

N17 CONSULTING x WHY NOT NATURAL

Sep 2025 – present
Supplements / DTC
~7 months

How an Amazon-native supplement brand cracked DTC

2.4x monthly revenue in 7 months



FROM \$35K /mo TO \$85K /mo SET Apr 2026

THE CHALLENGE

Why Not Natural built a profitable Amazon supplement business but couldn't translate it to DTC. A media-buyer-only setup left them with thin creative, ~\$60 CACs, and three months of a dormant Meta account before hiring N17.

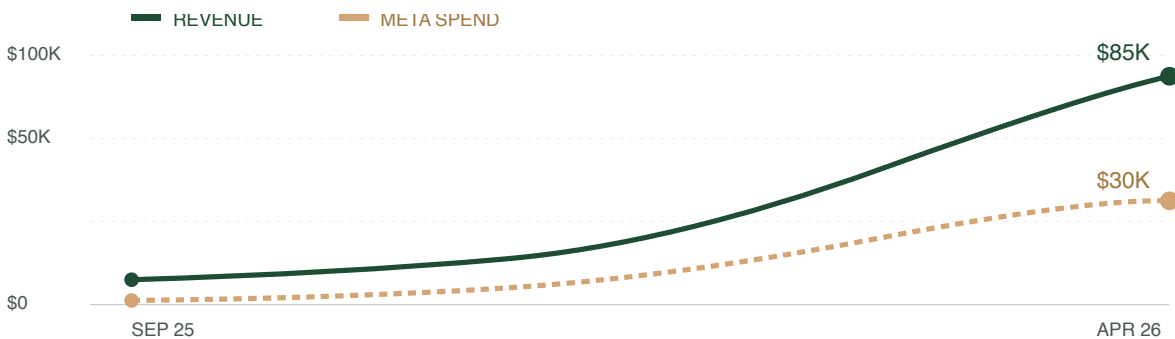
WHAT N17 DID

- Hybrid creative engine, statics first then video
- Structured landing page splits to a winner
- Daily KPI & P&L reporting tied to contribution margin and net margin
- Email, SMS, subscriptions alongside paid

"You guys really dig into the proper P&L for the channel itself. It's not just spend and we only look at the top number. I very much appreciate that you also look at the bottom number."

Loic Marquet · Co-Owner

SPEND VS. REVENUE, SEP 2025 – APR 2026



MONTHLY META SPEND

\$2K → \$30K · 15x

MONTHLY REVENUE

\$35K → \$85K · 2.4x

AMAZON HALO

2 SKUs lifted

"We were not very sophisticated when it came to landing pages, but we tried different versions and I think we found a winner. That's been one of the two biggest things that's changed."

Loic Marquet · Co-Owner

"You guys are pretty much like a functional CMO. We've never had that before. The full picture, landing pages, creative, email, subscriptions, and you look at the bottom number, not just the top. That makes a difference."

Loic Marquet · Co-Owner, Why Not Natural



N17 Consulting · Performance marketing for Amazon-native CPG

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