

CASE STUDY

B2B Electronics Business Sees Sales Growth & Higher ROAS From Sponsored Ads & DSP Strategy



The Situation

When you have a niche business, it's critical to know how to reach the right audience. An industry-leading provider of high-quality network cabinets and server racks for IT professionals was looking to do that on Amazon. When increased competition resulted in a lower return year-over-year, the business, turned to their team at ROI Revolution to create and execute a strategy that would make the most of their budget and grow sales profitably.

Opportunity Identified

If the business didn't maximize their ad budget, they were at risk of losing out on valuable traffic. After reviewing the brand's Amazon DSP and Sponsored Display viewable CPM-based (vCPM) campaigns, ROI Revolution discovered that the business had the opportunity to increase their reach without losing profitability.



Channel:
Amazon



Industry:
IT Equipment (B2B)



Focus:
Optimize Losses From Increased Competition



Goal:
Maximize Budget to Grow Ad Traffic at a High Profit

Results Achieved

55%

Lift in Sales From Amazon Ads MoM

6%

Higher ROAS MoM

32%

Lift in Impressions From Amazon Ads MoM

ROI in Action

The business was ready to grow their Amazon ad sales profitably, and ROI Revolution developed and executed a strategy to take them there. The strategy included:

- Executing a full audit of the brand's Sponsored Ads account
- Strategically reallocating a portion of the brand's Amazon budget to DSP
- Providing ongoing proactive budget pacing updates to ensure alignment between our teams
- Optimizing Amazon ad content, including adding negative keywords and reviewing product & keyword alignment
- Expanding upon use of Sponsored Display vCPM

Every business wants to grow profitably on Amazon. But with the competitiveness of the platform, that's way easier said than done. Let our experts take the burden away from you so that your brand can reach heights beyond what you imagined was possible.