



"The Ave7 team works hard, they care, and they're knowledgeable. They treat us like this is their business. **It's an easy relationship—with bilateral trust.**"

- Dr. Shawn Seitz, Founder and CEO, **Alpha Tech Pet**

**19X**  
3-YEAR AMAZON  
REVENUE GROWTH

## Bringing a Proven Product to a New Market

**If you've owned a dog or cat,** you know the pain of trying to remove pet stains and smells from your home.

Stores are flooded with expensive products that make big promises, but ultimately work about as well as soap and water.

After decades in the animal care industry, Dr. Shawn Seitz became fed up with products that don't work. He founded Alpha Tech Pet in 1989 to bring animal care products to market that **(a) are safe for people and animals, (b) are environmentally friendly, and (c) actually work.**

Dr. Seitz built a strong brand selling to zoos, humane societies, and veterinary clinics. Once the pros were using and recommending Alpha Tech Pet products, he felt confident bringing Alpha Tech Pet to the consumer market as well. **And what better way to reach the consumer market than through Amazon...right?**

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# Managing Amazon Alone

“We putzed around with Amazon for years, trying to manage it ourselves,” says Dr. Shawn. “There were so many problems and no way to resolve them because there’s zero relationship with Amazon—we were just a stat to them. We nearly gave up because ***it was one headache after another and not worth it.***”

The Alpha Tech Pet team also struggled to fit Amazon into their accounting, because so much of their product was sitting in warehouses waiting (hopefully) to be sold on consignment.



# Managing Amazon with Help

Rather than give up, Dr. Seitz decided to seek out agency support. He found an agency team that had some past success selling on Amazon and thought they could leverage that experience to help other brands grow. But it didn’t translate. They weren’t making headway.



Amazon kept taking Alpha Tech Pets listings down due to EPA registration concerns. The registrations were up to date, but they couldn’t find a contact at Amazon to prove it to. So it just kept coming up over and over again.

**Each time Amazon takes your product down, your flywheel progress basically resets.** And you need that flywheel traction to make Amazon a worthwhile channel.



# Why AlphaTech Pet chose Avenue7Media

*(in their own words)*

**Proven Track Record** - "We researched other agencies, this time seeking a proven track record of helping other brands grow."

**The Right Solutions** - "Avenue7Media had the expertise to know how to solve so many of the issues that had been holding us back."

**An Easy Relationship** - "The working relationship felt like a great fit from the beginning. The Ave7 team works hard, they care, and they're knowledgeable."

They treat us like this is their business. It's an easy relationship—with bilateral trust."

## Cleaning Up House

On Amazon, your past mistakes can haunt you for quite a while. And it takes an expert to exorcise all the ghosts. Avenue7Media and Alpha Tech Pet went through a step-by-step process to arrive at a healthy reset for the brand.

### Example:

The name "Alpha Tech Pet" is not eligible for a registered trademark. In the normal world, that's okay. But in Amazon's alternate universe, you aren't allowed to have a brand registry without a registered trademark. And the brand registry is important—it helps shoppers become loyal fans and buy with confidence!

Ave7 was able to create an Amazon brand store for Alpha Tech Pet that looks exactly like a unified brand.





## Results

"Avenue7 has been far more successful at managing challenges like this because **they know exactly what to do**. Amazon takes us more seriously now, and we've even made it to the top 10% sellers list for our category."



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Amazon once accounted for 5-10% of Alpha Tech Pet's business. Ave7 has helped grow that to **30%**. Now Alpha Tech Pet is able to project revenue and keep their products stocked and available to customers.



**Amazon  
Share**  
of Total  
Sales

As of June 2022, Alpha Tech Pet's **Amazon revenue is up a whopping 19X compared to June 2019!**

Together, we've brought a greater continuity to the brand that extends beyond the Amazon channel—from merchandizing to product listings, and more approachable packaging.

We continue to work together to grow more products on Amazon, scale the business, drive production costs down, and drive margins up.

## Your Partner in Profitable Amazon Growth

Avenue7Media has a broad, deep team of experienced Amazon operators running a proven process and delivering an average of 100% growth for our partners.