

# Medik8®

Achieving out-of-the-gate Amazon success for a historically D2C brand

by PCA COMPANIES case study



# Medik8

A case study showcasing the transformative capabilities of PCA's integrated ecommerce teams when paired with a brand's proactive investment.

## The Challenge

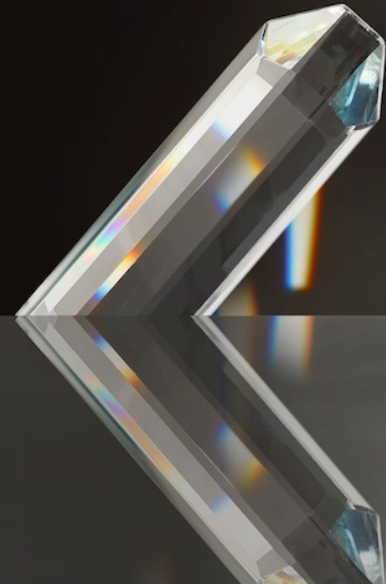
PCA was tasked with managing Medik8's Amazon account setup, customer service relations, and marketing services through streamlined ecommerce optimization.

## BACKGROUND

Medik8, a clinical skincare brand developing innovative, science-backed skincare formulations, came to PCA with a goal of growing their DTC business to 10 million, and their Amazon to 2-3 million before launching in retail. PCA expanded Medik8's sales capabilities by launching the brand, which was originally only live on their US DTC site and Amazon UK, on Amazon US SC FBA, leveraging Amazon's logistical capabilities for a more streamlined delivery process.

## The Outcome

We orchestrated a successful launch of Medik8 on Amazon US SC FBA for the first time.



# Brand Strategy

## ⊕ PARTNERS

- 3OVO, a streamlined, third party logistics company
- An integrated team of digital marketing specialists
- Direct and efficient account management team

## ⊕ CONNECT

- Launched Medik8 on Amazon US SC FBA for the first time
- Balanced PCA's digital marketing strategies with Medik8's organic brand expansion
- Utilized 3OVO to ship directly to Amazon FBA

## ⊕ ACCELERATE

- Achieved a consistent 34% month-over-month revenue increase
- 2023 Prime Day Success: Achieved a remarkable 13x surge compared to typical days
- Optimized performance by negating poor-performing keywords and adapting bid strategy
- "Expert Picked" Label was granted to four of Medik8's standout products



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## Strategy Summary

# Multi-Platform Strategy Approach

### KEY SERVICES

- US Logistics: 30V0
- Digital Marketing: PPC & DSP
- Account Management

● OUTCOMES – JULY VS JANUARY

# 81%

DSP Brand Searches

# 387.09%

Total Revenue

# -10.3%

TACOS



# Contact

FOR MORE INFORMATION  
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