading retailer of pond, garden, and fountain products. And their success on the online platform is no surprise. The home and garden category is one of the fastest growing segments on the e-commerce platform.

For more information contact vendors@sellics.com or visit www.sellics.com
The Challenge

To take advantage of the growth opportunities, OASE started investing more and more time and effort into Amazon optimization. They first started looking for software that could help them with review management - and came to Sellics. But in retrospect, this is not the biggest challenge the tool solved for them.

The real hurdle was being visible in a pool of similar products. In the end, OASE isn’t the only fish in the pond. Competition is stiff. One way to be seen, however, is through effective Amazon SEO. But while all OASE brands were registered on Amazon, the content was neither being optimized nor updated regularly.

“We had the products listed and added some content. But we had no idea what Amazon wants. We knew that we had to do it, but we didn’t know how.”

Linda Göcke
E-commerce Director

The Solution

Linda Göcke, E-commerce Director at OASE, met the Sellics team at an Amazon Sales Congress. She decided to sign up for a 14 day free trial of the Sellics Vendor Edition. And while they started with the review management tool (and still use it today), they stayed for the Content Module.

“The clear and easy-to-navigate user interface makes finding keywords, updating content and keeping track of the changes and effects so much more manageable and successful.”

Especially the recent update to the monitoring ability of the Content Tool is of great use to OASE. The new feature includes alerts that inform users when their original content on a product listing was changed either by a 3P seller or Amazon itself. This is incredibly important since unauthorized listing changes are common on Amazon, and can lead to incomplete and misleading product pages. Faulty product pages, in turn, affect Amazon sales and brand reputation. So with the Content Module, OASE is now able to not only optimize their content to the highest degree but also monitor changes closely and effectively.
The Results

With the help of the Vendor Edition Content Tool (and especially the traffic light system indicating the level of optimization), OASE can quickly and effectively realize content optimization potential for better ranking and greater visibility on Amazon. They can now figure out what it is that Amazon wants, and ensure that their content stays well within the policies and guidelines of the e-commerce giant.

OASE Living Water is now introducing a new department - specially created for managing their E-commerce sales. The main focus of the new unit is the optimization of OASE’s online business -- And with the help of the Sellics software, Linda is planning to take advantage of the significant growth opportunities in the market.

“We gained a 360° perspective when it comes to content optimization on Amazon, are able to track changes, and have the complete overview of our product listings.”

“In the future, the entire team will be using Sellics, and we are planning on integrating more modules in our daily business operations. I was included in testing a beta version of the new feature and was impressed with the agility of Sellics’ product development. My feedback was taken on board straight away. That’s why I am relying on Sellics when it comes to growing our Amazon operations, and am confident that we keep solving challenges together in the future.”

For more information contact vendors@sellics.com or visit www.sellics.com