



+ first day



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Starting on Amazon Marketplace comes with its own set of challenges, particularly for a wellness brand like First Day. Seeking expertise and support to navigate this complex landscape, First Day partnered with Amify. The agency's deep understanding of Amazon's evolving ecosystem and its ability to provide ongoing, strategic support made Amify the ideal partner. Through this collaboration, First Day effectively expanded their product lineup, improved customer accessibility and navigated the intricacies of marketplace management, ensuring steady growth and success on Amazon.

## A brand born in the pursuit of family wellness

Alice founded First Day in 2017 to address unanswered questions in the wellness industry. She wanted to understand what supplements truly do for us and why they are made the way they are. Inspired by her grandparents struggles with severe malnutrition, Alice was driven to prevent such suffering and make high-quality nutrition accessible to all. Initially offering a children's multivitamin gummy, the brand quickly grew as mothers began requesting similar products for themselves. She created a product line that included tailored formulations for every family member, including kids, teens, women and men.

**First Day is committed to providing wellness essentials designed to complement daily habits and ensure comprehensive nutrition for the entire family.**

Alice  
Founder of  
First Day



# Expanding from DTC into Amazon Marketplace

First Day found solid success in their DTC efforts and focused there for their early years. In 2023, First Day aimed to expand their footprint beyond DTC. The company saw promise in the Amazon Marketplace. They recognized Amazon's importance as a distribution channel, especially in their category, where a significant portion of gross total value happens on the platform. Assessing the data, they saw that Amazon represented an outsized share of VMS GMV relative to other CPG categories, making Amazon's potential clear.

First Day's biggest concerns with launching on Amazon were losing direct customer relationships and engagement and maintaining profitability. Cody Griffin, VP of Strategy at First Day, said, **"We have a really effective business model in DTC. We know how to build and maintain the customer relationship; we know how to nurture that customer journey so that we create a strong experience, and in turn generate solid customer lifetime value."** The company wanted to maintain that philosophy but saw challenges in Amazon's policies limiting customer engagement, which would require adjusting its customer-first approach. The company wanted to replicate its DTC success of educating the consumer and selling high-quality, premium products without competing solely on price. This strategy had already proved successful, validating their price point and positioning. However, to have a more successful start in the channel, they decided to enlist outside support.



“We have a really effective business model in DTC. We know how to build and maintain the customer relationship.”



**Cody Griffin**  
Vice President of Strategy at First Day

# First Day chooses Amify by Cart.com to spur swift marketplace growth

Amazon Marketplace is a behemoth; and the learning curve can be steep. First Day didn't have a team with prior experience selling on Amazon. The brand knew it would need support to launch effectively – but one thing was crucial: they wanted to stay involved. **"We knew we wanted a partner that would be willing to have us be actively engaged.** We weren't trying to outsource our business. We wanted to be close to the details and learn from our partner," Griffin said. "That was a key evaluation criterion for us."

## Amify's capabilities and solutions

Amify had the right capabilities, connections and services to set up First Day and help them access unique features that are available to new brands. They appreciated Amify's relationship with Amazon, which allowed more responsiveness from the platform. Amify had the experience to navigate Amazon Marketplace, efficiently launch and find quick success.

## Why Amify offered the perfect ongoing support

Another draw to Amify was its ability to offer ongoing support, especially in a more complex, regulated category. Because Amazon frequently changes policies around tested and regulated wellness consumables, Amify could help First Day respond to policy changes before they could negatively affect sales, which was of great value.

Anyone familiar with marketplaces knows that they are ever-changing environments. This dynamic nature makes continuous support essential, not just during the startup phase but also as the business grows. Amify's ongoing assistance was crucial for several reasons: Marketplaces often experience spikes and abnormalities. Having an agency like Amify was invaluable in pressure-testing whether these issues are unique to a single brand or part of a broader trend. Amify's visibility across multiple accounts gave First Day critical insights, such as understanding sudden increases in CPCs and learning how other brands responded to these challenges. Additionally, Amify's scale and relationship with Amazon offered a back channel for insight that individual brands, unless on the scale of a much larger company, could not achieve. Navigating Amazon's policy shifts and requirements without the support of an experienced agency could result in significant losses if Amazon deactivates a leading ASINs for violations. Amify's expertise ensured that First Day could swiftly address and mitigate such issues, providing insurance against potential disruptions. The cost of Amify's services was easily justified by the prevention of such costly setbacks, proving their value through faster resolution times and ongoing marketplace intelligence.



# Amazon success: First Day's remarkable marketplace growth

First Day's collaboration with Amify yielded impressive results, reinforcing their decision to expand their presence on the Amazon Marketplace. Prior to launching on Amazon, First Day had built a strong brand with significant customer interest. This translated into latent demand on Amazon, as evidenced by the high volume of First Day branded search on the platform.

Given the high demand, one of the initial goals was to grow both the top and bottom lines by improving accessibility and increasing customer acquisition through Amazon. The early indicators were promising. First Day launched its kids' multivitamin first, followed by its women's and teens' multivitamins a month later. This staged approach allowed First Day to manage inventory efficiently while scaling its product offerings.

**First Day's kids' multivitamin swiftly achieved a top 20 ranking** in the Kids Multivitamin category. Within two months of launching the women's multivitamin, First Day's product also gained notable recognition - they were featured on Amazon's curated Mother's Day list as a top gift recommendation. These achievements highlighted the effectiveness of their Amazon strategy and the value of Amify's expertise in navigating the platform.

First Day's strong customer loyalty, investment in quality products and development of a strong brand prior to launching on Amazon allowed it to overcome the noise in the crowded field of supplements on Amazon and deliver exceptional results on launch. Almost immediately First Day saw significant volume movement and new customer acquisition coming from Amazon, reaffirming the strength of the First Day brand and the potential of Amazon as a growth driver.

Maintaining inventory levels, a common challenge for many brands on Amazon, was managed effectively with Amify's support. In Griffin's view, it was one of the biggest risks in entering Amazon Marketplace. He said, "When you start to achieve that growth, and we have, maintaining inventory is the hardest part. The Amazon ecosystem is dependent on you maintaining inventory - and you're penalized if you don't. So, for us, it's critical to maintain inventory and scale our capacity, while maintaining quality, to meet the surging demand."

First Day's success on Amazon was also attributed to their dedicated approach to account management and optimization. Weekly calls with Amify's team ensured that account design, creative strategies and ad campaigns were continuously refined for maximum effectiveness.



# What's next for First Day: Expanding reach with strategic moves

**Looking ahead, First Day is poised for significant growth.** First and foremost is the proliferation of their product lineup within the Amazon Marketplace. Ensuring that their full assortment is available on Amazon is a crucial step in expanding their market presence. The company also sees a substantial opportunity to increase order value through strategic bundling rather than engaging in price competition. By creating value-driven bundles, they look to enhance the shopping experience and drive higher sales.

Beyond expanding their product portfolio on Amazon, First Day also plans to broaden their channel distribution. They are looking toward entering brick-and-mortar retail. By taking their science-backed product positioning into retail stores like Walmart, Target and Costco, First Day aims to improve the accessibility of their high-quality nutrition products and achieve their core mission of enhancing public health.

First Day's foray into Amazon Marketplace has been successful, and they have appreciated the ongoing support from Amify by Cart.com. Together, they achieved First Day's goals of improved product accessibility and growth. The impressive milestones, including high-category rankings and significant customer acquisition, demonstrated the value of leveraging expert support to navigate the complexities of the Amazon Marketplace. Griffin said, "It's nice to have that support in the perimeter. Not just to start up, but to continue to use it at the same level to navigate the ever-changing marketplace."





Cart.com is the leading provider of comprehensive omnichannel commerce and logistics solutions that enable B2C and B2B companies to sell and fulfill anywhere their customers are. The company's enterprise-grade software, services and logistics infrastructure, including its own network of fulfillment and distribution centers, are used by some of the world's most beloved brands and most complex companies to unify commerce operations across channels and drive more efficient growth.