

OMNI-CHANNEL CASE STUDY

Miracle of Aloe: Reaching \$1M+ Via Omni-Channel Growth

How SPCTEK helped turn an Amazon-heavy brand into a multi-platform revenue engine across marketplaces, website, email, SEO, and paid search.

+144%
Increased

Tracked revenue footprint

6.7x
Increased

Google Ads ROAS

+147%
Increased

Email attribution lift



A \$1M+ brand journey built on multiple revenue engines

The growth story was not one tactic. It was a revenue architecture shift: keep Amazon strong, expand marketplace capture, and build owned demand through SEO, email, and Google Ads.



+144%
Increased
Tracked revenue
footprint



+187%
Increased
Amazon ordered
product sales



+121%
Increased
Walmart GMV



+141%
Increased
eBay total sales



+123%
Growth
Klaviyo attributed
revenue



6.7x
Increased
Google Ads ROAS

Channel mix built to reduce single-channel risk



Amazon

+187% Increased



Walmart

+121% Increased



eBay

+141% Increased



Email

+123% Attributed



Google Ads

6.7x ROAS



SEO / DTC

983 Orders

The brand had demand. The revenue system was leaking.



Core issue: Miracle of Aloe was present on marketplaces, but it was not dominating them. Revenue was concentrated, ROAS was below target, and the customer journey had gaps between discovery, purchase, retention, and repeat purchase.



Amazon dependency

Top-listing disruption risk could drag down the entire revenue base.



Underused audiences

Walmart, eBay, SEO, email, and paid search had room to capture different buyer segments.



ROAS pressure

Spend was not being converted into a predictable acquisition machine.



Retention gap

Repeat customers were not being fully monetized through lifecycle flows and segmented campaigns.

We audited the full commerce system – **not one channel in isolation**

The opportunity was bigger than fixing ads. The brand needed a revenue operating system where each platform had a role: acquire, convert, retain, and protect revenue from marketplace volatility.

Diagnosis:

Product-market fit was real.
Channel execution was limiting the upside.

01

Marketplace health

Catalog control, listing strength, ranking, and platform-specific conversion gaps.

02

Revenue leakage

Where traffic was dropping before the sale and where buyers were not returning after purchase.

03

Ad economics

ROAS pressure, intent capture, and spend allocation across paid acquisition.

04

SEO / DTC demand

Organic discovery and website conversion beyond third-party marketplaces.

05

Retention engine

Klaviyo flows, campaign segmentation, repeat purchases, and lifecycle value.

06

Risk diversification

Lowering exposure to Amazon-only dependency by distributing revenue capture.



Turn Amazon dependence into an omni-channel growth machine

We used Amazon as the core engine, then expanded retail marketplaces, owned traffic, email retention, and high-intent paid search.



Client Testimonial

	Before	After
 Revenue footprint	Under \$500K momentum	+144% tracked revenue
 Channel mix	Amazon-heavy	Amazon + Walmart + eBay + Shopify + Google Ads + Email + SEO + Influencer
 ROAS	Under target	6.7x
 Emails	Limited monetization	+147% email attributed revenue
 Awareness	Fragmented	Influencer and search-driven visibility
 Outcome	Revenue leakage	Stronger repeat purchase and category domination



“
SPCTEK has done incredible work with our marketing. They consistently bring fresh ideas to the table and help us attract the right kind of attention through social media, Google Ads, and email marketing.”

JESS CLARK
Owner, Miracle of Aloe

Watch Now

The journey **SPCTEK** built

A step-by-step system that moved Miracle of Aloe from channel dependence to brand domination.



Ready to build your \$1M brand journey?

Book a free omni-channel growth audit.

THANK YOU!