

# Catalog Clean-Up

How Our Client Improved Sales by 18% After Fixing ASIN Issues

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## CLIENT OVERVIEW

Client S, a trusted brand in wet/dry vacuum solutions, is known for delivering powerful performance and reliability. With a wide range of products sold online, maintaining an accurate and user-friendly product catalog is crucial for their e-commerce success.

## CHALLENGES WITH PRODUCT LISTINGS

As Client S expanded its digital footprint, it faced growing issues within its Amazon product catalog. These included:

<b>Unauthorized ASINs</b>	Priority Listings created by third parties that misrepresented or duplicated existing products.
<b>Item Errors</b>	Incorrect titles, descriptions, and images causing confusion among shoppers.
<b>Misgrouped Variations</b>	Products that were not properly grouped, making it difficult for customers to find and compare related items.

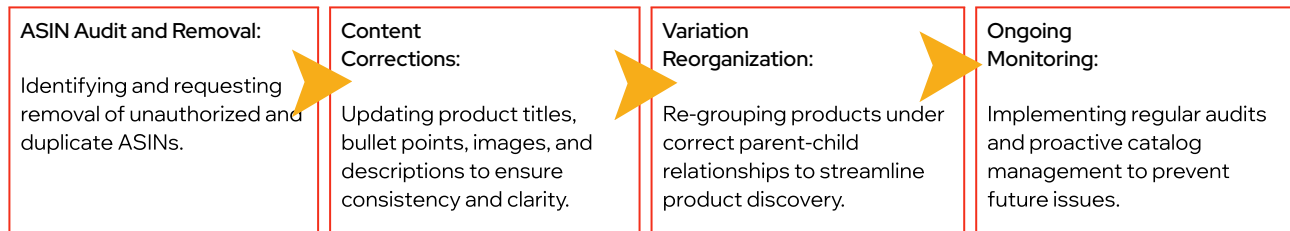
These catalog issues resulted in reduced visibility, lower conversion rates, and a frustrating customer experience that ultimately impacted sales performance.

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## SOLUTION

Client S partnered with our team to execute a thorough clean-up strategy to restore catalog integrity and improve sales. Key actions included:



## RESULTS

After executing the catalog clean-up, Client S saw marked improvements in performance, increasing shop visibility, higher sales, and a better customer experience.

	<b>22% Increased Conversion Rates</b> Accurate listings and better product grouping made it easier for customers to find what they needed.
	<b>18% Boost in Sales</b> Clear, trustworthy listings led to more confident purchases and fewer returns.
	<b>Reduction in Customer Complaints</b> Cleaner catalog presentation resulted in fewer product misunderstandings and improved customer satisfaction.
	<b>Improved Brand Integrity</b> Consistent and professional product pages reinforced consumer trust in the brand.

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## KEY TAKEAWAYS FOR BRANDS

- Conduct **regular catalog audits** to identify listing errors and unauthorized ASINs.
- Maintain strict **content quality guidelines** across all SKUs.
- Use **Amazon's tools and support teams** to manage and update catalog data effectively.
- Treat **catalog management** as an ongoing process, not a one-time fix.

## CONCLUSION

By addressing catalog inaccuracies and enforcing better content governance, Client S transformed its Amazon presence and improved sales performance. Investing in catalog clean-up is not just about aesthetics—it's a strategic move that drives visibility, conversions, and customer loyalty.

*Need help cleaning up your catalog? Contact us to learn how our proven approach can help you regain control and boost your online sales.*