

Seamless brand transition to 3P sustains revenue momentum

pattern

Sage

The exponential power of *together*

Sage, a leader in home and kitchen innovation, makes appliances that help people produce perfect food and beverage results in their own homes with ease.

Partner since	September 2023
Marketplaces	Amazon (UK, Germany, Italy, France, Spain, Netherlands), Cdiscount, Tik Tok Shop UK
Seller Category	Kitchen Appliances
Website	https://www.sageappliances.com/uk

HIGHLIGHT

\$2.2M in revenue on Amazon over a 2-month peak period in 2023

10.42M impressions in the first 10 days of launching advertising

28.74 ROAS for Q4 2023

41,606 clicks in the first 10 days of launching advertising

Key Business Challenges

Sage faced brand equity erosion in the 1P space. Margins were squeezed, off-site suppression added complexity, European distribution lacked clarity and operational issues, such as Amazon chargebacks and unoptimised content, demanded strategic solutions.

Challenges with Unauthorised Sellers

- Marketplace strategy was fragmented, leading to many unauthorised sellers providing an inconsistent brand experience
- Amazon was consistently suppressing Sage's listings, resulting in regular loss of buy box

Operational Hurdles

- Sage faced expensive chargebacks and inefficient processes with returns

Content and Advertising

- Products had good online content, but listings were not optimised for ecommerce marketplaces
- Sage was not investing in advertising on Amazon prior to partnering with Pattern

Approach

Pattern transitioned a selection of Sage's products seamlessly from 1P to our 3P model, onboarding 50 products in 2 months. As part of our partnership, we look after these products' end-to-end marketplace solutions from operations and logistics, to day-to-day brand management and product advertising. To empower Sage to combat issues of unauthorised sellers, we referred them to a specialist e-control law firm, who advised them at no extra cost to Sage on how to tackle this complex issue, with the help of Pattern's technology insights.

Results

With Pattern, Sage was able to take better control of their marketplace presence, by reducing European distribution challenges and improving efficiencies for selling across various marketplaces. We were able to seamlessly onboard Sage, taking on a selection of their products, and maintaining the momentum they had while being a 1P brand. Since the initial onboarding of 50 products, as a result of our success so far, Sage has repeatedly added new products to Pattern's remit which had also transitioned to 3P seamlessly, while it continues to explore opportunities for new marketplace expansion and new product development.

Increased brand equity

- Pattern being Sage's single exclusive authorised seller on Amazon for the products Pattern manages has boosted brand equity and the customer experience

Content

- Pattern optimised listings by conducting a review of content and improving keyword search and SEO copy

Sales growth

- The Pattern-managed Sage products achieved €2.2million in revenue on Amazon over a 2-month peak period in 2023, surpassing Sage's forecast.

Advertising efficiency

- Achieved advertising ROAS of 28.74 for Q4 2023
- In the first 10 days of launching advertising, accumulated 10.42M impressions and 41,606 clicks

[Learn more](#)

Learn more about how a partnership with Pattern can help you accelerate your ecommerce growth.