



Case study

How StorageLAB drove revenue through strategic creative



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The Client



StorageLAB is a home organization brand under **The Ambr Group**, offering thoughtfully designed storage solutions that protect and extend the life of household items. From quilted dinnerware sets to stemware and under-bed organizers, StorageLAB products are built with durability and structure in mind.

As part of its ongoing growth efforts, The Ambr Group partnered with **talent by Numi Global** to improve the performance of one of StorageLAB's most complex listings.

The Challenge

The Stemware Storage Container listing faced a unique constraint: **complexity at scale**.

With a high number of variations housed under a single parent ASIN, standard automated A/B testing tools were ineffective and risked disrupting the listing's structure. The challenge wasn't a lack of traffic or demand—it was finding a way to refresh the creative, strengthen messaging, and improve conversion **without breaking the listing or relying on tools that weren't built for this level of variation**.

What Success Looked

Success was defined by two core outcomes:



**Improved
Conversion Rate (CVR)**



**Measurable
Revenue Growth**

Just as important, the team needed a reliable way to track performance despite the lack of automated testing. This meant implementing clear before-and-after measurement through **Looker**, ensuring any lift could be confidently attributed to the creative changes.

The Approach

To work around the structural limitations, the team adopted a **manual, strategy-led execution model**, driven by close collaboration between **The Ambr Group's Creative Director** and the **Creative Listing Ops team of talent by Numi Global**.

Key elements of the approach included:

Strategic Alignment



The teams aligned on a clear visual and messaging strategy focused on what mattered most to buyers: protection, durability, and ease of use. Core themes such as the **“Stackable Hard-Shell Design”** and **“Pack, Zip, & Store”** were elevated across the listing.

Creative Refresh



The **Product Image Carousel** was manually updated, and **A+ Premium Content** was deployed to enable richer storytelling. High-resolution visuals and structured layouts were used to reinforce trust and clearly communicate how the product protects delicate stemware.

Data-Backed Execution



With automated testing off the table, updates were pushed manually and **tracked rigorously through Looker**. This ensured clean measurement and accountability despite the complexity of the listing.

This was not a workaround—it was a deliberate, customized solution.

The Results

The creative refresh delivered meaningful impact:



Conversion Rate increased by +4.98%, rising from 14.82% to 19.8%



Monthly revenue increased by \$13,596, growing from \$75,052 to \$88,648 during the testing period

The results reinforced a key insight: **strong creative drives performance**, even on the most complex listings.

The Bottom Line

This case proves that listing complexity should never be a barrier to growth.

By pairing **The Ambr Group's strategic leadership** with the **embedded execution power of talent by Numi Global**, the team identified a specific constraint, designed a custom solution, and delivered a measurable lift in both conversion and revenue.

When strategy and specialized talent work as one, even manual optimizations can unlock outsized returns—without unnecessary risk, tools, or complexity.