

Intentwise Drove Trusted Health Products Sales up 50% in Just a Few Months

Overview

Trusted Health Products makes oral care, skin care, and pain relief products free from synthetics, additives, and chemicals. The company's **founder and president, Ray Spotts**, has made a life study of nature as it relates to health and well-being.

OraMD, the company's flagship product, is a chemical-free, all-natural tooth oil created to promote gum health and fresh breath as an alternative to toothpaste.

The Challenge: Gaining Name Recognition and Growing Sales

Trusted Health Products sells to consumers both directly and through multiple online sales platforms. With Amazon's size, it's the go-to platform for finding new customers. When Ray searched for vendors to steer Trusted Health Products' strategy on the platform, the first company they met with seemed impressive – that is, until Intentwise pitched their services.

"Intentwise is a very sophisticated company," Ray says. "They know what they're doing. They answer all our questions, and if they don't know the answer, they find it out."

The Solution: Deep Knowledge

In their first meeting, Ray was awed by how much the team from Intentwise already knew about their business. "They knew what our keywords were, and they told us what keywords we should be using instead." That admiration has grown as the two companies have pursued a profitable partnership.

Whenever they meet with Intentwise, Ray says, he and his colleagues say the same thing: "We're with the right company." He adds, "They're tremendously efficient and tremendously diligent, and they're using strategies I would have never imagined."

The Results: Dental Floss Flying Off the Digital Shelves

Certain products have seen astronomical jumps in sales as a result of campaigns run by Intentwise. A dental floss, for example, sold as much in two months as the company anticipated it would in six months.

"We were prepared, but they outsold our preparation," Ray says. "We had to stop that promotion early, or we would have been in danger of running out before we got the next shipment in."

Since signing on with Intentwise in August 2020, **Trusted Health Products' monthly sales on Amazon are up almost 50%**. March was a record month.

"We know our business, but they're giving us better ideas than the ones we had," says Ray Spotts.

As a purveyor of natural, chemical-free ways to take care of the body, Trusted Health Products attracts customers by telling its story and promoting its values. Intentwise helps them attract the kind of consumers who appreciate the company's commitment to natural alternatives.

"It's a trend right now, with more and more people looking for products like ours," Ray says. "Our skin care line is 100% USDA organic – not an easy label to earn. And we're getting repeat sales, so we're very happy with Intentwise."

With Intentwise's Support, Trusted Health Products:

- Grew sales by nearly 50% in just few months
- Expanded its base of repeat customers
- Continuously sold out of top products