



Case study

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# How **talent** helped PatientAid turn traffic into tangible growth



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## The Brand:



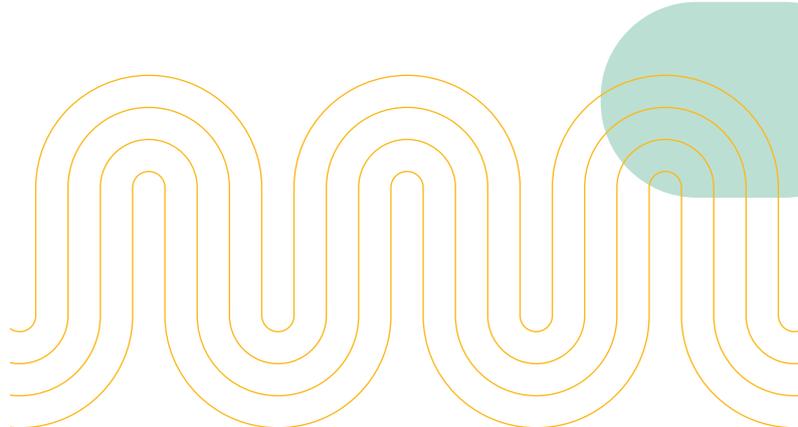
PatientAid is a healthcare and mobility equipment brand within The Ambr Group, dedicated to delivering dependable patient care solutions that prioritize safety, dignity, and ease of use. One of its flagship products (i.e., Mesh Full Body Commode Sling) supports critical day-to-day mobility needs, where trust and clarity play a decisive role in purchase decisions.

To further strengthen marketplace performance, The Ambr Group partnered with the Creative Listing Ops team at **talent by Numi Global** to unlock additional growth from existing demand.

## The Challenge:

Despite having a functional product listing, the brand identified an opportunity to maximize the performance of their Product Detail Page (PDP). The goal was to determine if enhancing the creative and textual elements of the listing could drive higher efficiency in a competitive marketplace.

**The Ambr Group** and **talent by Numi Global** set out to determine whether sharper messaging, clearer structure, and stronger creative could materially improve conversion—without leaning on heavier ad spend.



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## What Success Looked Like

From the outset, success was clearly defined:



Primary metric: Conversion Rate (CVR)



Supporting indicators:

● Unit and revenue growth

● Organic performance gains

The objective was straightforward: turn existing traffic into more efficient, scalable growth.



## The Approach

In Q2 2025, The Ambr Group's Creative Director led a focused, two-week creative test, working in close collaboration with the Creative Listing Ops team of talent by Numi Global.

Together, the team reworked the Product Detail Page with a clear buyer-first lens:



**Bullet Pointst:** Refined to highlight key features and benefits more clearly.



**Product Description:** Optimized for clarity, readability, and persuasion.



**Backend Keywords:** Updated to capture relevant search traffic.



**A+ Premium Content:** Enhanced visual storytelling to build trust and authority in a healthcare context.

External factors—including minor adjustments to ad spend and pricing—were closely monitored to ensure results could be confidently attributed to creative improvements.

## The Results:

The optimization efforts yielded immediate and significant improvements across key performance indicators:



**Higher Conversion Rate:** The CVR jumped significantly from **9.71%** to **12.32%** (a **+2.6%** absolute increase), confirming the content improvements made the listing far more persuasive.



**Overall Sales Growth:** Total sales rose by **8%**, while unit volume surged by nearly **20%**. This indicates that the conversion lift was strong enough to drive substantial volume despite the lower Average Selling Price.



**Organic Lift:** Organic units increased by **10%**, suggesting that the improved conversion metrics likely signaled better relevance to the platform's algorithm, resulting in greater visibility.

The data made one thing clear: demand was already there—the opportunity was in how it was communicated.



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## The Takeaway

Optimizing Product Detail Page (PDP) content is a high-leverage activity that directly impacts profitability. For PatientAid, growth didn't come from chasing more traffic. It came from telling a clearer, more compelling product story.

By combining **The Ambr Group's strategic leadership** with the **specialized execution of talent by Numi Global's Creative Listing Ops team**, the brand transformed an existing listing into a stronger conversion asset.

This case highlights what's possible when strategy and embedded talent work as one—delivering measurable results without unnecessary complexity or spend.