

# Marketplace Seller Landscape Cleared Within 3 Months



AUTHORISED SALES  
INCREASED BY

40%

5 NEW

MARKETPLACES EXPANDED

BioCare, a dynamic player in the health and wellness industry for more than 30 years, specialises in high-quality nutritional supplements. BioCare's products are crafted through rigorous research and development, setting the brand apart in the competitive landscape of health-conscious consumers.

**Partner Since:**  
December 2022

**Website:**  
<https://www.biocare.co.uk/>

**Marketplaces:**  
Amazon UK, DE, Aus, Ebay UK,  
Vit Plus UK, Vit Plus China

**Seller Category:**  
Health, Household & Personal Care

## Key Challenges

Prior to working with Pattern, BioCare was working with another 3P Amazon selling partner. They approached us after feeling frustrations with how their brand was represented on Amazon, including the many uninvested and unknown resellers selling their products, and the overall resulting damage to their sales and brand image. With goals of international expansion, they needed a partner to help them mitigate these issues and implement a more effective marketplace strategy.



### BUY BOX CAPTURE

- BioCare struggled with numerous unknown on-platform sellers disrupting sales and growth efforts
- Products lacked sufficient performance data on marketplaces, hindering optimisation efforts



## ADVERTISING INEFFICIENCIES

- Needed to align on a global budget and strategy to direct advertising across the entire brand
- The effectiveness of advertising efforts was constrained by the absence of buy box control, leading to challenges in driving visibility and revenue



## CONTENT OPTIMISATION

- BioCare had many products that had high traffic and clicks but experienced low conversion rates, which required content improvements



## INTERNATIONAL EXPANSION

- BioCare wanted to expand internationally, but lacked knowledge in international marketplaces

## Approach

Our approach involved a comprehensive strategy to address BioCare's challenges, starting with enabling BioCare's ability to regain control over the buy box. We supported BioCare's work with a leading legal provider focused on removing the numerous unauthorised sellers on Amazon. In addition, BioCare agreed to dedicate an unique assortment of 30 products for exclusive sale on Amazon,

which enabled us to achieve additional growth. We focused our advertising efforts on high potential products that had high clicks but low conversion, optimising content for the products and the marketplace storefront as well as improving on product ratings and reviews. Pattern's experts from around the world also helped the brand begin expanding internationally.

## Results

The collaboration yielded significant results. In the short time that BioCare has been partnered with Pattern, we helped BioCare position itself for effective management of the Amazon channel and unlocked expansion globally to Germany, Australia, and the Vit+ platform (China + UK).

BioCare realised a decrease in authorised sales from 44% to 4%, and our strategic interventions contributed to increased conversion rates and heightened brand visibility. The partnership positions BioCare for sustained growth and success in the dynamic e-commerce environment.