

Perry Ellis **Exceeds Target Return Goal by 30%** Using Amazon Advertising



Channel:



Amazon

Industry:



Fashion & Apparel

Focus:



Budget Friendly

Goal:



Increase ROAS

The Situation

Perry Ellis International, an industry-leading fashion brand, has been rewriting the rules of fashion with fun, fresh, and forward-thinking styles since 1976. After analyzing ad data from an incredibly successful Prime Day that drove a high volume of sales, it became clear that the brand could achieve more profitable conversions while staying at their current rate of spend.

Opportunity Identified

The company was approaching the end of their fiscal year and had a lofty goal of increasing ROAS to \$10 for every \$1 spent on Amazon, despite facing limited budgets for their upcoming holiday season. ROAS had completely dipped, and one brand even had to be cut off entirely because they had reached their budget and there was still time left in the year. Without the bandwidth and expertise to tackle their Amazon Advertising issue, Perry Ellis reached out to ROI Revolution for a solution.

ROI in Action

The ROI team worked closely with Perry Ellis to determine how to most effectively use the remaining budget. With ROI's proprietary technology, the RevolutionSuite, the team helped Perry Ellis understand the significance of their historical data. "The reporting was really critical, because I think without it, it's just your gut and your estimate, but the numbers are the numbers," Michelle Reed, Senior Vice President at Perry Ellis, says.

Prior to ROI, Perry Ellis was placing almost every product and keyword for each of their brands into one campaign, giving Amazon control to select the product shown when a shopper searched using the campaign's keywords. ROI structured Perry Ellis' campaigns to provide the most granularity and control, guaranteeing the ability to push and pull levers to hit certain targets. Almost immediately, ROAS began to turn around.

Results Achieved

We're now able to look at this year over last year, or month over month. To me, that was a critical miss that immediately we were able to see benefits from. Our ROAS continues to be strong. We are very pleased with the payoff of the campaigns.

- **Michelle Reed**
Senior Vice President, Perry Ellis

By the end of the fiscal year, Perry Ellis was able to not only reach their lofty Amazon ROAS goal but **exceed it by 30%.**