

Global fitness brand and Amazon category leader bursts through aggressive sales goals .

To increase SOV for brand keywords in shoes category and high volume sales at lower cost per acquisition, we started advertising on AMS.

Challenge:

- Lower contribution of new customers
- Competitive category on Amazon due.
- Few products representing majority of the sales.

Outcome:

Search Campaigns:

- More than 18 million ad views in a year.
- 9x revenue growth in a year.
- Advertisement contribution to total sales increased on an M-O-M basis.
- Category best ACOS on Amazon.

Strategy

Objective	Recommendation	Activity
Explode Niche Market	Target long tail keywords where there is less competition.	High volume of searches on keywords like badminton shoes, cricket shoes etc with less competition. We capitalized by making campaigns for every category of sports items available.
Brand Awareness And Consideration	Always on Sponsored Brand & Sponsored Display	Running Sponsored Brand & Display campaign to showcase our product on competition keywords and ASINs.
Sales	High visibility via search	Optimized search campaigns for higher sales and conversion.