

Case Study

How Laird Superfood supercharged its Amazon presence with best-in-class marketplace services



The company

Laird Superfood is the brainchild of renowned big-wave surfer Laird Hamilton, who concocted a mixture of plant-based fats to bolster and add nutrients to his morning coffee. With the assistance of co-founder and current CEO Paul Hodge, the two launched the company in 2015, growing it from a few products to a full-fledged superfoods brand. Today, Laird Superfood encompasses a wide range of product lines with a socially conscious business ethos that has made it a leading CPG brand in its category.

The solution

Laird Superfood turned to the Amazon marketplace experts at 180Commerce, now Cart.com, leveraging its full-service Marketplace Services solution to achieve success with brand-first strategies to drive growth at scale.

The challenge

Although Laird Superfood was already successful at retailing on native sites, the company had yet to take full advantage of Amazon as a marketplace for listing popular products.

While Laird Superfood was aware of the significant potential the brand had on the platform from existing demand and other resellers, it needed a partner in Amazon marketplace services to help tailor and optimize various SKUs for high performance on the crowded shopping platform.

Brand protection & price stabilization:

Monitored for unauthorized resellers, pricing infringements and account health to maintain brand image and relationships with key retail partners

Catalog & content optimization:

Updated content and optimized catalog assortment to reduce return rates and increase conversion rates

Inventory planning & management:

Tailored an inventory strategy specific to the brand to prevent product stockouts and incurring long-term storage fees

Targeted advertising & promotions:

Created Amazon-specific media to drive traffic and increase sales

The result

The Cart Marketplace Services sweeping approach to Amazon marketing and merchandising paved the perfect pathway for Laird Superfood to hit the ground running on the platform.



Removed unauthorized resellers



Leveraged technology to connect fulfillment to marketplaces for inventory optimization



Optimized brand communications for seamless consumer response



Conducted a complete brand and product catalog overhaul that was reimagined to drive traffic and conversion

“We have been so pleased with our partnership. The team’s ability to integrate with our internal teams is absolutely incredible, and the results they produce truly speak for themselves. If you’re looking for an agency who walks the walk, look no further.”

-Alisha Runckel
Senior Director of Ecommerce at Laird Superfood



The numbers

Increased buy-box ownership to

>95%

in four months

Achieved

100%

seller rating on Amazon

Improved inventory forecasting resulting in a

99%

in-stock rate

Grow your brand on Amazon, Walmart, eBay and beyond with Cart Marketplace Services.

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