

The background is a solid dark blue. A large, lighter blue circle is positioned on the right side, partially cut off by the edge. A horizontal line of a slightly different shade of blue divides the image in half.

PHILIPS Water Project Summary

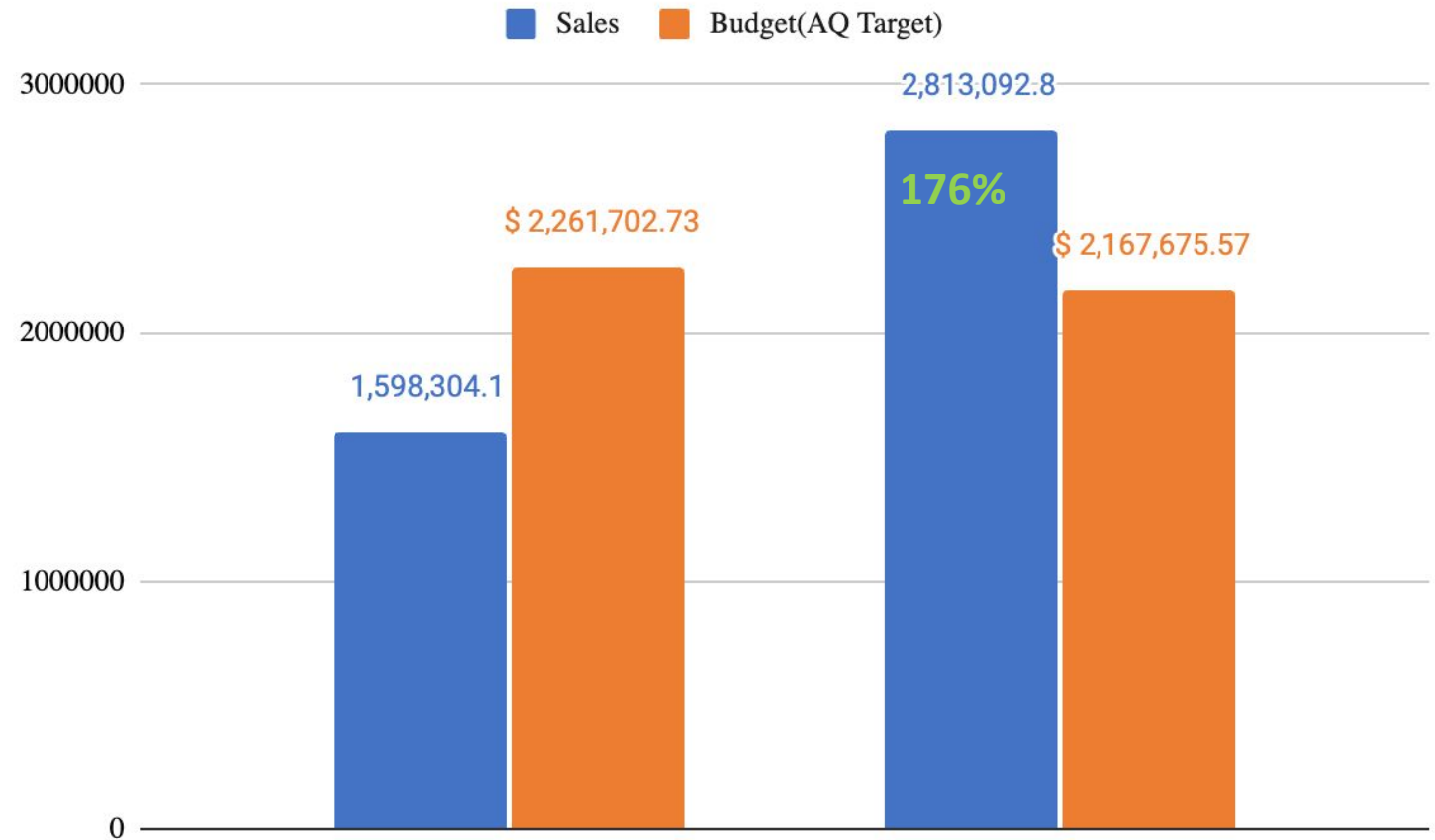
Achievements Obtained

- **Sales Growth:**
 - Achieved significant growth in sales.
- **Amazon Choice Recognition:**
 - Attained the prestigious 'Amazon's Choice' designation.
- **Keywords Ranking:**
 - Improved product rankings and visibility on the Amazon platform.
- **Ads ROI (Return on Investment):**
 - Optimized advertising campaigns to enhance return on investment.



Sales vs Budget

76% Growth
in year 2023



	Sales	Budget(AQ Target)	Finished %
2022	\$1,598,304.10	\$2,261,702.73	70.67%
2023	\$2,813,092.77	\$2,167,675.57	129.77%

Amazon's Choice—Overall Pick

Multiple listings have been recognized by Amazon as 'Amazon's Choice - Overall Pick' for various key terms (major keywords).

Filtered water bottles

Medical CareWorks with AlexaBest SellersToday's DealsAmazon BasicsCustomer ServiceCouponsPet SuppliesBuy AgainGift CardsLivestreamsHandmadeBooksSubscribe & SaveShop By InterestHome ImprovementBeauty & Personal CareSmart HomeLucan's Amazon.comKindle BooksAudible

1-48 of over 3,000 results for "Filtered water bottles"

Eligible for Free Shipping

Free Shipping by Amazon

Get FREE Shipping on eligible orders shipped by Amazon

Delivery Day

Get It by Tomorrow

More sustainable Products

Climate Pledge Friendly

Department

Water Bottles

Kitchen & Bath Fixtures

Faucet Mount Water Filters

Pitcher Water Filters

Camping & Hiking Hydration & Filtration Products

Insulated Bottles

Industrial & Scientific

Customer Reviews

★★★★★ & up

★★★★★ & up

★★★★★ & up

★★★★★ & up

Brands

Brita

Lifecrow

Duff

Midrate Spark

Sports & Outdoor Price

Up to \$25

\$25 to \$50

\$50 to \$100

\$100 to \$200

\$200 & above

\$ Min \$ Max Go

Deals & Discounts

All Discounts

Today's Deals

Sport Water Bottle Capacity

Up to 8 fl. oz.

10 to 14 fl. oz.

15 to 19 fl. oz.

20 to 24 fl. oz.

25 to 29 fl. oz.

30 to 39 fl. oz.

40 fl. oz. & above

Material

Aluminum

Borosilicate Glass

Copper

Glass

Plastic

Stainless Steel

Acrylonitrile Butadiene Styrene

See more

Shop water filters by Brita

Shop the Brita Store on Amazon

Water Filter Pitchers & Dispensers

Water Filter Replacements

Water Filter Bottles

Results

Price and other details may vary based on product size and color.

Lifecrow

4.6

173

200+ bought in past month

\$44

or reserve with Layaway for \$8.99

FREE delivery Mon, Sep 18

Or fastest delivery Tomorrow, Sep 13

LifeStraw Go Series - BPA-Free Water Filter Bottle for Travel and Everyday Use

4.6

173

200+ bought in past month

\$24

or reserve with Layaway for \$8.99

FREE delivery Mon, Sep 18

Or fastest delivery Tomorrow, Sep 13

Original Filtered Water Bottle, Travel 4-Stage Water Purifier Filter with Straw, 26 oz Portable Water Filter, BPA-Free Integrated Filter for Camping Hiking Emergency...

5.0

2

500+ bought in past month

\$25

or reserve with Layaway for \$8.99

FREE delivery Mon, Sep 18 on \$35 of items shipped by Amazon

Or fastest delivery Overnight 4 AM - 8 AM

SurvMate 0.01µm Ultra-Filtration Filtered Water Bottle, Portable Water Filter Bottle with 4-Stage Filtration

4.3

2,448

500+ bought in past month

\$25

or reserve with Layaway for \$8.99

FREE delivery Mon, Sep 18 on \$35 of items shipped by Amazon

Or fastest delivery Tomorrow, Sep 13

Overall Pick

95054

Allsoda maker

o SchoolMedical CareWorks with AlexaBest SellersToday's DealsAmazon BasicsCustomer ServiceCouponsPet SuppliesBuy AgainGift Cards

Save 20% Savings & SalesNinja BN401 Nutri Pro Compact Personal...\$79.99\$99.99prime

Philips

Stainless Sparkling Water Maker Soda Maker Machine for Home Carbonating with BPA free PET 1L Carbonating Bottle, Compatible with Any Screw-in 60L CO2 Exchange Carbonator(NOT Included), White

Visit the PHILIPS Store

4.3

1,604 ratings

Amazon's Choice

Overall Pick

500+ bought in past month

Deal

-20%

\$57

Typical price: \$72.00

FREE Returns

Apply now and get a \$60 Amazon Gift Card upon approval of the Amazon Store Card, or see if you pre-qualify with no impact to your credit bureau score.

Available at a lower price from other sellers that may not offer free Prime shipping.

Color: A Stainless Steel-White

\$57.59

\$63.99

\$23.78(\$0.70 / Ounce)

\$25.99(\$0.76 / Ounce)

\$24.99

Purchase options and add-ons

Payment plans

\$10.46/mo (6 mo) at example APR of 30% (rates from 10-30% APR)

Add your 30-day FREE trial of Prime and get fast, free delivery

Buy new: \$57

FREE Returns

FREE delivery Monday, September 18

Or fastest delivery Thursday, September 14. Order within 11 hrs 34 mins

Deliver to Santa Clara 95054

In Stock

Qty: 1

Add to Cart

Buy Now

Payment Secure transaction

Ships from Amazon.com

Sold by Amazon.com

Returns Eligible for Return, Refund or Replacement within 30 days of receipt









Packaging Shows what's inside

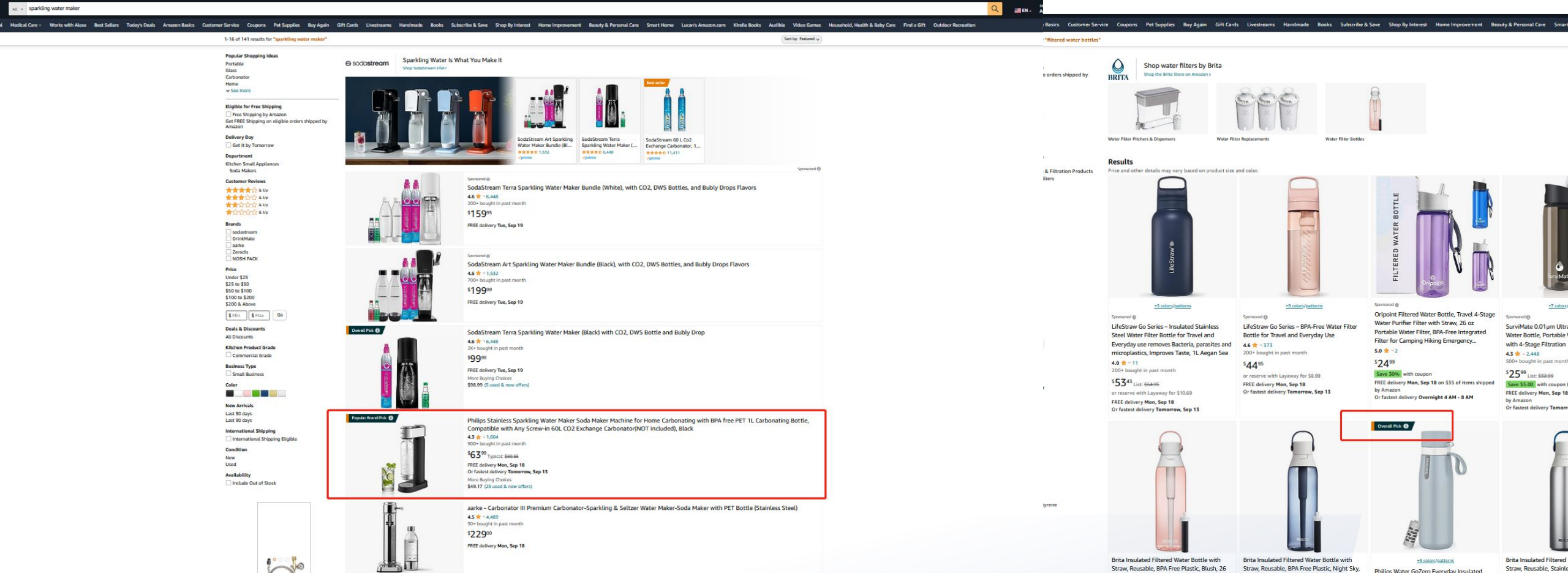
Add a Protection Plan:

Soda Maker sales: top 3-5 in category.

- Starting from 0, after two years operation, achieved the second-highest sales ranking for Soda Maker machines in a category largely dominated by SodaStream.
- Secured a position in the top three for both 'Most Wished for' and 'Gift Idea' categories.

Best Sellers in Soda Makers

#1  SodaStream White Slim Carbonating Bottles Twin Pack, 1L Pack Of 2 ★★★★★ 17,426 \$19.92	#2  SodaStream Terra Sparkling Water Maker (Black) with CO2, DWS Bottle and Bubly Drop ★★★★★ 6,448 \$99.99	#3  SodaStream CLASSIC DWS Carbonating Bottle BLACK (twinpack), 1L Pack Of 2 ★★★★★ 5,012 \$18.00	#4  Philips Stainless Sparkling Water Maker Soda Maker Machine for Home Carbonating with BPA free PET 1L Carbonating Bottle, ... ★★★★★ 1,604 \$57.59								
#5  SodaStream Art Sparkling Water Maker Bundle (Black), with CO2, DWS Bottles, and Bubly Drops Flavors ★★★★★ 1,532 \$199.99	#6  Drinkmate Threaded 60L CO2 Refill Cartridges (14.5oz) - 2 Pack ★★★★★ 814 \$59.99	#7  DrinkMate OmniFizz Sparkling Water and Soda Maker, Carbonates Any Drink Without Diluting It, CO2 Cylinder Not Included (Matte Black) ★★★★★ 2,084 \$68.79	#8  SodaStream Aqua Fizz Sparkling Water Machine (Black) with Co2 & Glass Carafes ★★★★★ 2,384 \$153.59								
New Releases In Soda Makers				Most Wished For In Soda Makers				Gift Ideas In Soda Makers			



Most SKUs major keyword search ranks organically in top 3-5.

Advertising ROI
remains around
8.7, with ads
cost < 5% to
overall sales.

Sponsored ads Campaign manager								
Create campaign Find a campaign Filter by Bulk actions								
<input type="checkbox"/>	Active	Campaigns ⓘ	Status	CPC ⓘ	O... ⓘ	ACOS ⓘ	ROAS ⓘ	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Shower Filter Auto Aug 2023 ⋮	Delivering Details ▾	—	—	—	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Active 24 32 oz Auto ⋮	Delivering Details ▾	\$0.51	115	20.81%	4.81	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Everyday Tritan 36oz Target A... ⋮	Delivering Details ▾	\$0.39	15	31.45%	3.18	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Everyday Tritan XL 36 oz Man... ⋮	Delivering Details ▾	\$0.65	46	16.72%	5.98	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Everyday Tritan XL 36 oz- Sea... ⋮	Delivering Details ▾	\$0.39	20	11.14%	8.98	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Everyday SS 3 filters Manual ⋮	Delivering Details ▾	\$0.43	80	7.46%	13.40	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Soda Maker- New SodaStrea... ⋮	Delivering Details ▾	\$0.49	7	10.90%	9.18	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Soda Maker- New SodaStrea... ⋮	Delivering Details ▾	\$0.34	98	11.23%	8.90	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	EveryDay SS 3 Filters Auto ⋮	Out of b... Details ▾	\$0.81	38	15.69%	6.38	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	EveryDay Tritan XL 36oz Auto ⋮	Delivering Details ▾	\$0.72	90	17.95%	5.57	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Totals for 55 Campaigns	Delivering	\$0.44	3,580	11.49%	8.70	

Challenge

Product Quality Challenge

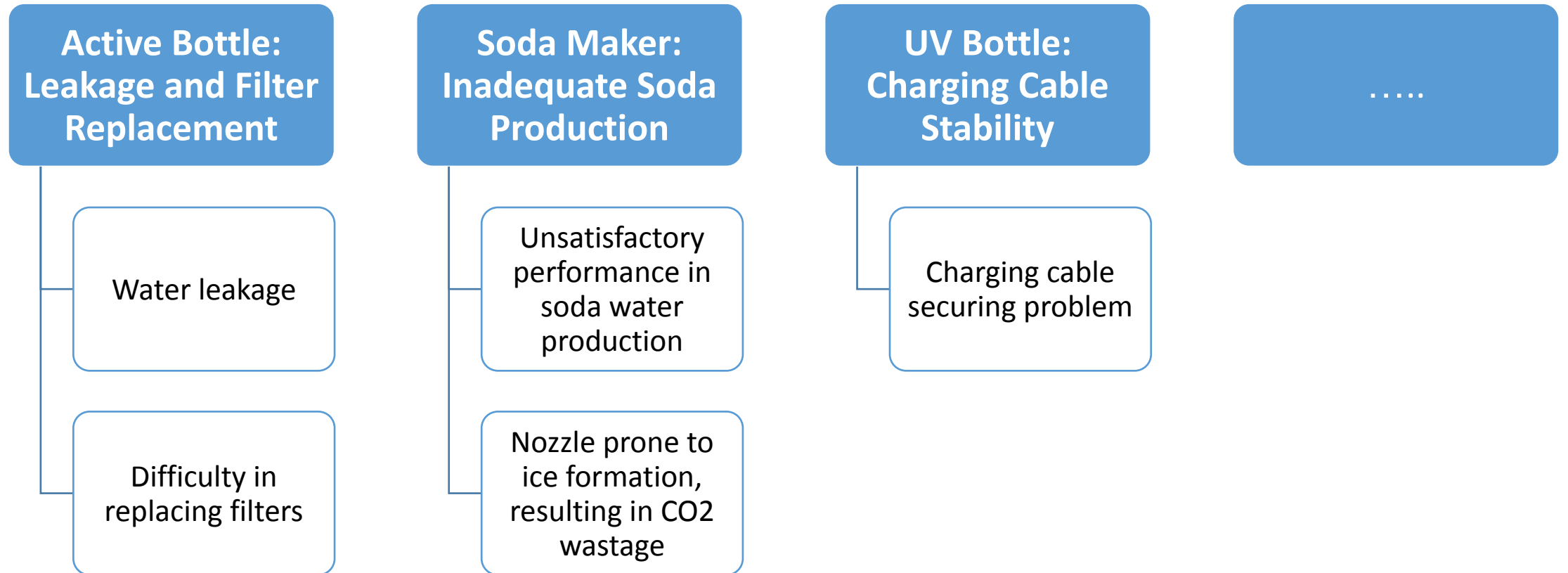
Competitors Brand have strong category dominance

Amazon Seller Account Suspension and Resolution

Off-site Brand Promotion Constraints (Raina)

Multi-Channel Diversification Challenges (Raina)

Product-Specific Quality Problems



Packaging and User Manual Problems

Everyday Bottle: Filter Installation

- Filter installed in opposite position
- Customer inability to draw water due to install the filter in opposite position installation

Communication Gap: Lack of Customer Support Information

- Absence of customer service contact details on packaging
- Difficulty for customers in reaching out for assistance, leading to negative reviews on platforms like Amazon

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Redharp's Proactive Approach

- Weekly Analysis of Customer Feedback and Reviews
- Collaborative Solutions with AQ Team: Redharp providing practical solutions to AQ team based on operational insights
- Cooperation with after-sales and customer service teams to minimize negative reviews
- Reduction in unnecessary negative reviews, enhancing overall customer satisfaction
- Proactive measures to address customer concerns and maintain positive reviews



Competitors Brand have strong category dominance

PHILIS Water's Major Products Lines are Filtered Water Bottles & Soda Makers

- Strong Market Monopoly in Filtered Water Bottles Category on Amazon
 - Brita's Dominance
 - Brita's Exclusivity in Top 10 Best Sellers
- Similar Dominance in Soda Makers Category on Amazon
 - Sodastream's Monopoly
 - Sodastream's Exclusivity in Top 5 Best Sellers

Achievements on Amazon



Recognition: Both Products Awarded Amazon Choice - Overall Pick Tag



Disruption: Breaking the Monopoly, Breaking into Top Best Sellers

Everyday Stainless Filtered Water Bottle: Entered Top 10

Soda Maker: Secured a Position in Top 5

Best Sellers in Soda Makers

#1



SodaStream White Slim Carbonating Bottles Twin Pack, 1L Pack Of 2
★★★★★ 17,426
\$19.92

#2



SodaStream Terra Sparkling Water Maker (Black) with CO2, DWS Bottle and Bubly Drop
★★★★★ 6,448
\$99.99

#3



SodaStream CLASSIC DWS Carbonating Bottle BLACK (twinpack), 1L Pack Of 2
★★★★★ 5,012
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#4



Philips Stainless Sparkling Water Maker Soda Maker Machine for Home Carbonating with BPA free PET 1L Carbonating Bottle,...
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★★★★★ 814
\$59.99

#7



DrinkMate OmniFizz Sparkling Water and Soda Maker, Carbonates Any Drink Without Diluting It, CO2 Cylinder Not Included (Matte Black)
★★★★★ 2,084
\$68.79

#8



SodaStream Aqua Fizz Sparkling Water Machine (Black) with Co2 & Glass Carafes
★★★★★ 2,384
\$153.59



New Releases
In Soda Makers



Most Wished For
In Soda Makers



Gift Ideas
In Soda Makers

Seller Central Account Suspension

Reasons for manipulating reviews ranking:

- Listing Review Ranking Below 4.3 (Amazon Displayed 4 Stars) for Multiple Key Listings.
- Observable Decline in Conversion Rates and Sales Compared to Listings with 4.3 Stars and Above (Amazon Displayed four and half Stars).
- After multiple communications during weekly meetings with the AQ team and explicit authorization obtained, in an effort to boost sales and conversion rates, we tried several actions to raise review rankings. Unfortunately, some of the actions violated Amazon Policy, leading to the suspension of the account.

Actions Taken After SC Account Suspension

Engaged appeal services to initiate the account reinstatement process.

Activation of RedHarp Backup Account : Initiated RedHarp's seller central account to ensure continued operations during the suspension period.

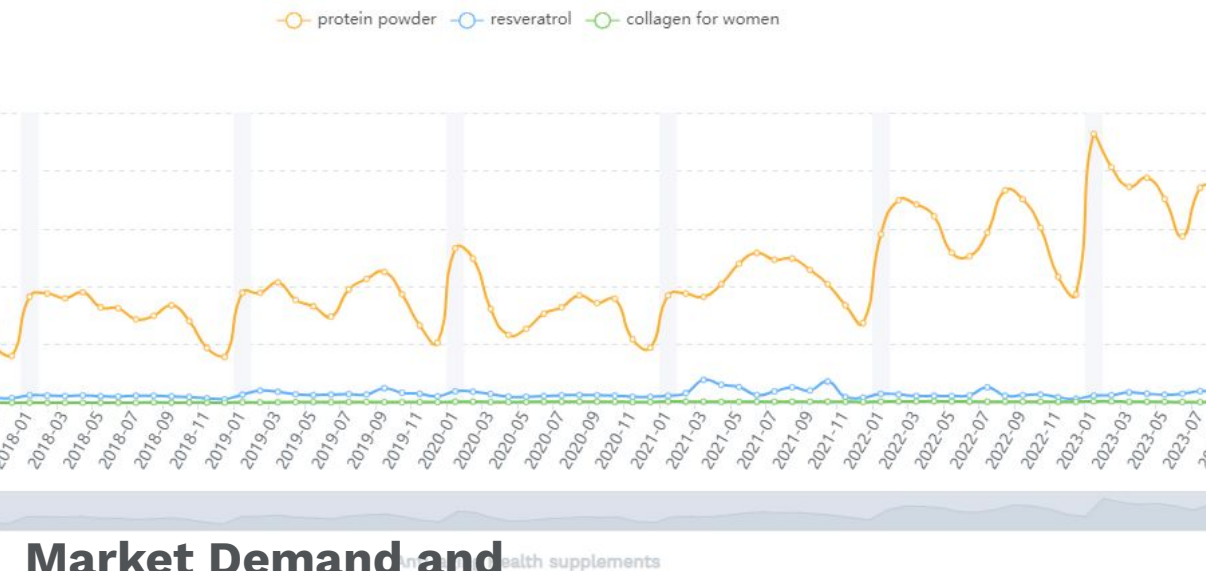
Rapid Transfer of Listings and Inventory to RedHarp Account

SKU Migration to Vendor Central: Transferred SKUs to Vendor Central to diversify the sales channels.

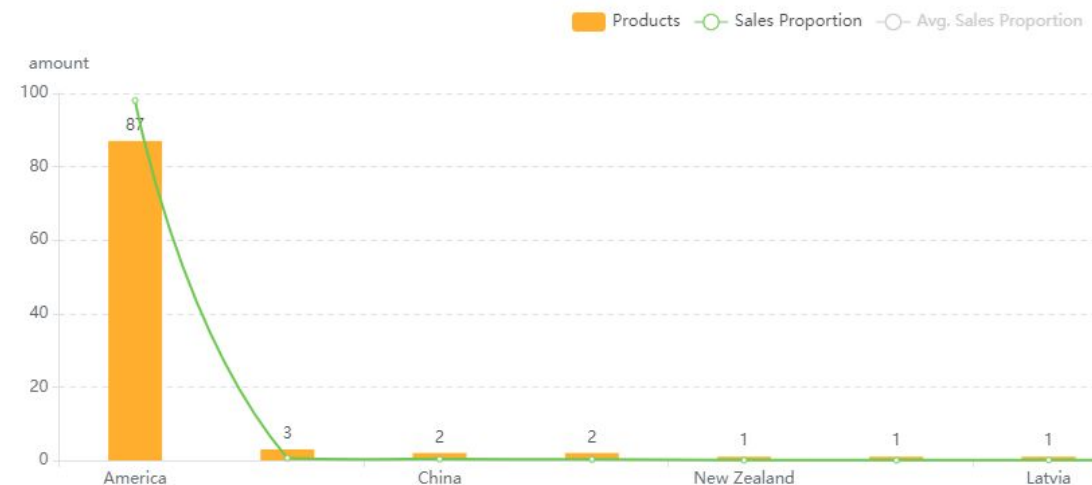
Recovering Sales and Growth: Overcame challenges, including the complete deletion of reviews on multiple listings. Within 1-2 months, sales were restored to pre-suspension levels, and subsequent rapid growth was experienced in the year 2023.

Recommendations for 2024

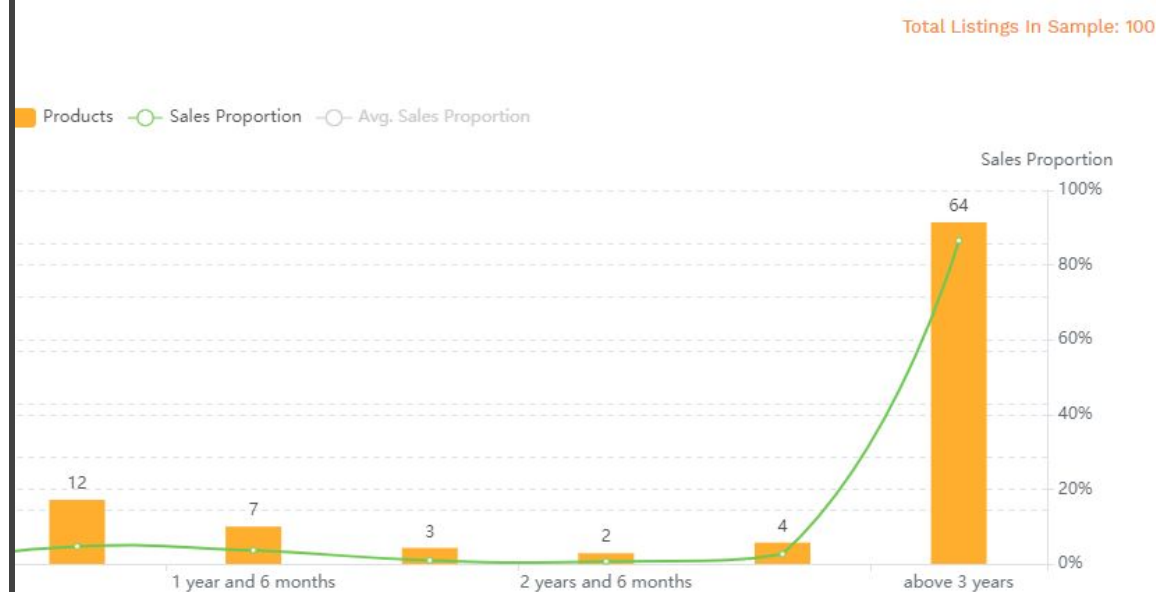
- Launch more SKUs with differentiation.
- Improve Product Quality & Enhance packaging materials.
- Put More Budget on PR & Social Media Influencer.

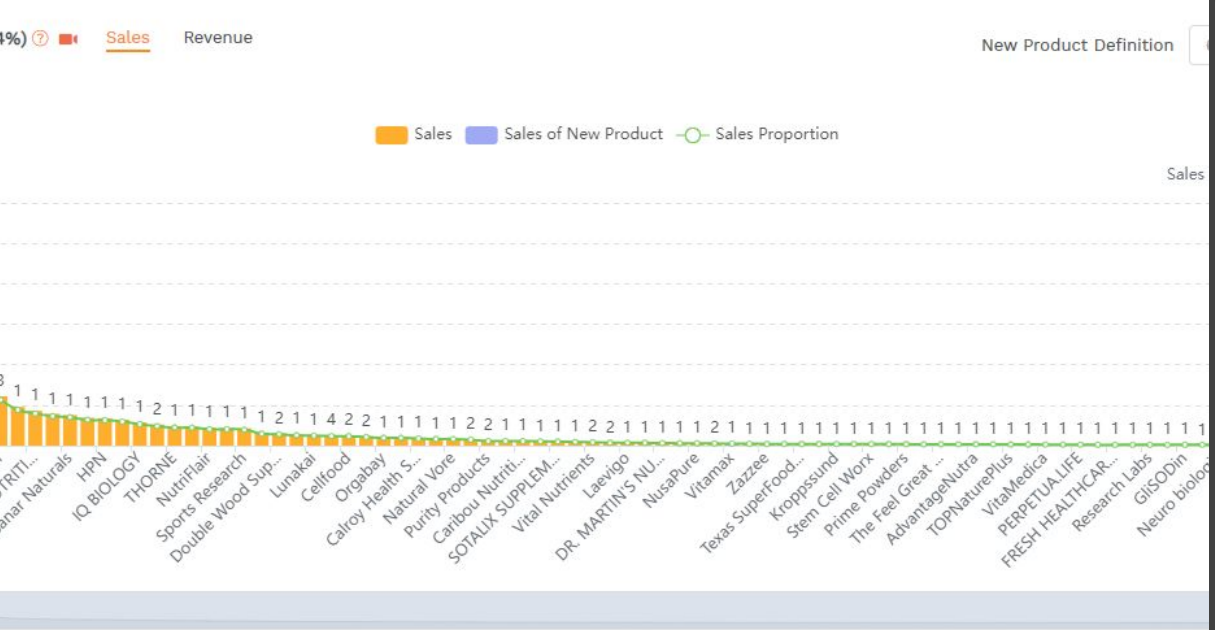


Origin of Seller

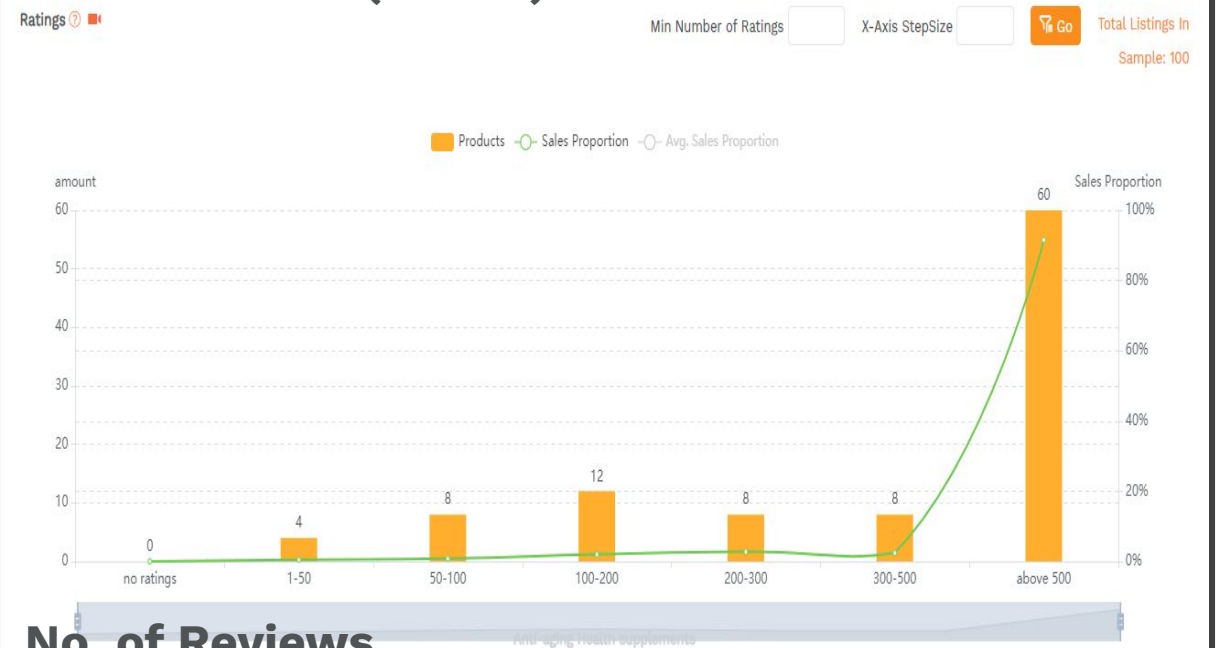


Origin of Seller





Brand Concentration(68.4%)



No. of Reviews



Price



Review Ranking