

Lifeguard Press & Scissortail.ai Partner to Achieve an Unprecedented Amazon Product Launch

Lifeguard Press is an Amazon seller specializing in licensing and private labeling in the fine gifts and accessories industry. Based out of Bowling Green, Kentucky, with offices also located in the UK and Hong Kong, they employ 150 people and have been selling online since 2015. They operate several of their own brands and make licensed products for Kate Spade New York, Coach, Lilly Pulitzer, Vera Bradley and other luxury brands.

After meeting with Scissortail.ai and learning about their AI-driven approach to product selection, Lifeguard Press was eager to see what the AI could do for their product catalogs.

In partnership with Scissortail.ai, Lifeguard Press identified the Amazon categories they wanted to target, and Scissortail.ai provided Page One product briefs detailing the what and why of each product proposed by the AI.

“We were excited about Scissortail.ai informing our product choices. We were especially impressed with the sheer amount of data they analyze to identify and target products. They pointed us in directions we would never have guessed would be so profitable,” said David Coffey, CEO of Lifeguard Press.

Although the global supply chain crises slowed down the development and launch of the products, Lifeguard Press was able to bring nine of the products to market. Two of the first three items were extremely successful, with products that hit the ground running, ramping to hundreds of units in the first weeks.

“I am very encouraged by the success of our first set of items using Scissortail.ai. The top item was the fastest growth we have seen in a product launch since we have been selling on Amazon. To launch brand new items in categories you have never sold in before and have them start selling the way they did, it exceeded my expectations,” said David Scifres, Lifeguard’s Chief Growth Officer.

As for the one product that did not ramp right away, Scifres praised how the Scissortail.ai team dug right in to determine what was going on. “They did a comparative analysis of our listing and used their AI-driven Intelligent Title Tool to refine our title, giving us an action plan to revise the listing.”

“We would definitely consider this to be a strong partnership from the start.”

- David Coffey, Chief Operating Officer, Lifeguard Press

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Today, Lifeguard has thirty more
 **scissortail.ai**
products in the pipeline, and have requested more product briefs.