



FOR THOSE WHO CARE ABOUT:

STEADY GROWTH, PROCESS, AND RESULTS

And care less about the fancy uselessness.

www.jackalope.io

CASE STUDY

NATROGIX



Natrogix

CLIENT

Natrogix owned by ValueLink Corporation

CHALLENGE

Natrogix was dominating on Amazon until over 2,000 reviews were deleted overnight. Instantly sales plummeted and they were desperate to survive.

HOW WE DID IT

We redesigned the Natrogix brand from scratch. This included a brand new website that attracted email subscribers and ran paid traffic. It also included redoing all the packaging for every project.

We designed and launched a new product in the highly competitive Essential Oils market. Within 4 months we reached the top 5 for “essential oils”, with a 4.8 star rating.

DELIVERABLES

Design, Branding, Advertising, Websites, Apps, Copywriting, Marketing, Video Production, Animations, Packaging





The screenshot shows the Natrogix website homepage. At the top left is the 'natrogix' logo. At the top right are navigation links: 'Shop', 'Blog', 'Ebooks', 'About Us', and 'Contact', followed by a shopping cart icon. The main hero section features a background image of a hiker on a mountain peak. The headline reads 'VITAMINS THAT WILL TAKE YOUR LIFE FROM BORING TO BRILLIANT'. Below this is a sub-headline: 'Your body is unique, so we created this quick nutrient analysis to help you find which vitamins and minerals your body is crying out for. Click here to get your personalized daily nutrient recommendations:'. A green button with a leaf icon and the text 'FREE DAILY NUTRIENT RECOMMENDATION' is positioned below the sub-headline. The lower section is split into two columns. The left column has a background of a wooden spoon with a green leaf and white capsules, with the text 'NUTRIENT DEPRIVATION' and 'Do You Suffer From It?'. The right column has a dark background with the text 'TAKE 30% OFF YOUR FIRST ORDER AND BECOME A MEMBER OF OUR DISCOUNT CLUB', an email address input field, and a green 'JOIN THE CLUB!' button. At the bottom right, it says 'OVER 100,000 BELIEVERS' and 'Here's what they say on Amazon:'.



BEFORE JACKALOPE



AFTER JACKALOPE



CASE STUDIES | NATROGIX



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I LOVE THIS PRODUCT!!!

Oh my god, the capsules actually taste good, the bottle comes in a cute little box that I actually leave it in as a DISPLAY on my desk and I like that it is in glass (the bottle) there is something satisfying hearing the capsules hitting the glass when you open it up for your dose.



Brenden Leaver

NATROGIX COSTUMER



DEFINITELY BUYING THIS AGAIN!

Moreover, the package is extraordinarily beyond my expectation. Very lovely and beautiful using recyclable materials. They even put a small quick guide book inside. I will buy one more as gift for my friend's birthday next month.



Haley Douglas

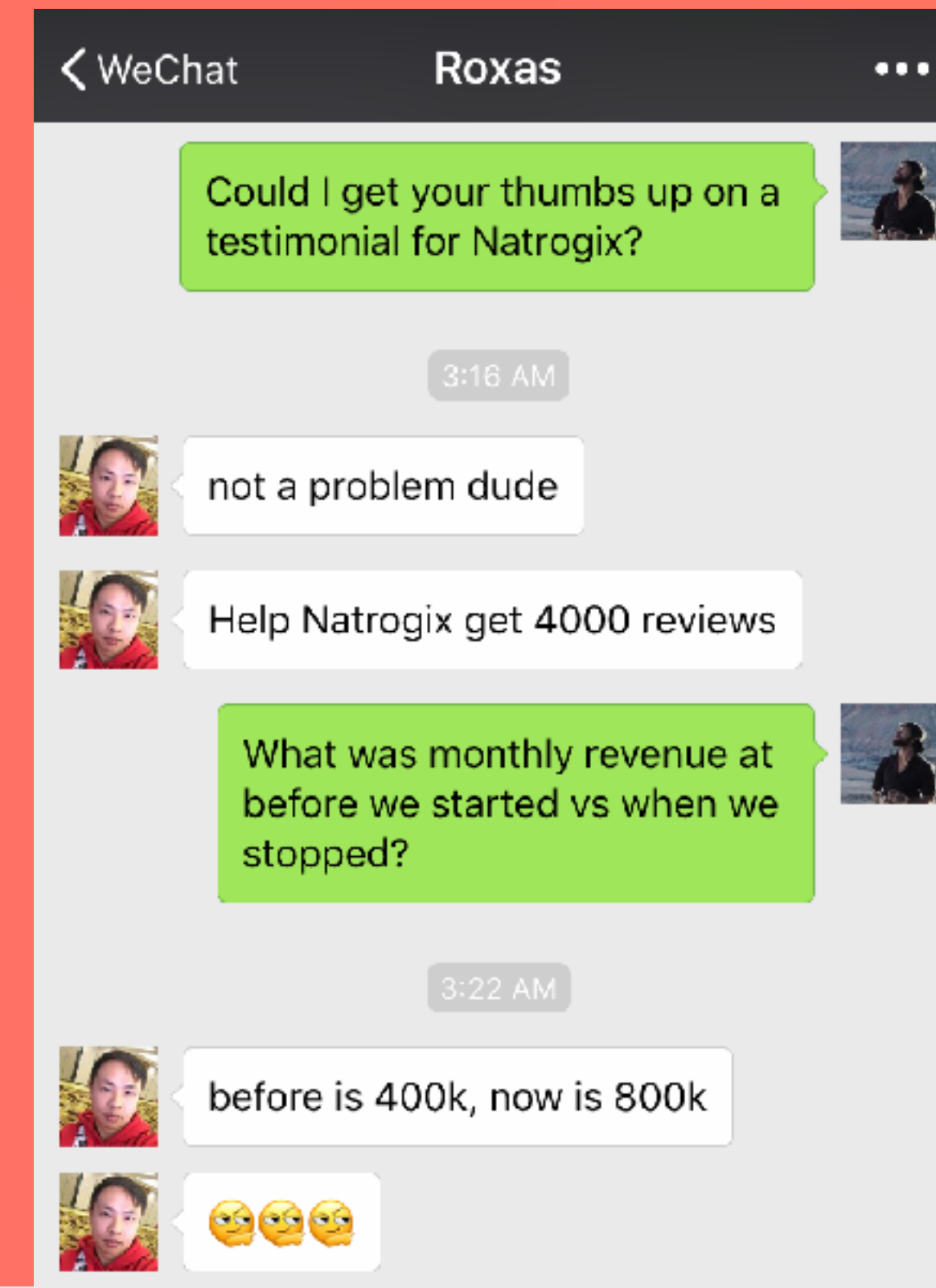
NATROGIX COSTUMER



“

Jackalope Media helped Natrogix collect over 4,000 verified Amazon reviews, and helped us double our revenue from \$400k/m, to \$800k/m.”

- Liao Chaowei a.k.a. Roxas



Natrogix Testimonial



CASE STUDY

AMZ TRACKER



AMZ Tracker

CHALLENGE

AMZ Tracker is the original Amazon Seller Software. Yet ever since it was purchased by a Chinese company, the Western market ceased to view it as the leader. Conversion rate to trial subscriptions was at just 0.5%

GOAL

To improve the brand, increase conversion rates and bring Westerners back into the fold.

HOW WE DID IT

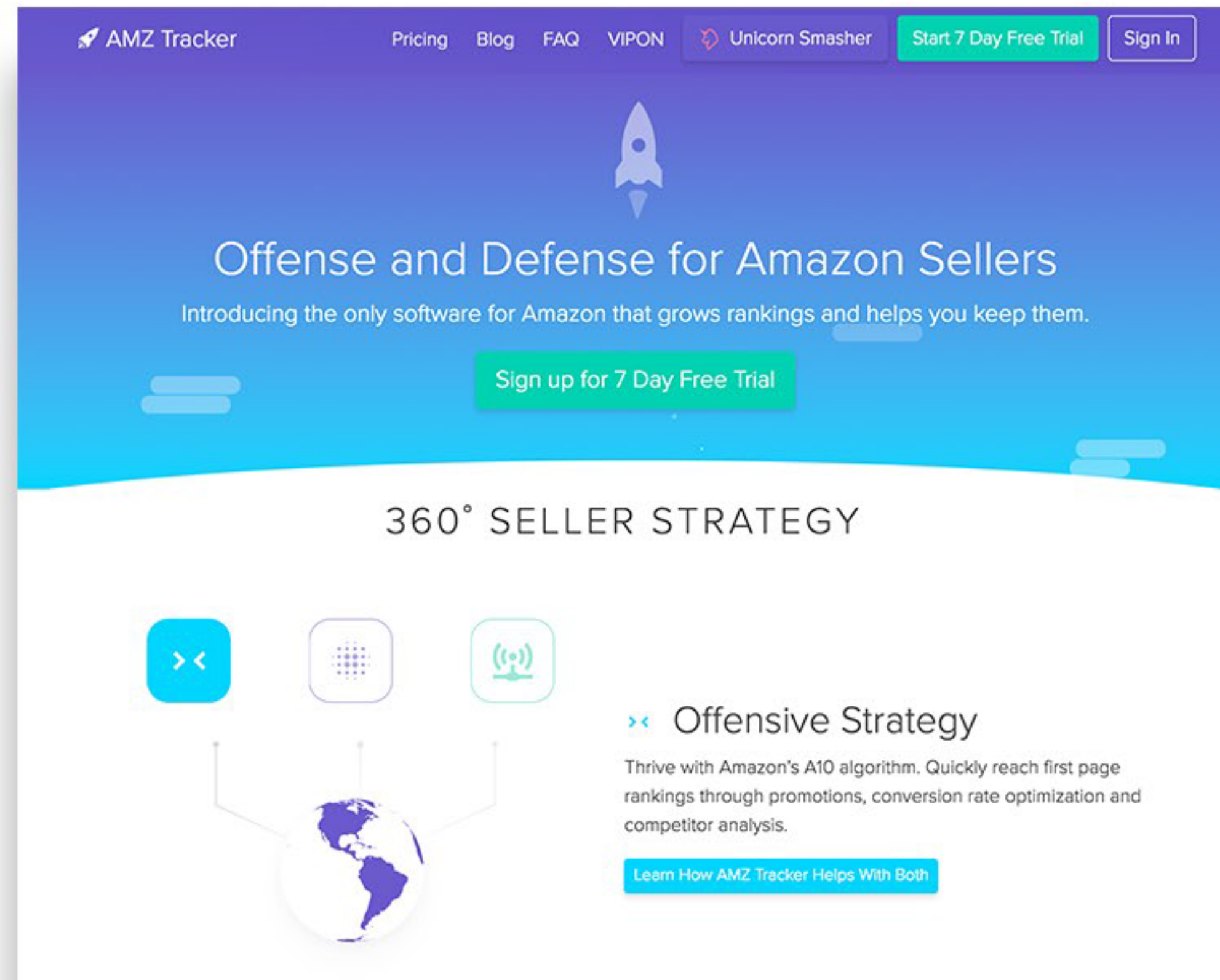
We dramatically increased the quality of marketing on all fronts. We redesigned the website and made it cutting edge. We started posting new articles to the blog. We started sending out daily emails.



THE RESULT

We grew trial conversion rates from 0.5% to 1.5%, of which 60% converted into paid subscribers.

3x CONVERSIONS



CASE STUDY

LYPS



Lyps

CHALLENGE

Lyps Adult Toys was making just \$10,000 a month throughout all the product line. Their parent company was planning on shutting the brand down.

GOAL

To turn Lyps into a company that generated at least \$100,000 a month in revenue.

HOW WE DID IT

We rebranded every aspect of the product, from the name itself to the packaging. We launched a brand new website and blog with authority content.

THE RESULT

The month were launched, we generated over \$250,000. Over the course of that year, Lyps would go onto make over \$2,500,000 in less than a year.

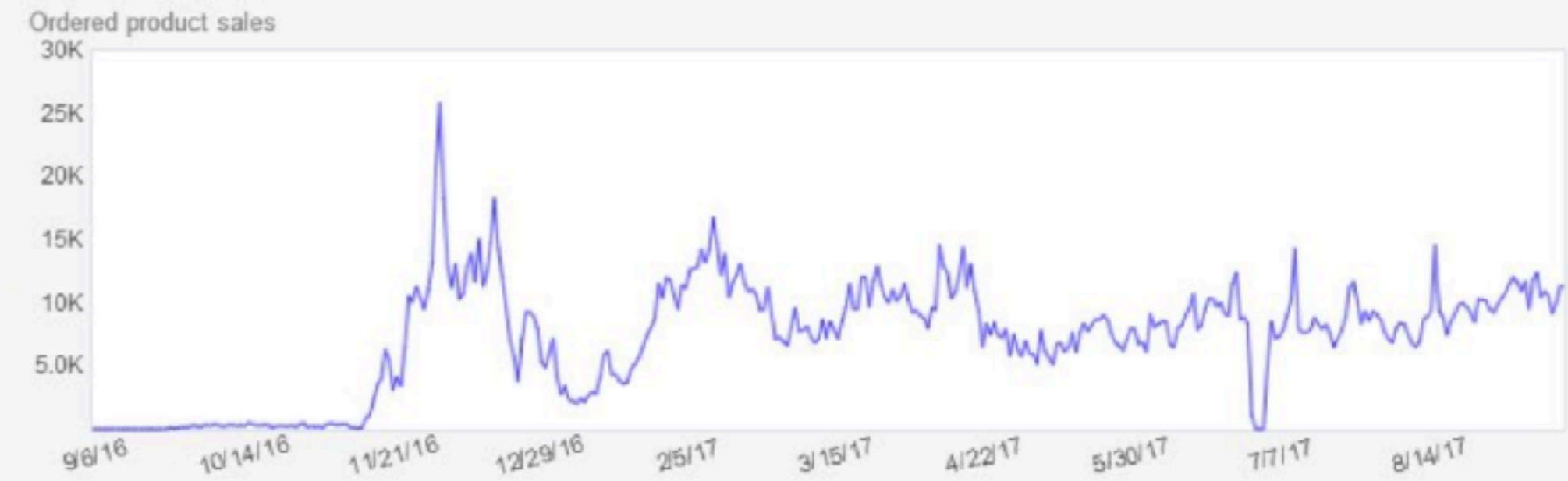
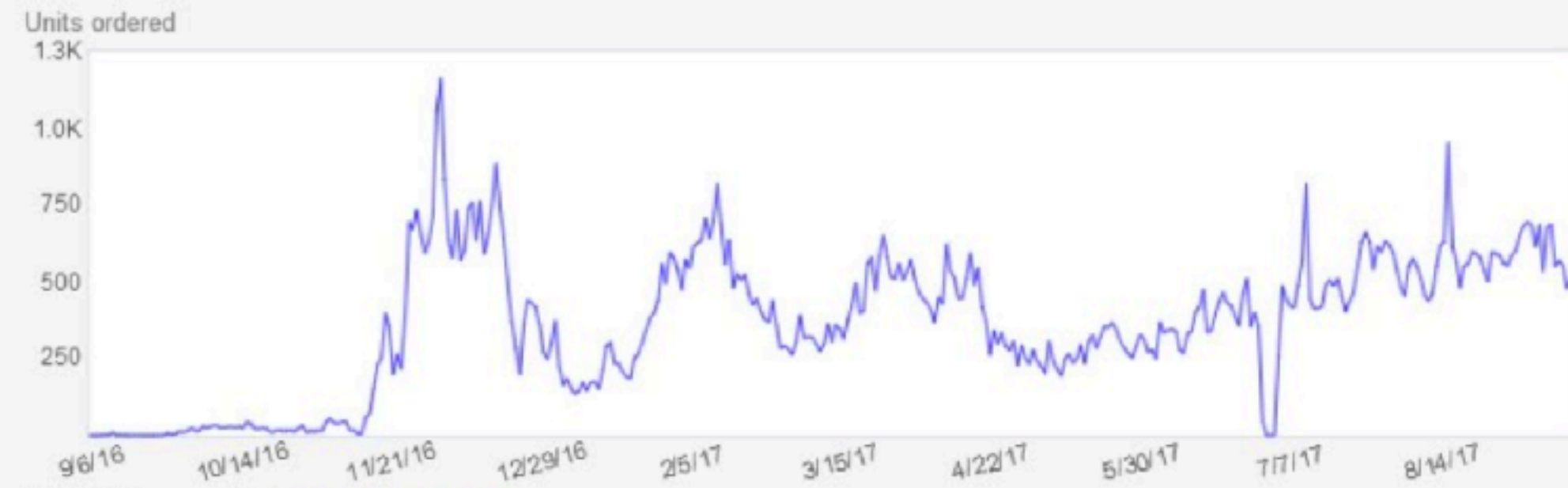


Sales snapshot taken at September 18, 2017 10:17:36 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
134,327	136,209	\$2,720,586.12	1.01	\$20.25

Compare sales

Graph view Table view



Compare [What's this?](#)
 Selected date range
136,209 Units
\$2,720,586.12



THANK YOU.

