

Footwear Manufacturer Stays a Step Ahead with Amazon



Fraud expenses dropped from \$7,800 to \$0 in one year
More than 2000% ROI from advertising on Amazon.com

Powered by: Amazon Webstore, Checkout by Amazon, Amazon Product Ads

OKA b. sells eco-friendly, 100% recyclable, and ergonomically-designed sandals, flip-flops, and slides. The U.S. based and family-owned manufacturer has been selling through mass-market retailers worldwide since 1984. While they had been online for several years, OKA b. never found a platform they could maintain themselves to help them grow. “We were in search of a scalable eCommerce solution,” says Hadi Irvani, OKA b.’s Director of eCommerce. “In six years we swapped platforms almost every year, and every time we had to do upgrades because we didn’t have the right functionality.”

Amazon Webstore – A Scalable Solution

Amazon Webstore changed that by allowing OKA b. to get bigger, faster. “We can have 800 visitors at one time without worrying about hardware,” says Irvani. Webstore also allows easier inventory management. “The most important part of our business is managing inventory. Now we can do this more effectively and easily shift demand toward other products.” OKA b. has also seen fraud drop from \$7,800 a year to zero since making the switch to Webstore. “Fraud used to impact employee morale,” says Irvani. “We now have zero fraud--it’s not even on our radar.”

Checkout by Amazon – The Ultimate in Convenience

Irvani studied economics at the University of Virginia and is focused on understanding customer behavior as a critical part of building OKA b.’s online business. Since taking over the eCommerce division and launching OKA b.’s Webstore site in 2010, online sales for the company’s products have increased 80% and continue to rise.

In April 2011, OKA b. started using Checkout by Amazon. “I don’t like to pull my credit card out of my wallet to purchase something, and neither do my customers” says Irvani. “Checkout by Amazon makes purchasing products easy and secure. The convenience factor is really huge.”

Since launching Checkout by Amazon on their site, OKA b. has seen an increase in customer satisfaction, new customers, and total revenue. “Checkout by Amazon converts more customers who like to buy on impulse,” says Irvani. “Conversion is easier because everyone trusts Checkout by Amazon.”

“ We now have zero fraud -
it’s not even on our radar. ”

– Hadi Irvani, Director of eCommerce

Amazon Product Ads Offers the Best Return on Investment

The company started using Amazon Product Ads at the beginning of 2011 after trying other comparison shopping options. The difference has been enormous. “Amazon Product Ads are much more advanced than other options,” says Irvani. “The clicks you get are worthwhile and they have the best return on investment by an unbelievable factor. On one ad we spent \$53 and had \$1,143 in sales.” OKA b. has now linked their Product Ads and Checkout by Amazon accounts so that their ads on Amazon.com are badged with “accepts Amazon Payments.” This lets Amazon customers know they can buy on OKA-b.com using the payment and shipping information in their Amazon account. “We get recognition in the marketplace by using Product Ads and Checkout by Amazon, and this should lead to an even better return on investment,” says Irvani.

Keeping Customers for the Long Term

OKA b. plans to grow their business internationally by using Fulfillment by Amazon and Webstore in Europe. As the company looks to the future, Irvani is secure in knowing that OKA b. and Amazon are aligned philosophically. Says Irvani, “We’re both in it to keep customers for the long-term.”