

CASE STUDY SNAPSHOT

BIO MIRCO: £0 TO £100K ON AMAZON UK

BioMirco[®]
WELLNESS EXPERTLY FORMULATED

Context

- New Amazon brand launch
- Premium supplement category
- Built from scratch on Amazon
- No legacy reviews, rank or customer base

Challenge

- New premium brand entering a crowded Amazon category
- No review history or existing rank
- Higher price point required stronger trust signals
- Needed to build visibility and conversion from scratch



Bio Mirco launched from zero and grew into a revenue-generating Amazon brand in its first year, reaching over £100k in sales, with 13 live SKUs and page 1 organic rankings across multiple keywords.

£100k+

Amazon Revenue

Page 1

Organic Rankings

13

SKUs Live

6k+

Units Sold

How it was Built

Launch sequencing

Bio Mirco was not rushed onto Amazon. The brand, listings and launch assets were prepared first, allowing the business to go live with stronger foundations and a clearer plan for scale.

Review generation

Amazon Vine was activated early across the range to build initial review volume, strengthen trust and reduce one of the biggest barriers to conversion for a new premium brand.

Listing conversion

Copy, imagery and A+ content were built to justify the premium positioning, communicate product quality clearly and improve conversion from day one.

Rank & visibility

PPC was used strategically to build early visibility, support sales velocity and improve organic ranking across relevant keywords over time.

Build



Launch



Rank



Scale

