

CAPTVITA CASE STUDY

BULLETPROOF MOUTHGUARDS

From Startup to #1 in Sports Mouthguards and \$3M+ in Annual Amazon Revenue

CaptVita built the Amazon growth system behind BulletProof, helping the brand reach #1 in Sports Mouthguards within 24 months and exceed \$3 million in annual Amazon revenue by Year 3.

#1

SPORTS MOUTHGUARDS
reached within 24 months

\$3M+

ANNUAL AMAZON REVENUE
exceeded in Year 3

ENGAGEMENT AREAS

INTELLIGENCE & POSITIONING

GO-TO-MARKET & LAUNCH

BRAND & CREATIVE

PLATFORMS & DIGITAL SHELF

MEDIA & DEMAND

DATA & MEASUREMENT

A VERIFIED GROWTH TIMELINE

The three-year period covers BulletProof's first three years on Amazon. Annual Amazon revenue more than doubled in each year-over-year comparison and exceeded \$3 million in Year 3. The #1 Sports Mouthguards position was reached within 24 months.

THE STORY

Building the Growth System Behind the Brand

THE CONTEXT

BulletProof Mouthguards was a startup online brand preparing to launch and grow in a competitive oral-protection market.

The product opportunity was clear. The marketplace and growth system required to realize it was not.

The brand needed a strong Amazon presence, better conversion, disciplined advertising, and clearer customer data. It also needed a repeatable approach that could support additional products and adjacent categories.

THE CONSTRAINT

THE CORE ISSUE

BulletProof did not simply need more traffic. It needed an Amazon system capable of turning traffic into efficient, repeatable growth.

- Amazon marketplace strategy
- Product positioning and education
- Amazon advertising structure and management
- Customer behavior analytics
- Amazon Store and A+ Content
- Conversion optimization
- SEO, email, and influencer demand
- A repeatable product-launch model

Without a connected strategy, higher advertising spend would have driven more traffic into a weak conversion system and made growth more expensive.

THE STRATEGY

CaptVita treated Amazon as BulletProof's primary commercial engine. The first priority was to build the digital shelf and improve how the product was positioned, explained, and evaluated by shoppers.

CaptVita then connected the Amazon Store, A+ Content, search, advertising, email, influencer activity, and customer analytics around one growth plan. Performance data guided ongoing conversion and advertising decisions, while the same launch model was later applied to an adjacent nightguard product.

CONVERSION BEFORE MORE SPEND

CaptVita did not treat traffic as the solution by itself. The Amazon experience was strengthened first, then advertising and external demand were scaled against a better-converting product presentation. During the first six months, Amazon conversion improved 40% while Amazon advertising cost per acquisition declined 20%.

CAPTISCALE IN ACTION

One Connected System, Built to Convert and Scale

BulletProof required marketplace content, demand generation, advertising, and measurement to work together. CaptVita connected those disciplines inside one accountable Amazon growth program.

01 INTELLIGENCE & POSITIONING

Evaluated the customer, competitive set, product offer, and conversion barriers to define the growth priorities.

02 GO-TO-MARKET & LAUNCH

Built the Amazon launch foundation and applied the same structured approach to later product introductions.

03 BRAND & CREATIVE

Developed the Amazon Store and A+ Content to explain differentiation, educate shoppers, and strengthen purchase confidence.

04 PLATFORMS & DIGITAL SHELF

Built and optimized the Amazon product experience, category presence, and discoverability around the customer journey.

05 MEDIA, DEMAND & MEASUREMENT

Managed Amazon advertising and connected SEO, email, influencers, and analytics to improve acquisition and conversion.

HOW THE ENGAGEMENT DEVELOPED

01**BUILD THE FOUNDATION**

Created the Amazon Store, A+ Content, and conversion-ready product experience.

02**IMPROVE CONVERSION**

Used Amazon performance and customer behavior data to strengthen the digital shelf.

03**SCALE DEMAND**

Managed Amazon advertising and coordinated SEO, email, paid media, and influencer activity.

04**LEAD AND EXPAND**

Reached #1 in Sports Mouthguards, then launched a related nightguard into the category's top 20.

CAPTIVITA'S ROLE

CaptVita remained responsible for the connected system behind growth, from digital shelf and advertising to performance analysis and new-product launch support.

THE RESULTS

From Startup Launch to Category Leadership and Scale

\$3M+**ANNUAL AMAZON REVENUE**

Exceeded in Year 3 after annual revenue more than doubled in each year-over-year comparison.

#1**SPORTS MOUTHGUARDS**

Reached within 24 months and held across multiple consecutive months.

+40%**AMAZON CONVERSION**

Relative improvement during the first six months of the engagement.

-20%**AMAZON AD COST PER ACQUISITION**

Reduction during the same first six-month period.

A REPEATABLE PRODUCT-LAUNCH MODEL

BulletProof also earned Amazon's Choice and Best Seller designations. A related nightguard reached the top 20 in Amazon's Teeth Grinding category within six months of launch, showing that the process could extend beyond the original sports mouthguard.

PARTNER PERSPECTIVE

"CaptVita transformed how we engage customers online. The growth in sales and loyalty speaks for itself."

CHRIS WALSH

Founder & CEO, BulletProof Mouthguards

WHAT HAPPENED NEXT

BulletProof continued expanding beyond its original product while CaptVita supported ongoing conversion improvement, Amazon advertising, marketplace growth, and new-product launches. The result was a multimillion-dollar annual Amazon business with category leadership and a repeatable growth model. Amazon rankings and merchandising designations cited here reflect historical performance during the periods described.

BUILD YOUR NEXT AMAZON GROWTH ENGINE**START HERE**