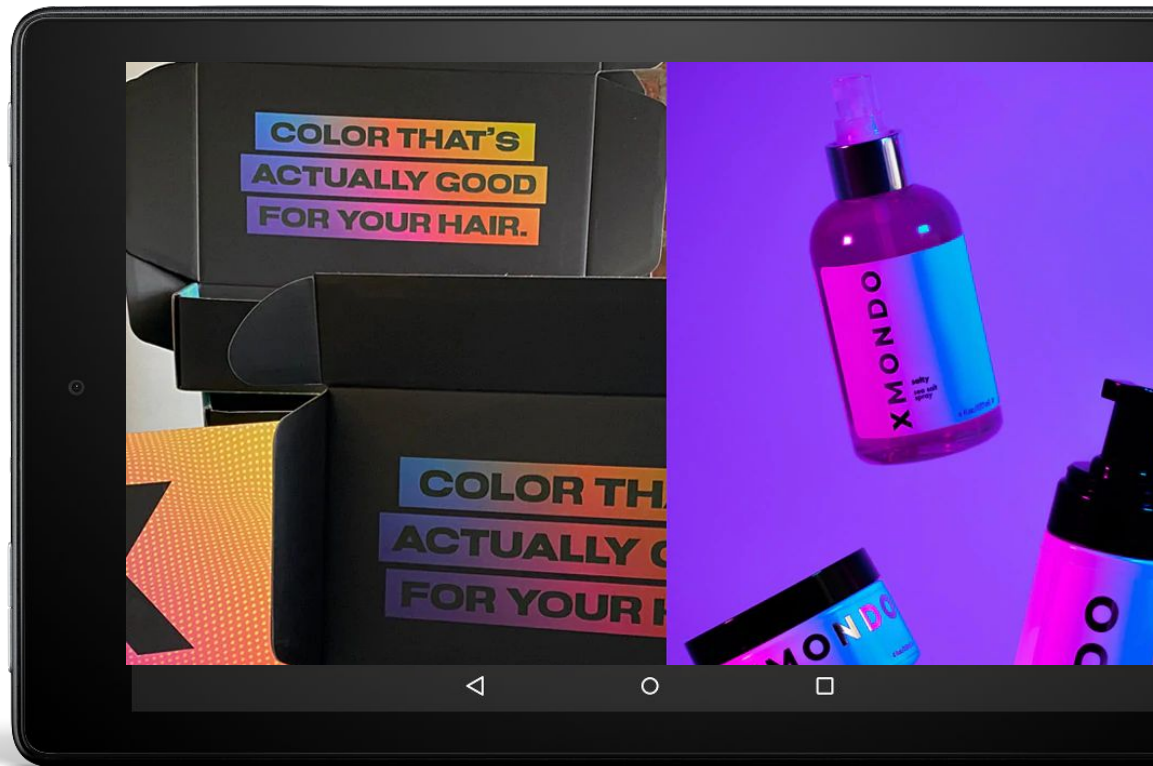


CASE STUDY

# Momentum Commerce Retail Services for XMONDO



# Momentum Commerce Launches XMONDO on Amazon, Scales Sales to Six Figures in <60 Days

## The Challenge

After running a successful D2C operation, XMONDO was looking to expand sales to Amazon. Their team needed deep expertise when it came to selecting the best candidates from its catalog for launch, setting a comprehensive strategy around pricing and promotions, 3PL coordination, and making the brand's overall presence on Amazon both reflect its unique value proposition while being optimized for Amazon itself.

## The Solution

- Developed a year one launch strategy for XMONDO on Amazon, including both retail readiness and advertising support
- Coordinated with 3PL, created shipments, and tracked and managed inbound receipts at Amazon
- Conducted full catalog launch within six weeks, including creating, uploading, and managing A+ content across all 42 SKUs
- Managed XMONDO's Vine review program to improve review counts across key products
- Increased utilization quantity from 2,200 to 47,000 units of available space in FBA, while maintaining a 95% in-stock rate
- Created, managed, and resolved 77 cases with Amazon around compliance and marketplace errors



“*Rob and the team at Momentum Commerce have been terrific partners as we’ve taken our D2C brand to Amazon. Our work with them around pricing, strategizing product assortment, and planning our advertising strategy has me extremely confident about our growth path, and I’m excited about what we’ll accomplish together going forward.*”

- Eric Gesimondo,  
COO, XMONDO HAIR

**XMONDO**

