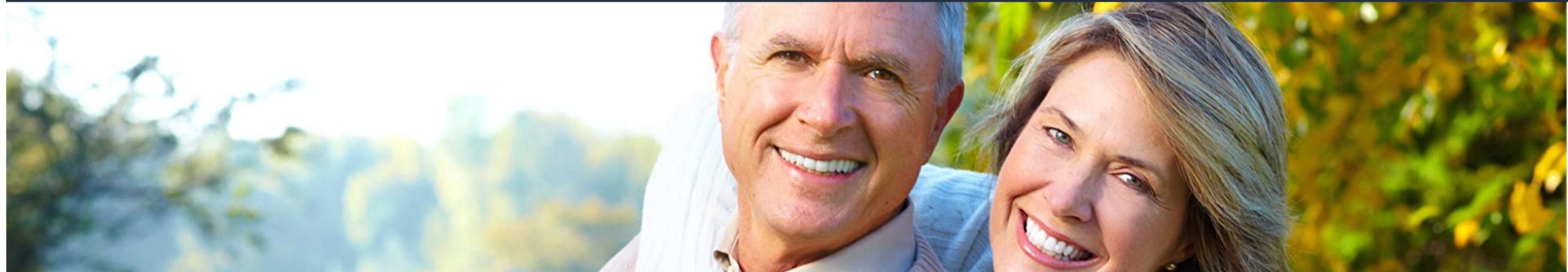


CAREX

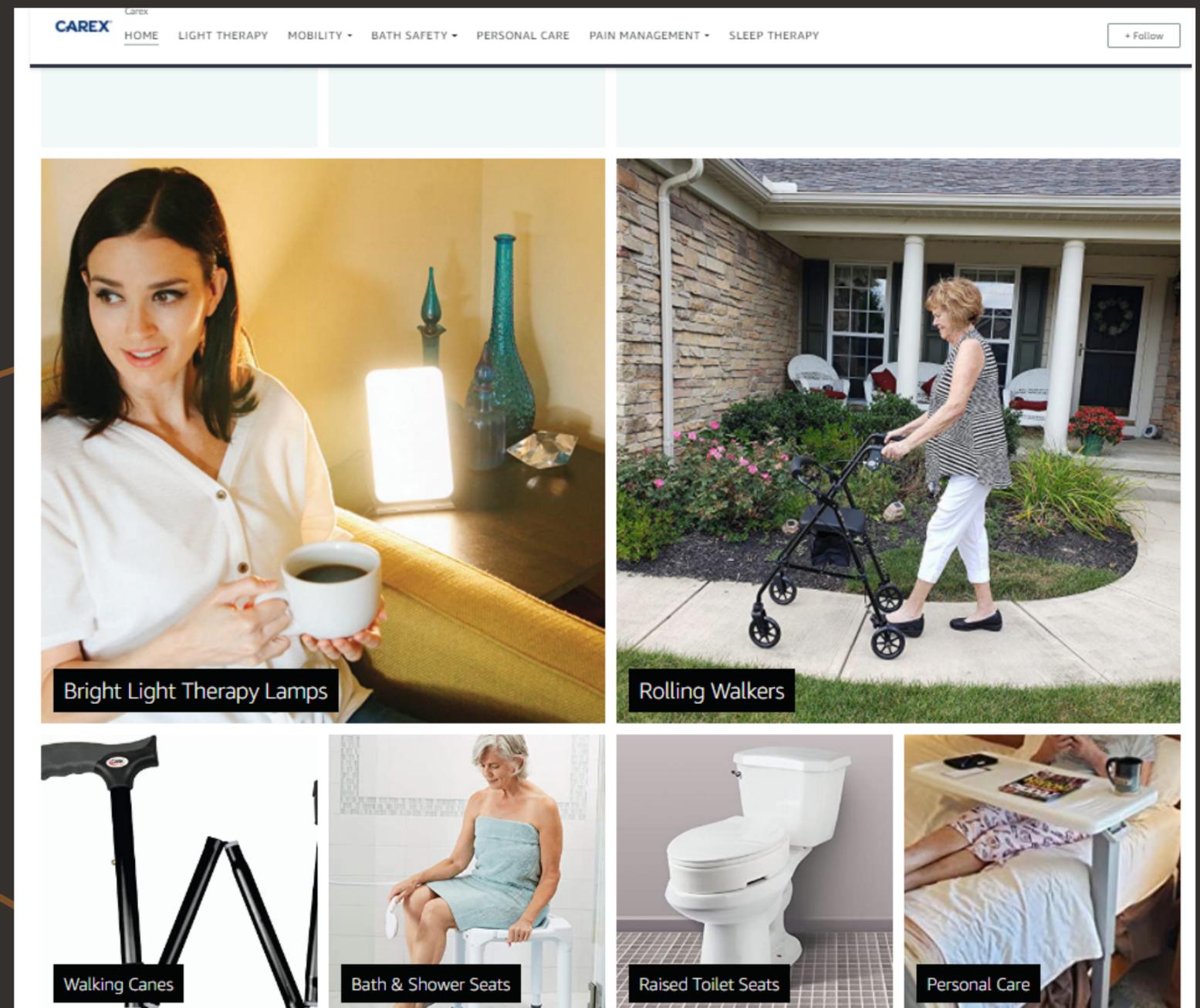


Carex is a leading company for in-home, self-care, and medical products for more than 35 years. Dedicated to providing high-quality health and wellness products to its clients, the company has set various milestones in health products and has continued to produce a wide range of products including mobility aids, bath safety equipment, pain management devices, and more under 10 different brands.





In 2018, Techniek's Amazon Creative Team joined hands with Carex to design and develop a user-friendly, customized, and responsive Amazon store site map with multi-level category and customized product pages, product listings, and descriptions to provide the user with a captivating shopping experience.



THE VISION AND MISSION



1. Spread Awareness about the products
2. Increase Sales & Orders
3. Optimized ASINs with Enhanced Brand Content
4. Mobile Responsive Shopping Experience
5. Increasing Brand Affinity
6. Maintaining Brand Consistency
7. Integrate Lifestyle images
8. Own submit and approval process



GOAL 1

Spread
Awareness
about the
products

Techniek's creative team worked alongside Carex to carefully filter out the content, images, graphics, and animations to educate the customers about their services and products.

BOOST YOUR WELLNESS WITH LIGHT THERAPY

Light therapy lamps offer a safe and effective method of boosting your energy, improving your sleep, and maintaining your wellness.

SHOP NOW



Thera Lite

• Dr. Recomm

UX

Although Carex was advertising sponsored products on Amazon, the company wasn't able to achieve customer growth, thus, initially, Techniek observed and recognized the problems that Carex was facing with its sales. Once the "what problems" part was known to us, we worked towards solving them and improving the company's catalog and providing the missing buy Box ownership. Together, Techniek and Carex were able to move Carex Buy Box ownership of 37% to 95%.

GOAL 2

Increase
sales and
Orders

Our Amazon creative team worked with Carex to modify the product description fields and build out custom creative including their brand story and buyer's guide, improved graphics, and text placement. Through all these, we tried to implement Enhanced Brand Content (EBC) on selected ASINs to act as an extension of Carex's brand on the marketplace. It gave Carex an additional space to interact with their customers and provide the necessary product details. This resulted in a boost in sales and an increase in the conversion rate.

GOAL 3
Optimized
ASINs with
Enhanced
Brand
Content

BUYER'S GUIDE

**SELECTING THE RIGHT
MOBILITY AID**



With increasing Amazon shoppers ordering across mobile devices, it becomes necessary for brands and companies to build and deploy a mobile shopping application that has smooth operation and easy product discoverability journey that removes any shopping complications and provides a wholesome shopping experience.

GOAL 4

Mobile Responsive Shopping Experience

The screenshot displays the Amazon mobile app interface. At the top, the Amazon logo is visible on the left, and a shopping cart icon with a '0' is on the right. Below the logo is a search bar with the text 'Search Amazon' and a magnifying glass icon. A delivery location banner shows 'Deliver to Long Island City 11101'. The main content area features a banner image of a smiling couple. Below the banner, the product name 'Carex' is displayed, followed by a '+ Follow' button and a 'MENU' dropdown. The product description reads 'BOOST YOUR WELLNESS WITH LIGHT THERAPY' and includes a 'SHOP NOW' button. A list of features is shown: '• Dr. Recommended 10,000 LUX', '• Wireless Phone Charging', and '• Built-In Alarm Clocks'. Three product models are displayed: 'Halo', 'Aura Qi', and 'Radiance'. A 'See products' button is located below the 'Halo' model. At the bottom, a text block states: 'Carex has been providing in-home medical products for over 35 years with a vast selection of health and'.

Carex Day-Light Classic Plus Bright Light Therapy Lamp - 10,000 LUX At 12 Inches - LED Sun Lamp Mood Light

Brand: Carex Health Brands

★★★★★ 770 ratings | 149 answered questions

Amazon's Choice for "carex"

Price: **\$114.95** (\$114.95 / Count) + \$219.08 Shipping & Import Fees Deposit to India Details

 This product is intended for sale in the US. Please carefully review the labeling, allergens, ingredients, and other product information to determine if this product is appropriate for you.

Returnable until Jan 31, 2021

- 10000 LUX LIGHT THERAPY LAMP (AT 12"). Daylight Lamp provides the recommended 10,000 LUX of glare-free white light. Sunlight lamp includes a safe, glare-free screen, and is a LED therapy light. Comes with a flexible angle stand for optimal light therapy

... suggests using light therapy. Our
... therapy lamp that safely and
... projects light downward as
... effectiveness
... EFFECTIVENESS. A large sun light lamp
... light therapy box is based on the
... includes 2 light settings for effective

R. Raise your mood, improve your
... low energy using our mood light
... or improve concentration while you

\$114.95

+ \$219.08 Shipping & Import Fees Deposit to India Details

Arrives: **Nov 30 - Dec 31**

In Stock.

Qty: 1



Add to Cart



Buy Now

 Secure transaction

Ships from Amazon.com

Sold by Amazon.com

Packaging Shows what's inside a...

Details

Add gift options

 Deliver to India

Add to List

New (3) from **\$114.95**

GOAL 5

Increasing Brand Affinity

Together with our Amazon creative team, Carex succeeded in designing and deploying a customized and responsive Amazon storefront with the ideal product listings, product descriptions, and a site map with multi-level category and product pages that are optimized to provide an immersive and interactive shopping experience to the customers. They built a curated collection of Carex's catalog. They also added the "ADD TO CART" button to allow customers to buy directly from Carex's Amazon storefront. These modifications helped in gaining trust and loyalty among the already existing customers and more conversions.

OUR BRANDS



GOAL 6

Maintaining
Brand
Consistency

Our partnership with Carex to focus on their Amazon marketing strategy and to build the brand store focused not merely on building a reputation but on maintaining it. Under an affordable budget, Techniek helped in converting both branded and non-branded traffic on carex's website. Carex needed their Amazon store to serve as an extension of their website. Thus, our team worked closely with carex to understand their new brand style guidelines and impose the same creative modifications across all of their Amazon store product pages.

GOAL 7 Integrate Lifestyle images



Walking Canes



Bath & Shower Seats



Rolling Walkers

People believe what they see, therefore we featured lifestyle image banners of people using Carex Products in their homes and workplaces and getting satisfactory results. Including such images helped to intrigue customers to buy and use Carex Products.

GOAL 8

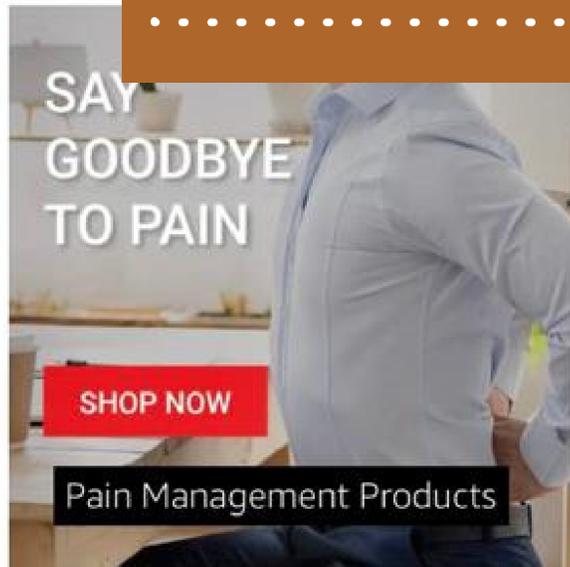
Own

submit and approval process

There are innumerable policies and requirements for building a desired Amazon Storefront. Our Amazon creative team knows those rules and regulations thoroughly and used this knowledge to save Carex the time and effort needed for managing all aspects of the Amazon Store submission process.



Carex has been providing in-home care for over 35 years with a vast selection of wellness products to help others live independently.



THE JOURNEY

Techniek started with their research on specific queries on Carex's products on amazon, once that was done, we used it to leverage text ads on google and other search engines to render SERP visibility and manipulate the client landings by shifting this traffic onto carex's Amazon storefront. Our hard work paid off and Carex was able to get their desired brand exposure while taking care of their loyal amazon customers and maintaining their brand image.

