



ENCEIBA

Case Study | MSA Safety



How MSA Safety Grew Incremental Sales and Profits by Shifting from 1P to 3P Selling on Amazon

A shift from Vendor Central (1P) to Seller Central (3P) opened new doors—and new profits—for this venerable safety equipment maker.

What you need to know about MSA Safety.

Founded in 1914, MSA Safety (msasafety.com) is a global leader in developing, manufacturing and supplying safety products for various industries, such as construction, fire service, and mining. With a wide range of safety products that include breathing apparatuses, head protection, and more, MSA Safety's mission is to protect their customers that work in professions where life-threatening, hazardous conditions are a part of the job.

Not one to shy away from new opportunities or innovation, MSA Safety had been successfully selling on Amazon through its Vendor Central model for many years. Also known as 1P selling, MSA relied on the Vendor Central selling model to grow the Amazon channel to millions in sales and a meaningful overall portion of the company's revenue.



Enceiba's services have been instrumental in helping us enhance our Amazon selling strategy. Their expertise and guidance enabled us to gain greater control over our channel and maximize our opportunities through Amazon. With their help, we improved our content, eliminated unauthorized resellers, and increased sales volume. Without question, Enceiba's strategic approach and resources have elevated MSA Safety's brand presence and effectiveness on the platform.

-Sean Donovan

Digital Channel Manager
MSA Safety Inc.



ENCEIBA

What is Vendor Central (1P) on Amazon?

Vendor Central (1P) selling is a traditional wholesale relationship between the seller (vendor) and Amazon. The vendor sells their products to Amazon at a wholesale price, while Amazon handles inventory management, order fulfillment, customer service, and pricing. Under this model, the vendor acts as a supplier to Amazon, and Amazon owns and controls the product listing and pricing.

Over time, however, MSA Safety grew frustrated with Vendor Central. Chief among their challenges was channel control. With Amazon setting the retail price on the marketplace, coupled with a list of over 100 unauthorized resellers, MSA was experiencing considerable channel conflict and retail price erosion. Many resellers, including Amazon, were selling their products below their Minimum Advertised Price (MAP). They had taken steps to protect their brand on Amazon, but with unclear communication with the Vendor Management team, their efforts failed to have a measurable impact.

MSA Safety knew its Amazon presence could be performing better, but hadn't yet considered moving to the Seller Central (3P) approach or selling specifically through Amazon Business. They recognized the need for a more strategic approach to selling on Amazon to maximize their potential on the platform. But they also recognized they lacked the internal expertise and resources needed

That's when they turned to Enceiba.

Shifting to Seller Central to Regain Control

Enceiba's first step was to develop a comprehensive strategy aimed at gaining complete control over the channel and improving overall performance. Enceiba's solution focused on transitioning from the Vendor Central (1P) model to Seller Central (3P) model, as well as implementing stricter measures to gain control over resellers, brand content, and general B2B selling.

What Is Seller Central (3P) on Amazon?

Unlike Vendor Central (1P), Seller Central (3P) allows firms to act as an independent, 3rd party seller rather than a traditional wholesaler. As such, B2B firms using Seller Central have significantly more control over the channel, particularly in terms of pricing and brand content.



ENCEIBA

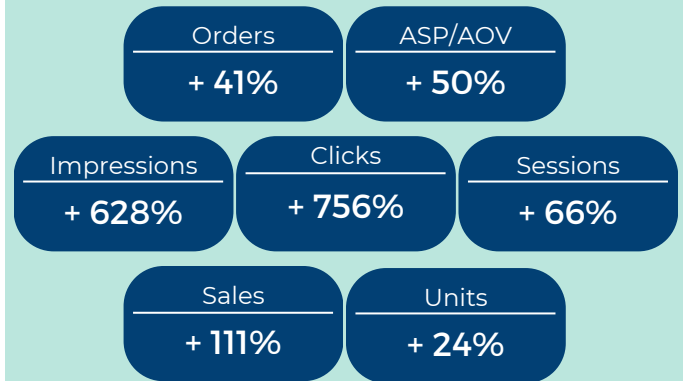
Recognizing that greater brand control is the cornerstone to building a thriving B2B sales channel on Amazon, Enceiba guided MSA Safety through the process of shifting their operations from 1P to 3P selling. This enabled Enceiba and MSA Safety to gain immediate control over resellers, brand content, and pricing. To support this shift, Enceiba worked with MSA Safety to create more detailed and stricter MAP and distribution agreements, enforcing pricing policies, and optimizing brand content for better visibility and conversion.

Next, Enceiba worked with MSA Safety to improve their overall brand presence on the channel, enhancing their branded storefront, improving the branded content on product listing pages, and optimizing all content for search visibility.

Enceiba also introduced MSA Safety to Amazon Business, allowing them to tap more directly into the B2B market segment. This included leveraging tiered pricing, enhanced B2B content, and other B2B programs available through Amazon Business. Key among those was exposing MSA Safety's products to a broader audience through Amazon's integration with the largest procurement systems that are used by institutional buyers such as municipalities and federal agencies.

Finally, Enceiba provided MSA Safety with the resources necessary to manage their Amazon channel effectively. This included inventory management, forecasting for the Fulfilled by Amazon (FBA) program to ensure all products were Prime eligible, and optimizing MSA's assets for Amazon's Brand Registry program.

YTD Seller Central Data & Statistics Comparison: 2023 vs. 2022



Enceiba. (2023). Seller Central Data & Statistics YTD 2023-01-01 thru 2023-06-22 compared to 2022-01-01 thru 2022-06-22.

Enceiba has effectively enhanced critical performance measures, including conversion rate, impressions, and sales. As a result, MSA has achieved remarkable results, including 100%+ year over year sales growth. Through their strategic initiatives, they have witnessed a remarkable surge in these metrics, showcasing a powerful and favorable influence on their overall business success.



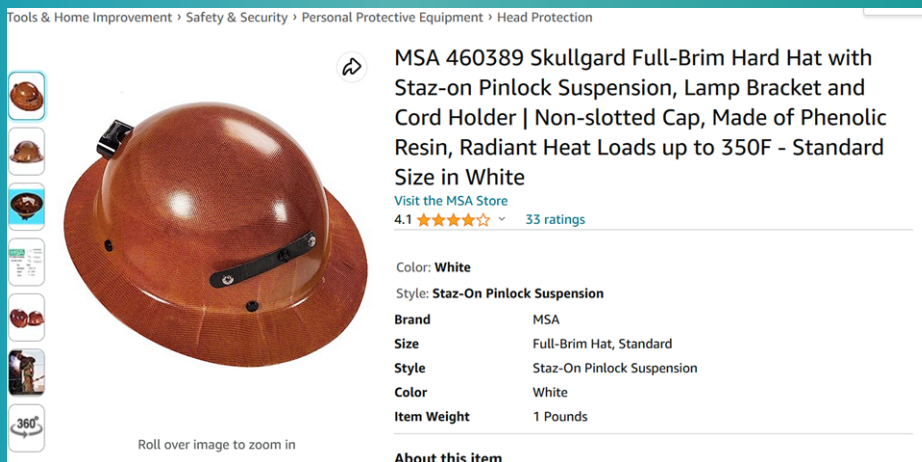


ENCEIBA

How Taking Control of Amazon Boosted MSA Safety's Brand—and Profitability

MSA Safety saw significant improvements and achievements on the Amazon platform after working with Enceiba to implement its strategy. By shifting to the Seller Central model, Enceiba helped MSA Safety gain control of its retail pricing, ensuring their products were sold at the intended price point, while also reducing the number of resellers. This allowed MSA Safety to win sales that would have gone to others, while also capturing the full retail price and therefore a higher profit margin.

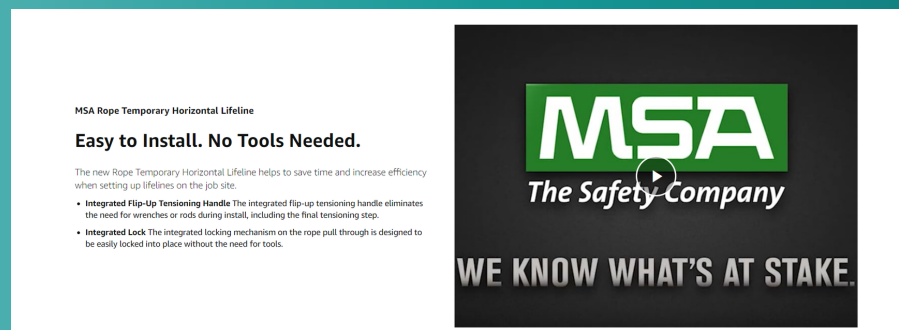
Additionally, by taking control of MSA Safety's brand presence, Enceiba was able to achieve a 10/10 content score on the majority of the company's product listings.



Amazon A+ Content Created by Enceiba

- Appropriate amount of reviews
- Exemplary Showcase of Proper Images & Captions in Action

Brand Store Content Created by Enceiba

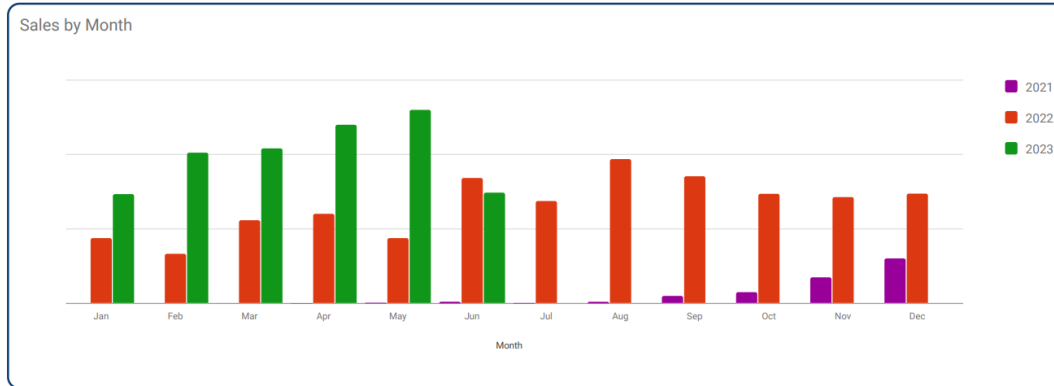


Achieving a perfect content score is no small feat, and it comes with significant advantages in terms of product visibility, particularly in Amazon's product search, which in turn has translated into more sales and greater revenues over time.

Ultimately, these changes resulted in significantly increased sales volume with a vastly improved profit margin. MSA Safety's B2B sales, which were previously nonexistent, have grown to represent 30 percent of their total Amazon sales volume.



ENCEIBA



Enceiba. (2023). Amazon Sales by Month 2021 vs 2022 vs 2023.

With these outcomes achieved, MSA Safety plans to continue investing in their Amazon Business program. They aim to expand their integration with both Amazon's procurement and planned spend programs, further growing their B2B presence and tapping into larger opportunities while maintaining an enhanced profit margin.

By shifting from 1P to 3P selling, Enceiba and MSA Safety were able to drive more revenue, gain better control over the channel, and strengthen their presence on the world's leading product search engine.

Enceiba has been instrumental in fueling impressive growth for MSA Safety's Amazon program. Leveraging our expertise, best practices, and strategic approaches, Enceiba successfully helped MSA Safety overcome obstacles and attain exceptional outcomes. If you're currently facing frustrations with your Amazon presence, we invite you to contact us for a complimentary 30-minute Amazon assessment. During this assessment, we will evaluate your situation and offer valuable insights to assist you in overcoming challenges and achieving success.

Amazon frustration?
Let's talk strategy.



STAND TALL IN THE AMAZON

 sales@enceiba.com

 732.208.2763

 www.enceiba.com

NOT ON AMAZON? YOUR COMPETITORS ARE.