BLIND CASE STUDY

CATEGORY HEALTH AND PERSONAL CARE

INTRODUCTION

The brand of this Case Study is Spanish, leader in personal care and beauty, with a very good brand image, which offers its products in traditional retail and does not have its own e-commerce. They decide to hire Amazing as an agency specialized in Amazon since his internal team does not have the know-how to optimize and scale his presence on Amazon.

OBJECTIVE:

The brand had been selling on Amazon for a couple of years, but with very small sales and without having clear about the right strategy to implement to increase its turnover significantly and even more, gain new consumers (increase the figures of NTB – New to Brand). To do this, they agreed with Amazing to work on an specific catalogue, in which to focus marketing efforts along with an advertising budget to achieve the objectives set.

STRATEGY:

Phase 1:

The Amazing Amazon specialists team starts working with the client really close, and after analyzing the catalogue and the actions carried out previously, they take learnings (both positive and negative) and results gained in the past. As a result, the size of the opportunity is defined, and four clusters or types of potential customers are established on which to allocate marketing actions:

- Customers who browse Amazon but are looking for another type of product that is not under our brand. They are looking for another kind of product.

- Customers who browse the category in which our products are and are looking to cover a need but are not looking for an specific brand; they are looking for a product to solve their needs.

- Customers interested in the brand; they know it but are not loyal to it.

- Customers who are already consumers of our brand.

  Adding the different clusters, 80% of potential customers were identified that had not been impacted so a great market opportunity is ahead and therefore a possible increase in sales too.

Phase 2:

Once the target was defined, the advertising strategy had to be worked very well, starting with a good budget distribution in terms of advertising formats to be used and followed with a good brand defense and attack to competitors strategy.
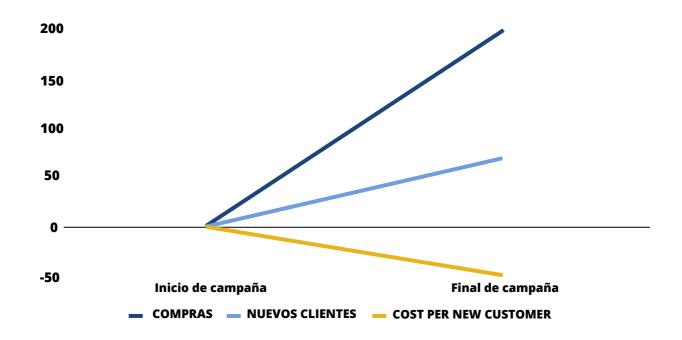
To attract the four target audience segments of the campaign, the following formats were activated:

- Sponsored Brand: an awareness format that helps us attract the user seeking a product to cover a product need and the loyal customer too.

- Sponsored Product: used to support the top products in our catalogue.

- Sponsored Display: which was really the key of the strategy since it worked for the four segmentations and helped us both to protect our products from our competitors and to achieve greater traffic volume and increase conversions.

RESULTS:

The strategy applied managed to comfortably achieve the proposed objectives.

- Sales increase: +202%
- Increase in new consumers (NTB): +70%
- Decrease in acquisition cost per new costumer: 50%

200

150

100

50

0

-50

Inicio de campaña   Final de campaña

— COMPRAS   — NUEVOS CLIENTES   — COST PER NEW CUSTOMER