



How an Agency Streamlined Operations, Doubling Their Sales and Saving Them 35 Hours a Week Using Helium 10's Supercharge Plan

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ecomcy.com →

About Ecomcy

Ecomcy had humble beginnings with its founder and CEO, Vincenzo Toscano.

Vincenzo started his journey as an Amazon seller and actively engaged in various events, where he connected with numerous individuals who possessed remarkable products but struggled to achieve success in the competitive e-commerce space. In 2020, fueled by a desire to support fellow entrepreneurs, Vincenzo transformed Ecomcy from a personal venture into a full-fledged agency. With a background in engineering and a deep passion for e-commerce, he was driven to empower brands and help them thrive. Ecomcy is now a team of Amazon & Walmart marketing experts in the UK (London) is helping companies who would rather not invest substantial time, effort, and resources into becoming marketing experts or PPC consultants for Amazon & Walmart but instead want to leverage our significant experience to do things right the first time.

Increase Sales and Save Time. Unlock E-Commerce Success with Ecomcy's Proven Strategies!

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The Challenge

Ecomcy found that it was hard to help support smaller businesses that incurred the same amount of expenses and overhead and to expand beyond the Amazon marketplace.

Expanding beyond Amazon to include other retailers such as Walmart required strategic adjustments to their existing approach. They had to focus on helping customers avoid the initial pitfalls when starting out, whether that was to expand to a different marketplace or internationally.

Their Strategy

Ecomcy adopted a focused approach, prioritizing collaboration with six-figure brands and those offering unique products that filled market gaps.

This ensured a viable partnership and access to necessary resources. The agency heavily relied on Helium 10, a comprehensive tool for keyword tracking, listings, and market research. This advanced plan empowered Ecomcy to optimize product listings, unearth relevant keywords, and conduct comprehensive market analysis. Helium 10 played a pivotal role in identifying long-tail keywords and fine-tuning PPC campaigns. The Supercharge plan allowed Ecomcy to excel in review management and profitability analysis, ensuring maximum ROI for their clients.

By leveraging Helium 10's Supercharge plan and a more focused approach to their strategy, Ecomcy realized significant growth for their clients

- ✓ The team began prioritizing **collaboration with six-figure brands** and those offering unique products that filled market gaps to ensure a viable partnership and access to necessary resources
- ✓ With the help of Helium 10, Ecomcy was able to **optimize product listings, unearth relevant keywords, and conduct comprehensive market analysis**
- ✓ The Supercharge plan enabled the team to excel in **review management, profitability analysis, and ensured maximum ROI for their clients**

The Results

Through strategic integration of Helium 10's Supercharge plan, Ecomcy realized exceptional growth for their clients, doubling their sales.

This efficiency was matched by a significant time-saving - 35 hours per week, courtesy of Helium 10's automation. Ecomcy's collaborations spanned diverse categories, from toys to clothing, leveraging their expertise in Amazon optimization and market analysis to fuel international expansions for their clients.

The insights dashboard and listing builder from Helium 10 proved invaluable, enhancing Ecomcy's conversion rate by 15%. Moreover, Helium 10's Market Tracker 360 enabled them to achieve market parity, increasing unit sales by 30% and boosting revenue by \$75,000 in specific accounts.

By utilizing Adtomic's functionalities, like incorporating negative keywords and implementing bid suggestions and automation, Ecomcy streamlined their ad spend, saving \$50,000 in certain accounts while significantly enhancing campaign efficiency. This, coupled with their in-house management of PPC campaigns, supported by a combined seven-figure ad spend and a monthly budget of \$100,000, empowered Ecomcy to help brands expand their reach and realize substantial growth.

For specific accounts, Ecomcy leveraged Helium 10 tools like Insights Dashboard, Adtomic, and Market Tracker 360 to:

Save \$50k ad spend

2X client sales

Enable clients to expand into diverse categories

Boost revenue by \$75k

Save 35 hrs. weekly

Enhance conversion rates by 15% with Listing Builder

Assist with expanding marketplaces



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