



How Gravity Group Slashed ACOS by 18% with Strategic Market Tracking

With over a decade of industry experience, a relentless pursuit of innovation, and a commitment to quality, Gravity Group has secured its position as the best-selling stunt scooter distributor in North America.



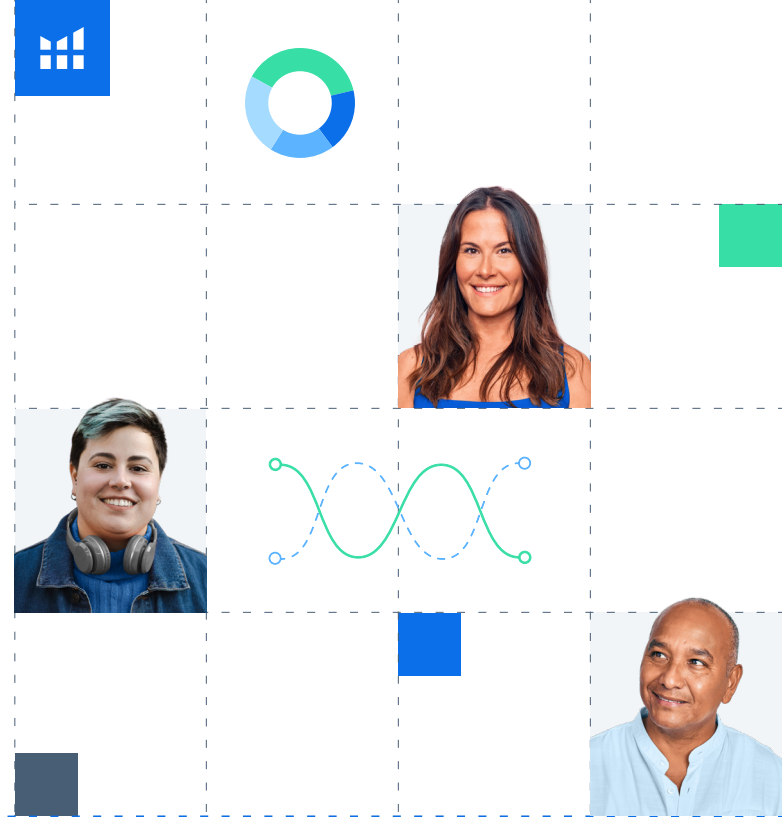
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About Gravity Group

Gravity Group, headquartered in Wilsonville, OR, is the sole North American distribution center for 3 renowned stunt scooter brands: Envy Scooters, Fasen Scooters, and Vital Scooters.

With over a decade's experience in the industry, the group has secured its position as the best-selling stunt scooter distributor in North America. Gravity Group's success is underpinned by their brand's relentless pursuits of innovation and commitment to creating durable, high-quality scooters that will stand the test of time.



The Challenge

One of the primary challenges Gravity Group faced was the difficulty in tracking competitor activities and market trends effectively.

This was crucial in maintaining their brand dominance in a highly competitive marketplace. Despite suspecting a general market downturn in the post-pandemic world, they lacked the quantitative data to substantiate their speculations.

Furthermore, the absence of a structured process for research and development made it difficult for the team to gain comprehensive insights into the market, particularly regarding competitors' performance. This information gap was a barrier to identifying and capitalizing on emerging opportunities and defending their brand equity.

Their Strategy

The introduction of Market Tracker 360 revolutionized Gravity Group's approach to market intelligence.

The product enabled them to identify both branded and non-branded keywords with the highest potential to boost sales while minimizing advertising expenditure. Access to granular data such as competitors' top revenue-generating products, best-selling color ways, and top-rated features empowered Gravity Group to refine their product development strategy. The aim was to exploit these identified opportunities and enhance competitiveness in the marketplace.

Tracking competitor activities and understanding market trends effectively played a significant role in maintaining brand dominance in a highly competitive marketplace

- ✓ Despite suspecting a general market downturn in the post-pandemic world, **they lacked the quantitative data to substantiate their speculations**
- ✓ A structured process for research and development was **needed to gain comprehensive insights into the market**, particularly regarding competitors' performance
- ✓ After implementing Market Tracker 360, the team was able to access granular data that empowered Gravity Group to **refine their product development strategy**

The Results

Leveraging Market Tracker 360 and the Helium 10's PPC Management Platform, Adtomic, significantly improved the team's operational efficiency.

With these tools, Gravity Group succeeded in reducing their advertising cost of sales by 18% in just under three months. This enabled them to defend their brand's equity effectively in the marketplace while maintaining their status as a global leader in the scooter industry. At the start of the year and prior to implementing their new strategy, the ACoS of Gravity Group on the US Amazon marketplace was around 29%. Post-implementation, they noted an 18% decrease to about 12% in just 3 months.

Upon deploying Market Tracker 360 and Adtomic, Gravity Group began to better notice changes in market trends. Not only were they able to gain insights into competitor pricing and top-performing products, but they also understood the shifting consumer preferences in the post-pandemic world.

Before their new strategy implementation, Gravity Group had commanded a significant 25% market share in the US Amazon scooter market. However, the combination of the economic impact of the pandemic and lack of effective advertising and competitive intelligence tools led to a 6% drop, pushing their share to 19%. After incorporating their new strategy and reducing their ACOS by 18%, they noticed a resurgence in their market share, bringing it back up and above to 27%. The effect of these strategic changes and efficient use of Market Tracker 360 and Adtomic tools wasn't just reflected in the company's internal operations but also resonated in their market performance, making them more resilient and adaptable to the post-pandemic market dynamics.



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