

LIBERTY HARDWARE



# Signature helps Liberty Hardware optimize their catalog and deal strategy

VENDOR **LIBERTY HARDWARE**

## THE CHALLENGE

Before joining SAS Signature, Liberty Hardware's growth had plateaued. They were seeking assistance in optimizing their catalog and building a yearly deal strategy to meet their growth goals.

## THE SUPPORT PROVIDED

Account manager, Alexis, took the time to understand their business and introduced them to new programs, detail page optimization best practices, event and deal participation. They implemented the program Born to Run, to help them bring in inventory to ramp new product launches.

## THE IMPACT

Within four months of joining the program, Liberty Hardware began to see their return on investment, with consistently growing their business each month.

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Liberty Hardware joined the SAS Signature program they had strategic goals to enhance their product pages and wanted assistance in meeting their growth goals. Account manager Alexis K. partnered with Liberty Hardware to learn about their business and goals to prioritize the next best actions to take.

Alexis became their teacher and advocate. She was able to troubleshoot catalog issues and teach them new processes to set up detail pages fully, including A+ content and variations to enhance the shopping experience. She helped optimize their event participation in events like Prime Day and category events like Fall DIY. Through deal preparation, selection, and reporting Alexis was able to show the growth that came from strategically participating in events. Through these changes, Liberty Hardware continues to meet their growth goals with consistent growth of doubling their YoY growth each month.

**"It is honestly night and day between where we were with our Amazon business before joining the Signature program to where we are today. We gained the ability to action things due to the advocate we gained within Amazon. Alexis now can direct our questions to different departments and help get things executed. It's an amazing advantage."**

APRIL WHITTINGTON, LIBERTY HARDWARE DIVISION LEAD FOR SALES

**"As an account manager I am a strategic advocate. I am working internally at Amazon on behalf of my vendor, but also being strategic and making sure my vendor and I are spending our time and resources in the right areas."**

ALEXIS K., ACCOUNT MANAGER