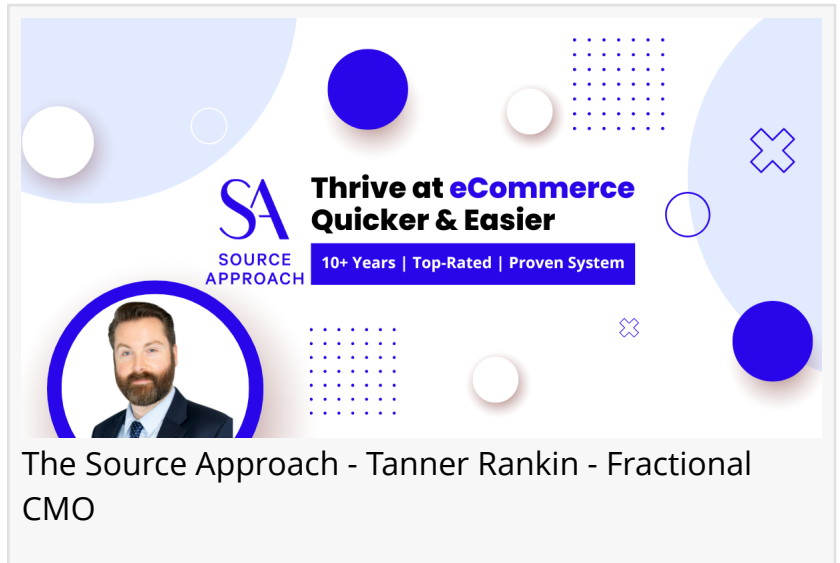


Fractional CMO's AI-Powered 'Source Approach' Propels New Luxury Jewelry Brand to 7-Figure Amazon Sales Within One Year

Tanner Rankin's AI-Driven 'Source Approach' Propels New Luxury Brand to 7-Figure Amazon Sales & Scalable Growth in 1 Year.

BUFFALO, NY, UNITED STATES, May 16, 2025 /EINPresswire.com/ -- A [Fractional CMO](#) leveraging an innovative, AI-assisted methodology known as "The Source Approach" has successfully guided a new luxury jewelry brand to achieve seven-figure sales on Amazon within its inaugural year. This remarkable growth underscores the efficacy of integrating artificial intelligence to deepen customer understanding and streamline marketing efforts in the highly competitive luxury goods sector.



The Source Approach - Tanner Rankin - Fractional CMO

“

The Source Approach fuses human ingenuity & AI insights for founder-level brand clarity. The approach builds resilient, high-growth businesses, proven by this luxury brand's 7-figure success.”

Tanner Rankin

The client, a newly launched luxury jewelry brand, faced the significant challenge of establishing a foothold in a crowded market, with initial plans to launch on Amazon and subsequently expand to direct-to-consumer eCommerce channels. The primary hurdle was to build brand presence off-Amazon first to drive sales on-Amazon effectively from a standing start.

Tanner Rankin, the Fractional CMO implemented "The Source Approach," a proprietary system designed to provide every team member—whether internal, agency, or freelance—with an intimate, founder-level understanding of the customer, brand, product, and customer journey. A core component of this methodology involves utilizing

artificial intelligence to assist in gathering and synthesizing this deep knowledge. This AI-enhanced insight allows for highly efficient and targeted marketing strategies, enabling teams to

achieve superior results with optimized resource allocation.

"The Source Approach fosters a holistic understanding that breaks down traditional silos," stated the Fractional CMO. "By leveraging AI to help the entire team deeply connect with the core elements of the brand and its audience, I empower them to make smarter decisions, create more resonant campaigns, and ultimately, drive profitable, scalable growth."

Strategically, Amazon was selected as a key growth channel due to its high buyer intent. However, recognizing Amazon's preference for brands with established off-platform authority, the initial focus was on building a robust presence through SEO, the brand's own website, social media, and email marketing. This foundational work, blending Fractional CMO + [Amazon Consultant](#) + [eCommerce Consultant](#), guided by AI-driven customer insights, proved crucial for the subsequent Amazon success.

The results were transformative: within just one year, the luxury jewelry brand achieved seven-figure sales on Amazon, a testament to the power of "The Source Approach" and its intelligent integration of AI in marketing. This success highlights the methodology's unique capability to equip any team with profound brand mastery and proven marketing systems.

This case study exemplifies the core strengths of The Source Approach: fostering deep brand comprehension assisted by AI, implementing data-driven channel strategies, and achieving rapid, profitable scaling. The Fractional CMO's expertise in integrating AI into marketing frameworks offers a clear pathway for brands, particularly in saturated markets, to achieve significant growth and a strong return on investment.

About The Source Approach: The Source Approach is a unique marketing methodology developed by Tanner Rankin, an experienced CEO & Fractional CMO. It empowers businesses by equipping their teams (internal, agency, or freelance) with founder-level brand mastery and proven marketing systems, often enhanced by AI integration. This system is designed to eliminate operational silos, foster profound customer understanding, and drive profitable, scalable growth.

Tanner Rankin

The Source Approach

+1 716-616-0136

tanner@sourceapproach.com

Visit us on social media:

[LinkedIn](#)

[Bluesky](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/813350034>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.