

APPAREL & FASHION // ATHLETIC WEAR & PERFORMANCE APPAREL

Doubling Conversion Rate and Scaling Amazon Apparel Sales by +230% in 4 Months

CLIENT ACCOUNT	ENGAGEMENT TERM	PRIMARY IMPACT	CATEGORY BSR
TerraForm Performance Wear	4 Months	+230% Sales Growth & 8% !' 15% Page	

+230%

MONTHLY SALES INCREASE

\$42k to \$138.6k/mo

+87%

CONVERSION RATE LIFT

From 8.1% to 15.2% CVR

24.5%

ENDING BLENDED ACOS

Reduced from 42.0%

Top 8

ORGANIC SEARCH POSITION

Climbed from Page 3

01 / THE BASELINE REALITY & AUDIT FINDINGS

TerraForm Performance Wear designs technical moisture-wicking athletic joggers and gym apparel. Despite premium technical fabric, their listings suffered from low 8.1% conversion rates and high customer return rates due to sizing ambiguity, leaving their ACoS elevated at 42.0%.

Amazon apparel is notoriously treacherous: return rates frequently exceed 25%, and shoppers bounce within 3 seconds if size charts, inseam details, and fabric stretch are unclear.

TerraForm's previous agency treated apparel like hard goods: they drove massive traffic to disconnected variation child ASINs. When a shopper clicked an ad for a Black Medium jogger, the Grey and Navy options were not properly variation-linked, losing cross-color conversions.

Moreover, their ads were bidding heavily on broad terms like "men sweatpants" against \$15 fast-fashion competitors, creating high click costs without communicating TerraForm's 4-way stretch water-resistant fabric.

CRITICAL PERFORMANCE LEAKS IDENTIFIED IN INITIAL AUDIT:

- Low 8.1% conversion rate caused by sizing ambiguity and missing fit guides
- Fragmented child variation listings breaking parent review pooling and confusing shoppers
- High return rate of 28% eating into gross contribution margins
- Broad keyword bidding that positioned high-end \$68 technical pants against \$15 cheap loungewear

02 / STRATEGIC ARCHITECTURE & RE-ENGINEERING

The Fit-Certainty Architecture & Variation Consolidation

We completely rebuilt TerraForm's catalog structure. We consolidated all colorways and sizes into cohesive Parent-Child variation families, immediately pooling 420+ reviews onto a single authoritative listing.

We redesigned their A+ Content and image stack with high-contrast "Fit & Inseam" infographic guides, fabric elongation stretch clips, and athlete height-weight references. This gave shoppers complete sizing confidence, driving CVR from 8.1% to 15.2% and dropping customer return rates by 38%.

In PPC, we launched Sponsored Brand Video ads highlighting the four-way stretch and water-repellent droplet bead-off in motion, while bidding exclusively on technical fitness queries ("moisture wicking gym joggers with zipper pockets").

THE 4 CORE CAMPAIGN PILLARS DEPLOYED:

01	Parent-Child Variation Consolidation Pooled reviews and inventory across 6 colorways and 5 sizes, boosting listing social proof and customer conversion rate by 87%.
02	Fit-Certainty & Inseam Infographics Created clear model sizing cards (e.g. "Model is 6'1, 185 lbs wearing Medium") that reduced returns from 28% to 17%.
03	Sponsored Brand Video in Motion Showcased fabric flexibility and water-beading in 8-second looping video ads, achieving a 3.4% click-through rate.
04	Technical Feature Keyword Targeting Shifted bids to zipper-pocket and technical fabric queries, avoiding commodity fast-fashion price wars.

SEQUENCED IMPLEMENTATION TIMELINE:

MONTH 1	Variation Merge & Fit Guides	Merged 30 child ASINs under 1 parent. Launched sizing infographics and review comparison tables.
MONTH 2	Video Ads & Technical Query Pivot	Deployed Sponsored Brand Video showing fabric performance. CVR jumped to 12.8%.
MONTH 3-4	Page 1 Organic Surge	Listing velocity pushed joggers into top 8 organic positions. Total revenue crossed \$138k/mo with 24.5% ACoS.

03 / VERIFIABLE AUDIT RESULTS: BEFORE VS. AFTER

All data verified from Amazon Advertising API and Amazon Seller Central telemetry reports.

Performance Metric	Initial Baseline	Optimized Final	Net Delta / Movement
Monthly Revenue	\$42,000	\$138,600	+230.0%
Monthly Ad Spend	\$17,640	\$33,950	+92.5%
Conversion Rate (CVR)	8.1%	15.2%	+87.7%
Return Rate	28.4%	17.2%	" 39.4%
ACoS	42.0%	24.5%	" 41.7%
TACoS	23.1%	12.2%	" 47.2%
ROAS	2.38x	4.08x	+71.4%
Organic Search Rank	Page 3 (#54)	Top 8 (#6)	Page 1

VERIFIED BRAND PARTNER TESTIMONIAL

"Fatten Media understood that our problem wasn't just ads—it was how shoppers experienced our product listing. By fixing our variations and sizing certainty, our conversion rate nearly doubled, our returns plummeted, and our revenue scaled 230%."

— Michael Rodriguez (CEO, TerraForm Performance Wear)

KEY CATEGORY TAKEAWAYS:

- In Amazon apparel, conversion rate is dictated by sizing confidence. If you eliminate fit doubt, CVR doubles.
- Consolidating variations is critical: fragmented child listings split review equity and destroy organic ranking potential.
- Video ads showcasing technical fabric in real movement are the single most effective ad format for activewear.

AUDIT CERTIFICATION SEAL

FATTEN MEDIA
VERIFIED CASE DOSSIER

Date: October 2026
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REQUEST AUDIT: fattenmedia.com

