



**24X**  
FIRST YEAR AMAZON  
REVENUE GROWTH



"We produce and ship. Avenue7 takes care of everything else. **Our Amazon revenue grew 24X** in the first year with them!"

- Colette Feldman, Managing Partner, [By Lilla](#)

## Stylish or Practical? It's a <sup>Hair</sup>Tie (and a Bracelet)

If you know anyone with long hair, you've probably seen them **scavenging through their homes, cars, and bags for a lost hair tie.**

In 2009, Michelle Possin and Colette Feldman (co-founders of [By Lilla](#)) saw an opportunity to create hair ties that double as bracelets.

**Their customers would never need to search for hair ties again.**

As they expanded (from door-to-door sales to retailers) to direct to consumer sales on their website, customers kept telling Colette and Michelle, **"You have to sell on Amazon!"** In 2018, they decided to give Amazon a try.

# Amazon is Different

**Selling on Amazon was a significant shift from wholesale.** Previously, By Lilla had produced products to order, so they didn't carry an inventory. They developed seasonal lines and stayed current with short-term fashion trends. None of that quite worked on Amazon.

What's more, they were suddenly dealing with customer complaints and returns. Their products were handmade, so it was a constant challenge to ship fast enough to meet the expectations of Amazon customers. And **Amazon was sending them nasty-grams instead of helping their business grow.**

It was frustrating. They knew Amazon was where customers shop. But it wasn't working for them—yet. They needed help.



## A Little Help Please?

Colette and Michelle shifted focus to direct to consumer website sales, while seeking support from an agency.

"We looked at several agencies. A friend of ours was a client of Avenue7Media and recommended them to us."

- Colette Feldman

## Why By Lilla chose Avenue7Media

*(in their own words)*

**Expert Insights** - "Avenue7Media vetted us and provided valuable advice—even before we had signed on with them."

**Transparency** - "Some of the agencies we spoke to seemed reluctant to explain how to succeed on Amazon—like they were worried we would steal their secrets. Jason took the time to explain what Avenue7Media would do—and why!"

**Pricing** - "The same competitors that wouldn't reveal their methods wanted to charge a flat fee. Take it or leave it. Avenue7Media's cost model gave us confidence that we would all have incentives to succeed."

**Likability** - "We really like Jason and the entire team. They're very responsive and easy to work with."





## Amazon Strategy

The first step was to sell off existing inventory. With the full force of Avenue7Media's best practices and team at work, By Lilla sold 210% more units in the first month, **tripling their previous month Amazon revenue.**

Then Avenue7Media worked with By Lilla on an Amazon-specific strategy.

**CHALLENGE:** By Lilla's collections had always been seasonal, lasting <6 months each. But on Amazon, it takes 6 months to establish the full selling power of a SKU. Also, at an \$8 price point, too much revenue would be eaten up by advertising, shipping, and other costs of selling on Amazon.

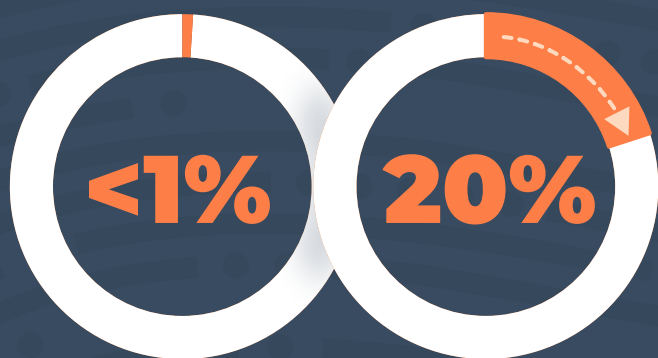
**SOLUTION:** Avenue7Media advised Colette and Michelle to develop an Amazon-only collection. It would need to be season-neutral and timeless—and with a higher price point. By Lilla and Ave7 found ways to increase value and bring the price from \$15, to \$36, and even created \$48 "stacks."

"Avenue7Media developed our Amazon strategy, registered our brand, deployed advertising and coupons and got By Lilla in on Amazon Prime days. They kept us informed so we could see what factors were helping our sales grow!"

- Colette Feldman



## Amazon Share of Total Sales



In the **six months** after applying Ave7's strategy, Amazon sales grew from <1% to 20% of total sales.

## 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.

## Outcomes

**In their first year with Avenue7,** By Lilla's Amazon revenue grew 24X, expanding the channel from <1% to 20% of By Lilla's business. By the holiday season, shoppers were searching Amazon for By Lilla's brand, and November year over year sales increased by 839%.

By Lilla was so pleased by the results that they have referred another brand to Avenue7Media. **Contact us** today to join the Avenue7Media family.

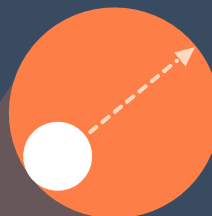


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"Now we can focus on producing and shipping products. **Avenue7Media takes care of everything else!**"



Colette Feldman  
Managing Partner  
**By Lilla**



YEAR / YEAR **ORDERS UP**

**839%**

2021 HOLIDAY SEASON