

CASE STUDY

A Greeting Card Company's More Profitable Approach to Amazon

The Challenge

Designer Greetings, a family-owned and operated company, is one of the most extensive greeting card lines in the United States. With more than 22,000 designs, the brand offers a wide range of cards and stationery options that prioritize quality, depth, and value for consumers.



As a B2B direct to retail supplier with limited ecommerce expertise, the brand began offering select products through the vendor side of the Amazon Marketplace. It soon realized that a simple transactional approach was no longer sufficient for this sales channel, especially in the face of competition from two established mass-market brands.

To develop a more strategic approach, Designer Greetings partnered with Amplifyy and shifted its focus to profitable growth. This collaboration aimed to optimize the brand's investment in Amazon, transforming its sales model to ensure long-term success.



The Solution

Designer Greetings maintains a portfolio of multiple card styles and lines—from everyday to seasonal, traditional to alternative, and humorous to sentimental—as well as gift bags, tissue paper, roll wraps, and related goods. The brand sought to expand beyond the brick-and-mortar environments it was familiar with and get more of these products in the hands of Amazon consumers.

Identifying a partner that could fill its ecommerce knowledge gap and match its entrepreneurial spirit, Designer Greetings looked to Amplifyy for experience bringing brands to the Amazon Marketplace from infancy.

Amplifyy took immediate action in the first 90 days of the partnership, shifting resources from the vendor side to the seller side of the Amazon platform.

Amplifyy listed products, positioned them for higher sales, amplified them through ad campaigns, and ultimately built the foundation for future growth. Amplifyy also recommended leveraging Amazon's fulfillment services and utilizing Amazon Prime to make products eligible for two-day shipping—a critical factor for greeting card buyers in need of meaningful goods fast.

The Results

With Amplifyy's guidance, Designer Greetings effectively competed against rivals with larger advertising budgets, establishing a stronger voice in the online greeting cards space. Designer Greetings listed more than 250 items on the seller side of the Amazon Marketplace across 40 distinct categories to cater to the platform's extensive customer base.



In the first year of its partnership with Amplifyy, Designer Greetings generated half a million dollars in sales and laid the groundwork for further growth, aiming to double its revenue to a million dollars in year two.

A regular meeting pace with the Amplifyy team introduced transparency and consistency for monitoring top line and profitable growth. Amplifyy remained a responsive and collaborative partner, receiving new product artwork, recommending retail prices, and creating listings fast to achieve traction for the brand. Its Amazon experts managed advertising spend at the tactical and strategic levels, facilitating informed product listing decisions.

“Businesses could fail on Amazon if not managing costs with sophistication and a profit mindset, not just a growth mindset.”

Josh Kirschbaum, CEO of Designer Greetings

This Designer Greetings success story highlights the importance of understanding consumer behavior and the cost of your own goods to find a better profit balance, rather than listing products and attributing ad spend without a sound strategy in place.

Designer Greetings learned valuable lessons about success through seasonality, gathered data on what works and what doesn't, and finally found the Amazon Marketplace to be a worthwhile component of its larger ecommerce efforts.



Analyze. Optimize. **Amplifyy.**TM

Amplifyy is a bespoke Amazon brand builder and member of the Amazon stores agency partnership program specializing in digital management services. Amplifyy partners with **great** brands to build **great** Amazon Businesses.



**Dedicated
Specialists**



**Integrated
Capabilities**




**Strategic
Approach**





Ready to Amplifyy Your Amazon Brand?

Email us at info@amplifyy.com or give us a call: (201) 503-5317



 amplifyy.com

 [@amplifyy](https://www.linkedin.com/company/amplifyy)

 [@amplifyyourbrand](https://www.facebook.com/amplifyyourbrand)