



HEADWATERS STUDIO

Amazon Account Success Story

Clicktimum

We treat your store as it is our own.

Creating a Sustainable Business Model at Amazon Overview

Strong Initial Growth

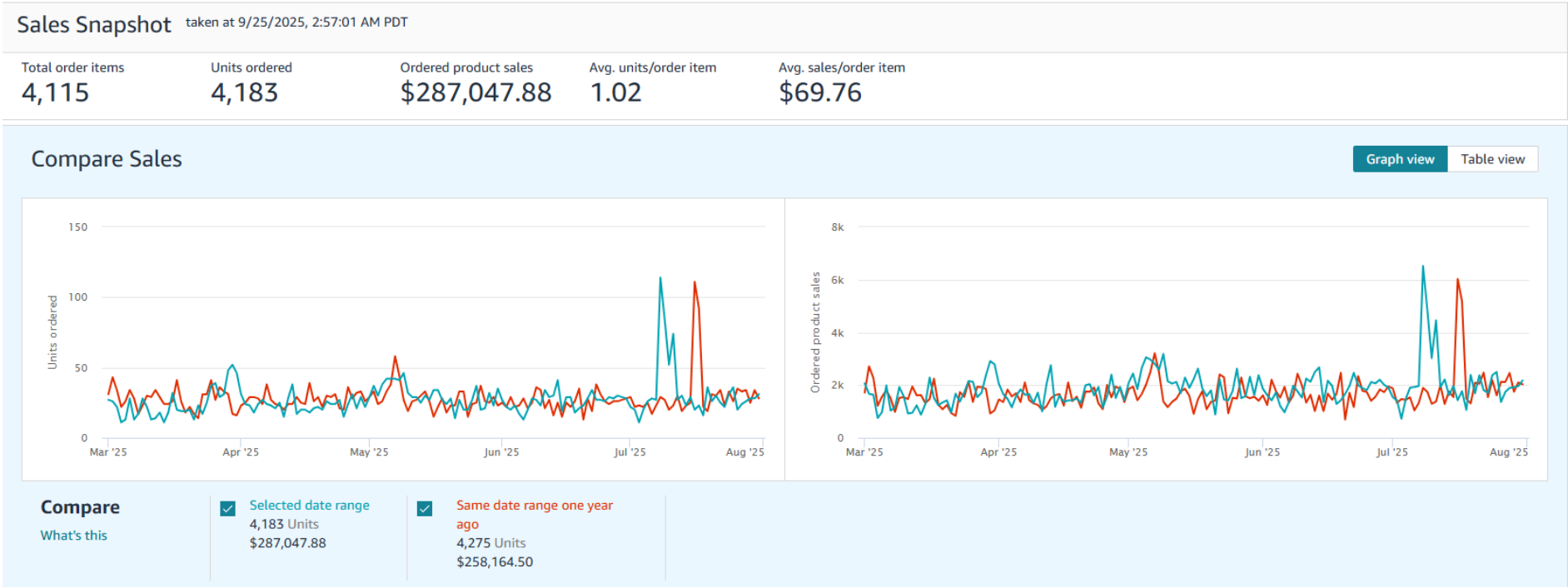
Within the first three months of collaboration, monthly sales increased by **75.7%**

Proof of Strategy Fit

Early results validated that our tailored strategy aligned well with the brand's market potential.

We started working with the brand in March 2025, with the main objective of improving both sales and profitability to secure long-term business sustainability. Conducted an in-depth analysis of product strengths and weaknesses, followed by the creation of a clear action plan, roadmap, and targeting map to align with business goals.

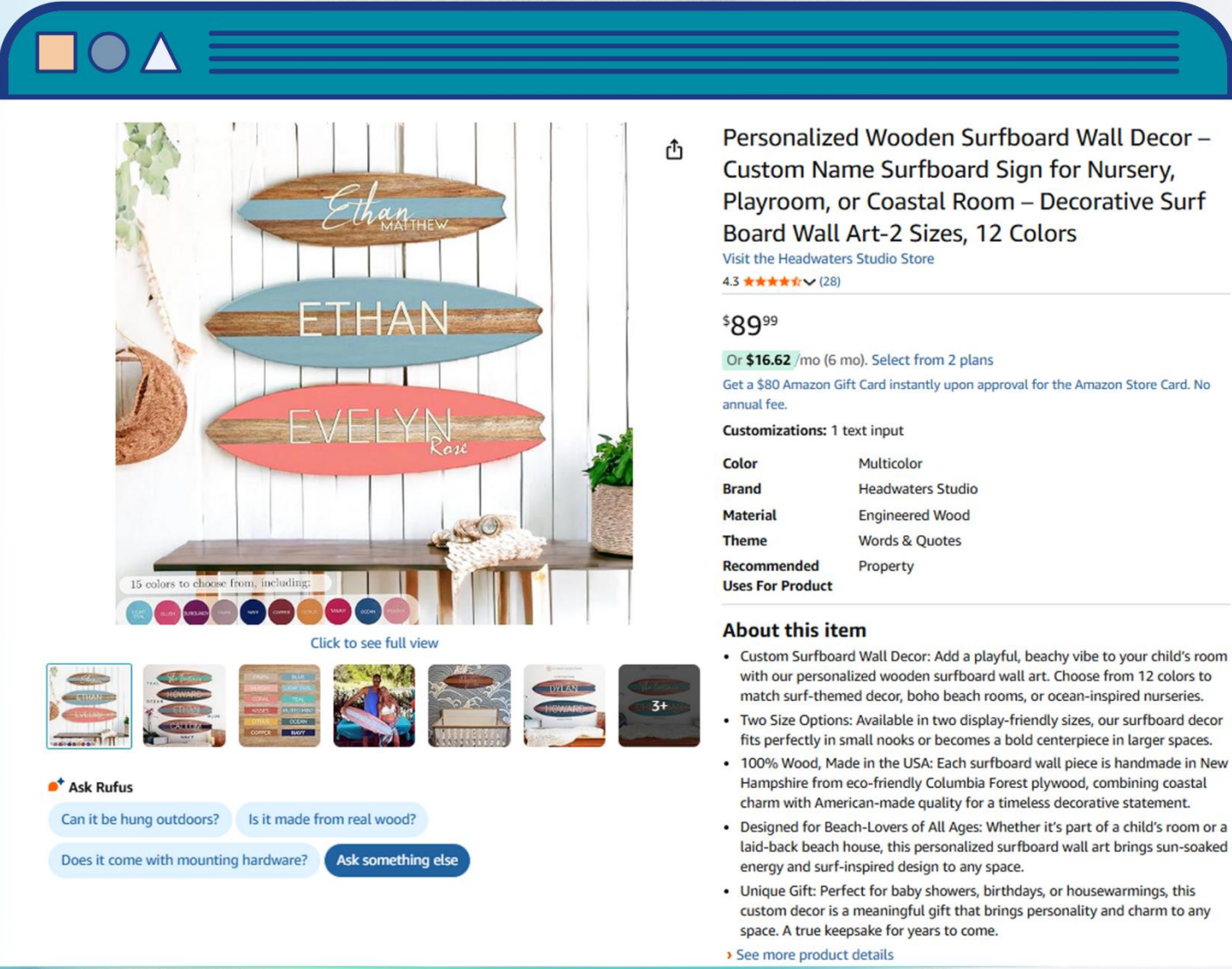
Within five months, leveraging both seasonal opportunities and ongoing initiatives, sales reached **\$287,047.88**, reflecting an **11.2%** year-over-year growth.



Fixing the Weak SEO and Listings:

We identified underperforming listings and weak SEO as major bottlenecks for sales. Product titles, bullet points, and backend keywords were analyzed and optimized to align with high-volume search terms and customer intent.

Old content that lacked clarity or relevance was rewritten, while product descriptions were enhanced with keyword-rich, compelling copy.



Personalized Wooden Surfboard Wall Decor – Custom Name Surfboard Sign for Nursery, Playroom, or Coastal Room – Decorative Surf Board Wall Art-2 Sizes, 12 Colors

Visit the Headwaters Studio Store

4.3 ★★★★★ (28)

\$89⁹⁹

Or **\$16.62** /mo (6 mo). Select from 2 plans

Get a \$80 Amazon Gift Card instantly upon approval for the Amazon Store Card. No annual fee.

Customizations: 1 text input

Color	Multicolor
Brand	Headwaters Studio
Material	Engineered Wood
Theme	Words & Quotes
Recommended Uses For Product	Property

About this item

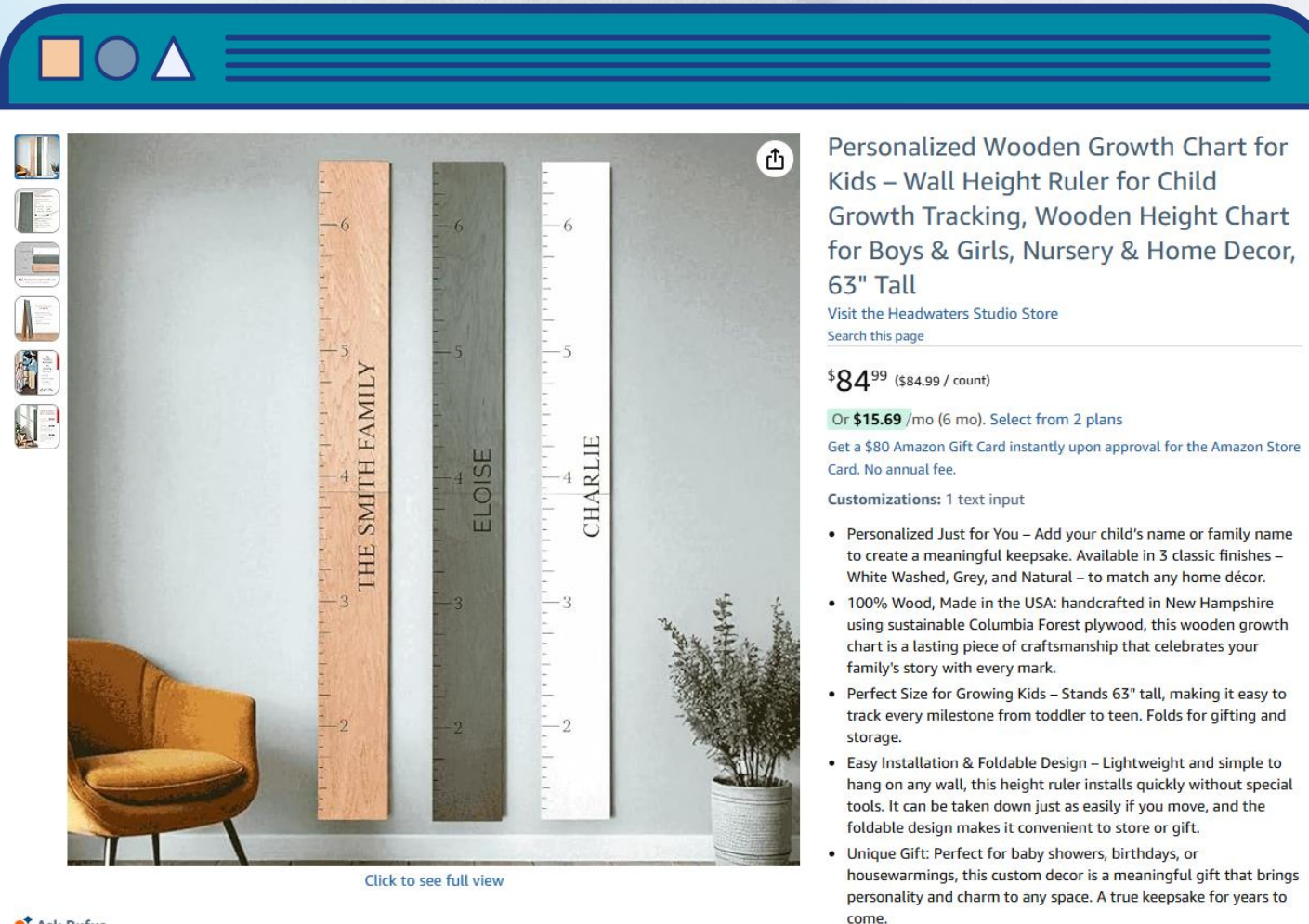
- Custom Surfboard Wall Decor: Add a playful, beachy vibe to your child's room with our personalized wooden surfboard wall art. Choose from 12 colors to match surf-themed decor, boho beach rooms, or ocean-inspired nurseries.
- Two Size Options: Available in two display-friendly sizes, our surfboard decor fits perfectly in small nooks or becomes a bold centerpiece in larger spaces.
- 100% Wood, Made in the USA: Each surfboard wall piece is handmade in New Hampshire from eco-friendly Columbia Forest plywood, combining coastal charm with American-made quality for a timeless decorative statement.
- Designed for Beach-Lovers of All Ages: Whether it's part of a child's room or a laid-back beach house, this personalized surfboard wall art brings sun-soaked energy and surf-inspired design to any space.
- Unique Gift: Perfect for baby showers, birthdays, or housewarmings, this custom decor is a meaningful gift that brings personality and charm to any space. A true keepsake for years to come.

See more product details

Listing Images

We analyzed existing product images and identified areas where visuals were underperforming in attracting clicks and conveying product value.

The optimized **listing images** led to a **50% uplift in sessions and clicks**, confirming the effectiveness of the visual refresh in driving higher traffic and engagement.



Personalized Wooden Growth Chart for Kids – Wall Height Ruler for Child Growth Tracking, Wooden Height Chart for Boys & Girls, Nursery & Home Decor, 63" Tall

Visit the Headwaters Studio Store
[Search this page](#)

\$84.99 (\$84.99 / count)
Or **\$15.69** /mo (6 mo). Select from 2 plans

Get a \$80 Amazon Gift Card instantly upon approval for the Amazon Store Card. No annual fee.

Customizations: 1 text input

- **Personalized Just for You** – Add your child's name or family name to create a meaningful keepsake. Available in 3 classic finishes – White Washed, Grey, and Natural – to match any home décor.
- **100% Wood, Made in the USA:** handcrafted in New Hampshire using sustainable Columbia Forest plywood, this wooden growth chart is a lasting piece of craftsmanship that celebrates your family's story with every mark.
- **Perfect Size for Growing Kids** – Stands 63" tall, making it easy to track every milestone from toddler to teen. Folds for gifting and storage.
- **Easy Installation & Foldable Design** – Lightweight and simple to hang on any wall, this height ruler installs quickly without special tools. It can be taken down just as easily if you move, and the foldable design makes it convenient to store or gift.
- **Unique Gift:** Perfect for baby showers, birthdays, or housewarmings, this custom decor is a meaningful gift that brings personality and charm to any space. A true keepsake for years to come.

Click to see full view

Ask Rufus

Inventory Management

By strategically managing stock levels and improving turnover, we maximized inventory efficiency and boosted our **IPA score from 720 upward**, leading to smoother fulfillment, reduced stockouts, and stronger overall sales performance.

Plan Inventory ⓘ



Inventory Performance Index

For Week 39 2025, updated weekly

763/1,000 ↑ 2 pts last 7 days

[View details](#)



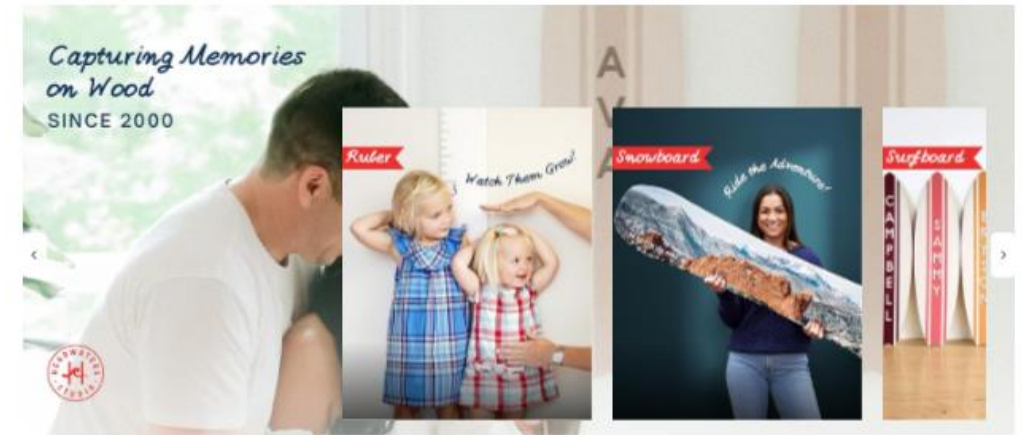
[View FBA inventory](#)

Top Influencing Factors

- Excess inventory: 9.66%
8 SKUs | 245 units. [Reduce](#)
- In-stock rate: 97.19%
Restock 6 SKUs today. [Restock](#)
- Sell-through: 1.13
Increase sales. [View details](#)
- Stranded inventory: 0%
0 SKUs | 0 units. [Fix it](#)

Conducting A/B Tests

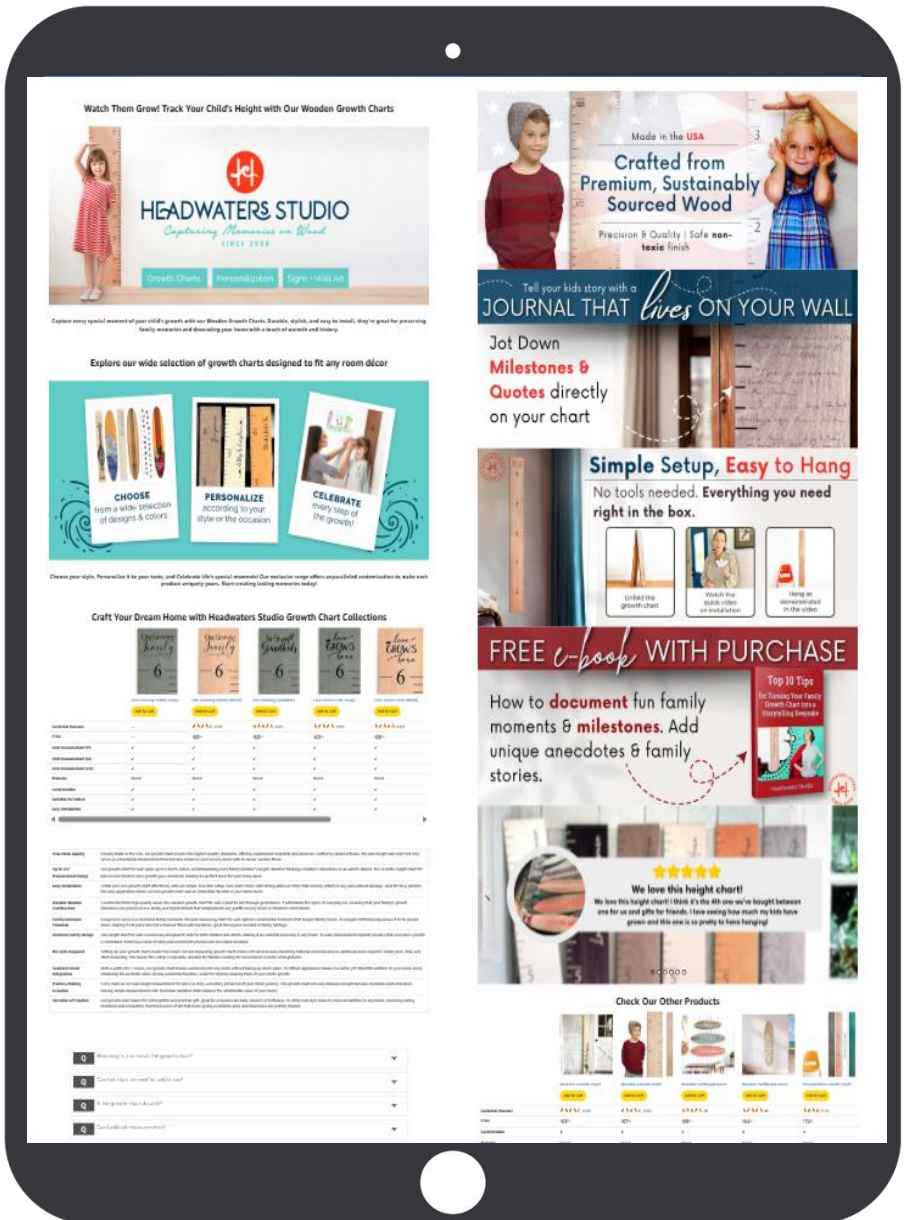
We conducted A/B tests on the A+ Brand Story and main images to evaluate which designs resonated most with customers. Old, underperforming visuals were updated, and new, optimized creatives were implemented to improve engagement and conversion rates.



Conducting A/B Tests

As a result, conversion rate increased from **0.0613%** to **0.0694%**, reflecting a clear improvement in how effectively the content drove purchases. Units sold and sales also saw growth, confirming the positive impact of our optimizations on customer engagement and revenue.

Metric	View A/B content	Version A	Version B ✓	Difference
Units Per Unique Visitor ⓘ		0.001	0.001	+ 0
Conversion ⓘ		0.0613%	0.0694%	+ 0.00809%
Units Sold ⓘ		14	16	+ 2
Units Sold From Search ⓘ		2	5	+ 3
Sales ⓘ		\$1,246	\$1,404	+ \$158
Sales From Search ⓘ		\$178	\$435	+ \$257
Sample Size ⓘ		22,831	23,052	+ 221



Advertising

When we first started our journey with Headwaters, our primary advertising goal was to maintain the ACoS rate while simultaneously driving sales growth. To achieve this, our advertising strategies focused on high-traffic keywords that had previously generated sales. By identifying high-conversion targets, we launched campaigns across different ad types tailored to each product's potential.

By the end of March 2025, total ad-driven sales had reached **\$88,946.22**. From the start of our partnership in March through the end of September, total ad sales climbed **to \$264,792.35**. In just six months, we successfully increased ad sales by **65%** while keeping our **ACoS** stable between **24%** and **28%**.



Looking at the overall results, by the end of March the store had generated **\$129,110.30** in total sales, with only **\$88,946.22** of that coming from ads. From the start of our partnership in March through the end of September, total sales reached **\$378,268.47**. Out of this, **\$264,792.35** came from advertising and **\$113,476.12** from organic sales.

In just six months, we achieved a **65%** increase in ad-driven sales and a **63%** increase in organic sales.

Before

Date

Custom

1/1/2025

3/31/2025

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

Sales Snapshot

taken at 9/25/2025, 4:25:10 AM PDT

Total order items

Units ordered

Ordered product sales

Avg. units/order item

Avg. sales/order item

1,854

1,877

\$129,110.30

1.01

\$69.64

Compare Sales

Graph view

Table view

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	1,854	1,877	\$129,110.30	1.01	\$69.64
Same date range one year ago	2,461	2,484	\$151,905.66	1.01	\$61.73
± % change from same date range one year ago	-24%	-24%	-15.01%	0%	12.81%

After

Date

Custom

3/1/2025

9/25/2025

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

Sales Snapshot

taken at 9/25/2025, 4:18:01 AM PDT

Total order items

Units ordered

Ordered product sales

Avg. units/order item

Avg. sales/order item

5,310

5,388

\$378,268.47

1.01

\$71.24

Compare Sales

Graph view

Table view

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	5,310	5,388	\$378,268.47	1.01	\$71.24
Same date range one year ago	5,954	6,040	\$373,998.25	1.01	\$62.81
+ % change from same date range one year ago	-10%	-10%	1.14%	0%	13.42%

Let's write the next success story together!

We treat your store as it is our own.



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www.clicktimum.com

amazon **spn**
certified

Service
Provider
Network

amazon ads

Verified
partner

amazon
global selling

Solution
Provider
Network



Solution
Provider
Partner

ebay partner network