



## Case Study | Waterproofing agent

# Optimized product images on Amazon for higher conversion



## Initial situation

Our customer, a manufacturer of high-quality waterproofing products, had an increasing number of returns and negative customer reviews on Amazon. The existing product images could not sufficiently convey the quality and application of the products.



## Goals

The goal was to increase conversion rates, reduce returns and minimize negative reviews by optimizing Amazon product images. The specific objectives included:

- Increase conversion rate by at least 20% through appealing product images.
- Reduction of the return rate by 15% through clear product visualization.
- Avoidance of negative customer reviews through informative and authentic product images.

## Measures

**1. Creation of high-quality product images that illustrated the quality and correct application of the impregnating agent.**

**2. Presentation of the products from different angles as well as highlighting the unique selling points, e.g. Made in Germany, to offer a comprehensive product presentation.**

**3. Integration of images that showed the products in real-life application scenarios to illustrate practical use.**

**4. Use of authentic product images to create realistic expectations among customers.**



# Outcomes

**+27% CVR**  
growth through optimized product images.

**Avoid negative customer reviews by using authentic product images that showed the actual product quality.**

## Key takeaway

Optimized product images are crucial to present the products on Amazon more advantageously according to your unique selling propositions.

**1. Product images should be high quality, authentic and informative to convince customers e.g. of quality or features.**

**2. Meaningful product images can minimize unwanted returns and negative reviews.**

**3. Product image optimization should be an integral part of Amazon's marketing strategy to maximize success on the platform.**



Das IMPRÄGNOL Universal Imprägnier-Spray eignet sich für Leder, Textilien und High-Tech-Gewebe wie Soft- und Hardshells, Synthetics, Sympatex®, Gore-Tex® und Membranfasern.



### About eBazaaris

Since 2016, eBazaaris provides brand owners with a comprehensive approach to evaluating, developing and managing ecommerce marketplaces and social media platforms in Europe.

### Contact

Jasper Balkenhol  
Managing Director  
E | [jb@ebazaaris.com](mailto:jb@ebazaaris.com)  
W | [www.ebazaaris.com](http://www.ebazaaris.com)

