With Stackline, Otterbox protects more than phones.

Partner Profile

A category leader in drop-resistant cell phone cases, with major representation in big-box retailers, Otterbox continues to develop an ever-expanding online shopping presence with eCommerce giant, Amazon.

With a growing multitude of competitors on Amazon, Otterbox's needs are constantly evolving. Stackline provides the insights, data and support that helps drive growth for this growing company.

Business Goals

Healthy Revenue Growth

Like any other online retailer, Otterbox aims for material revenue growth year over year. However, Amazon does not provide in-depth analytical data for businesses to compare and contrast against.

How does Otterbox determine budgets for healthy revenue growth without any supporting data?

Competitor Intel on Amazon

Each day, seemingly thousands of new competitors enter the market via Amazon, bringing with them knockoff products. This deluge of overseas imitations leaves Otterbox trying to keep tabs on the latest market threat.

So how does Otterbox stay ahead of trends in an increasingly complex marketplace?

Maintain Amazon Market Share

In spite of being a recognized name with quality products, Otterbox still operates within a litany of highly competitive categories. To succeed in the battleground of product visibility on Amazon requires having an optimized ad strategy.

How does Otterbox outmaneuver competitor campaigns?

> "Without Stackline, there is no way we could monitor the thousands of competitors on Amazon in our category."

ABOUT STACKLINE

Stackline is the first full-funnel connected commerce platform for the world's most innovative brands. Business leaders, product innovators, performance marketers and analysts trust Stackline as the single source of commerce truth. Fueled by our proprietary neural network, our market insights, revenue metrics, behavior analysis and autonomous functionality, create the actions that determine success or failure.

Stackline Solutions

Stackline Professional Services

There's always data. It's simply a matter of whether a company has the time or resources available to aggregate information into data necessary to make strategic marketing decisions. Otterbox looked for a solution beyond tackling that data internally, reaching out to Stackline to utilize their professional services.

Stackline professional services collect and analyze the data most relevant to Otterbox ASINs.That data is then presented back to Otterbox weekly, highlighting trending sales, competitive landscape, SEO insights, market share data, and third party versus first party sales. Stackline then makes strategic recommendations for smart budgetary decisions based upon the data being observed.

Comparing Competitors

Through the partnership, Stackline is able to provide detailed info on the competitive landscape, saving Otterbox the hassle of tracking thousands of competing products.

Winning at Market Share

Taking care of business, Stackline helps monitor product and category performance for all 4,000+ Otterbox SKUs on Amazon. Knowing competitor market share on Amazon is key to future success. So through Otterbox parameters, Stackline uses insights and data to keep an eye on brands with at least 5% market share—allowing Otterbox to adjust their spend accordingly. Even in saturated categories, Stackline can track who key competitors are, even differentiating and monitoring by spend.

Results

+30% Brand Sales

3X ROAS Increase

+13% Lift in new-to-brand purchases

+1.7k bps Lift in market share

With a 7 year partnership between the two, the success of the Otterbox/Stackline alliance has led to successful product management of over 4,000+ SKUs, while growing total brand sales more than +30% year over year. Stackline's expertise helped fuel a 3X lift in ROAS and a 13% lift in new-to-brand purchases. The brand also saw a +20% lift in product-page traffic and a market share increase of +1,700 basis points.

Now that's a successful partnership.

> " We view Stackline as an extension of our team. They are a key contributor for our revenue and market share growth. "