

CASE STUDY

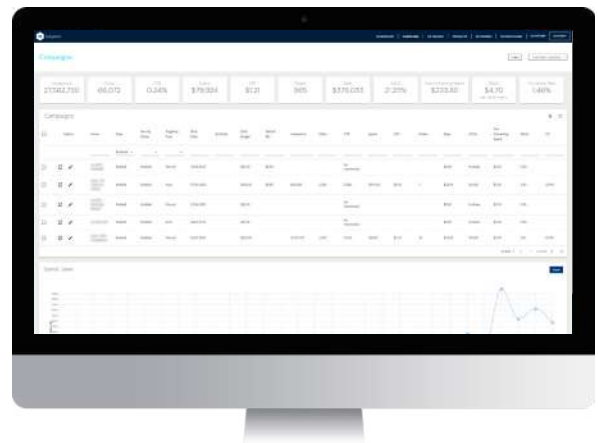
KASPIEN ADMANAGER DELIVERS FOR FIRST BETA CLIENT

ABOUT ADMANAGER

Kaspien AdManager is an advertising software that aids brands in running cost-per-click (CPC) ads on Amazon. Kaspien AdManager was created by sellers for sellers, addressing the pain points of data access, marketing optimization, and reporting availability on the Amazon platform.

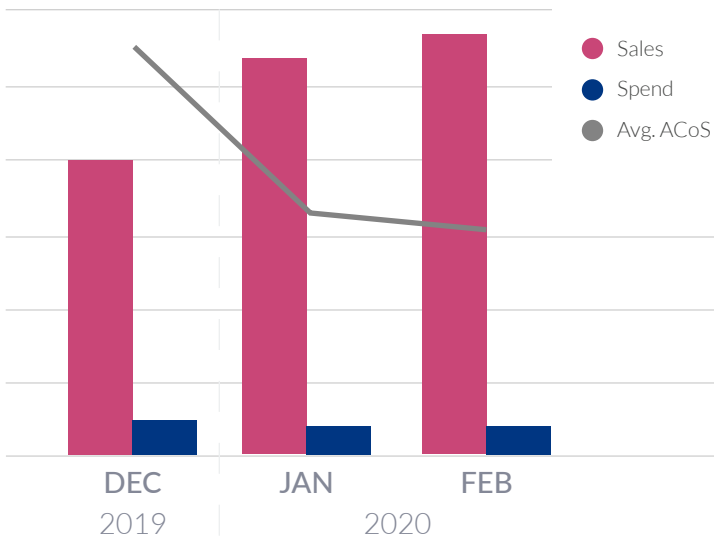
BACKGROUND

NutraBio was the first external user for Kaspien AdManager. Kaspien provided initial training and on-demand support, enabling NutraBio to effortlessly restructure their Amazon Sponsored Product campaigns through AdManager’s campaign build feature. Furthermore, NutraBio was able to streamline management by automating keyword optimizations. In just 3 months, NutraBio’s marketing campaigns experienced a 43% increase in sales, 16% decrease in spend, and a 5% decrease in ACoS.



the numbers and graph displayed here are for example purposes only and do not represent the actual Partner’s performance.

MARKETING CAMPAIGN OVER 3 MONTHS



TESTIMONIAL

“I spent a lot of time building custom excel sheets and employing best practices for my ad campaigns. With a significant time investment, I was able to achieve a 12% ACoS through Seller Central. With just three weeks of running AdManager my ACoS has dropped below 8%, and it took nowhere near as much effort. The level of support from Kaspien ensured that this was a pain free process. Now I have opened up my budget for more aggressive ad spending and even greater returns.”

Online Marketplace Manager
NUTRABIO

CASE STUDY

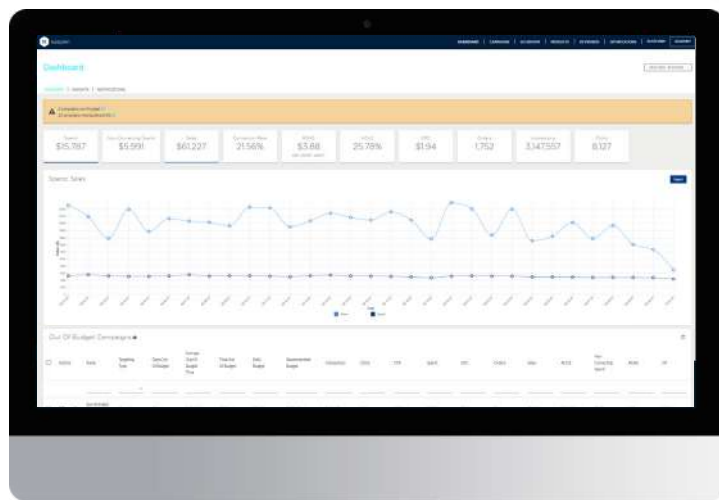
AMPLIFYING NEW PRODUCT PERFORMANCE

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BACKGROUND

A brand in the Baby and Toys categories was rapidly adding new products to their catalog. As they grew, their Sponsored Product campaigns were consistently running out of budget and their ad performance declined. As a young brand, they were hesitant to increase their marketing spend because their advertising cost of sale (ACoS) was rising. They needed an immediate solution that could determine their ideal sponsored ad budget, optimize their bids and keywords at scale, and drive ad sales at an efficient ACoS.



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OUR STRATEGY

Kaspian AdManager was the natural solution for their needs. We ran a preliminary analysis of the brand's campaigns and found that they were running out of budget before 10 a.m. every day, with an average ACoS of 92%.

For Kaspian AdManager to optimize bids, daily budget, and search terms, it's optimal for ads to run throughout the entire day. Under our advisement, the brand increased their daily budget so AdManager could collect enough data to intelligently refine bids and keyword targeting.

THE RESULTS

As expected, the increased budget doubled the spend at the start of AdManager implementation. However, spend began to decrease by the third week as AdManager used data to continually improve campaign efficiency. When comparing the 6 weeks before AdManager implementation to the 6 weeks after, which occurred outside of seasonality, we saw:

192%

increase in Sponsored Product sales

40%

increase in total sales

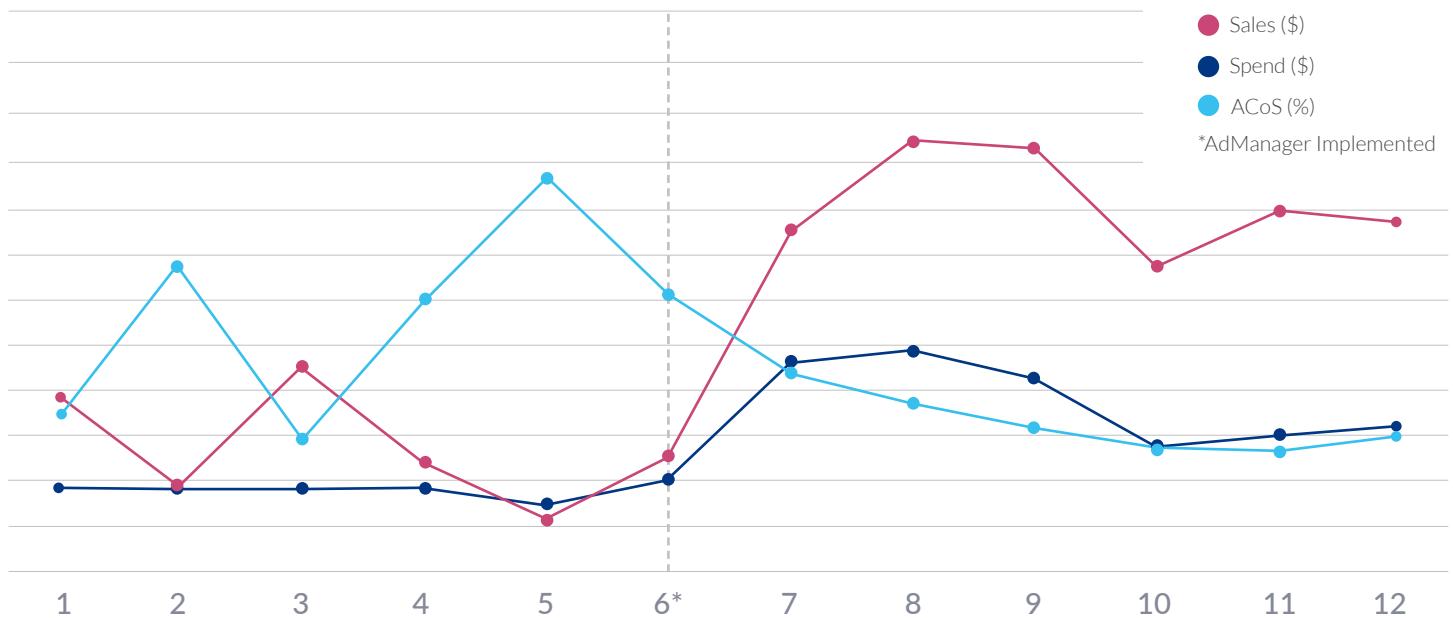
30%

reduction in ACoS after 6 weeks

50%

reduction in ACoS after 3 months

MARKETING PERFORMANCE OVER 12 WEEKS BEFORE AND DURING ADMANAGER



CASE STUDY

SALES GROWTH USING A SINGLE TARGET ACOS

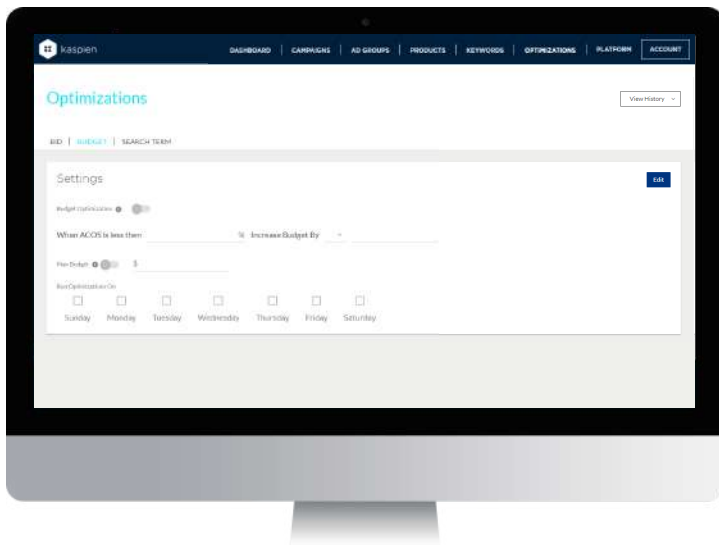
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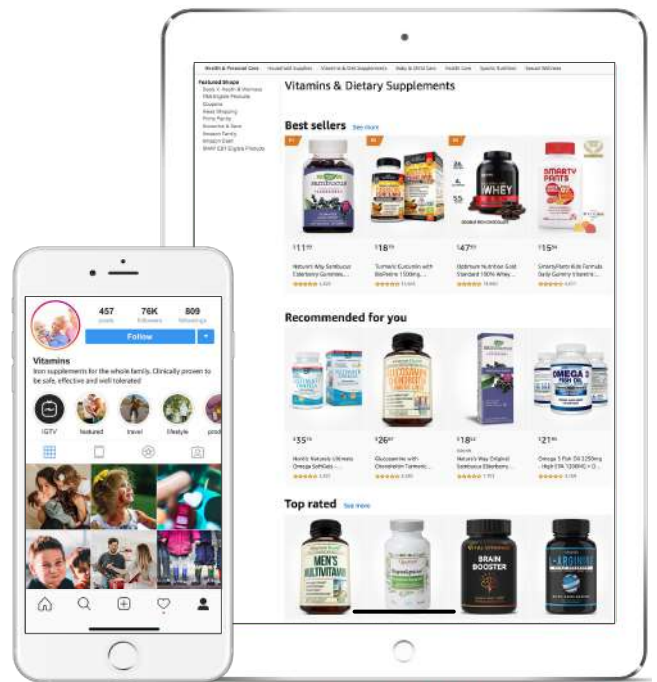
BACKGROUND

As ad saturation increases on Amazon, the average cost-per-click for Sponsored Products has increased by 38% YOY while the average conversion rate has decreased by 36% YOY. In other words, brands across the spectrum are spending more on ads while the probability of conversion decreases.

Faced with this situation, one of our partners asked Kaspian to run their Sponsored Product campaigns through Kaspian AdManager. Their ambitious goal: to continue driving strong sales growth without increasing the cost of every ad sale.



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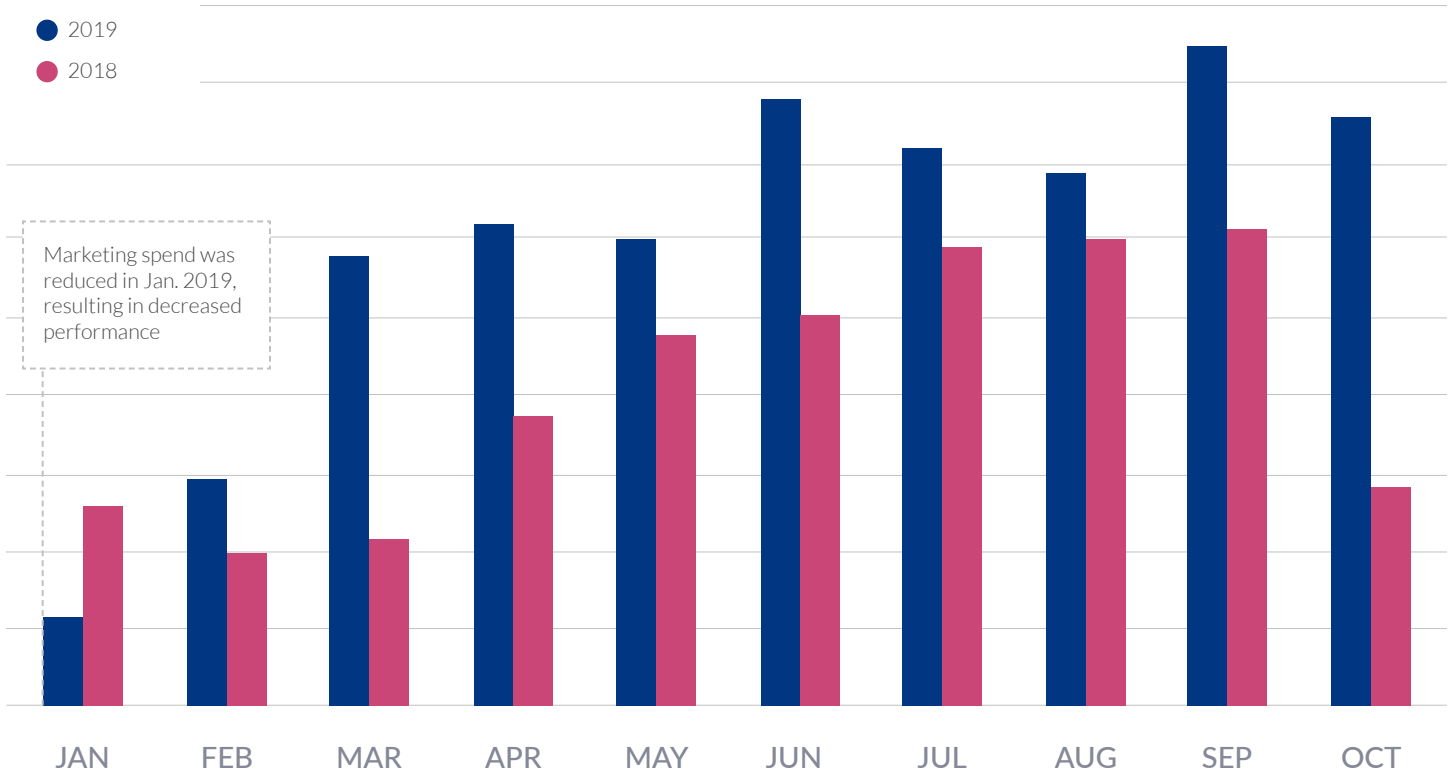
OUR STRATEGY

Kaspian AdManager allows users to define the metrics it uses to guide its optimizations. For this brand, we set a low, single target ACoS across their entire catalog as the primary parameter for AdManager's optimizations. By doing so, we directed AdManager to grow sales while ensuring that its optimizations would not compromise ACoS.

THE RESULTS

Kaspian AdManager delivered. Driven by artificial intelligence, its optimizations increased YOY sales by 46% while maintaining an average ACoS of 10%. The tremendous and highly sustainable growth occurred even in the face heightened competition and ad saturation on Amazon.

2018 SALES VS. 2019 SALES



10%

average ACoS

46%

increase in YOY sales

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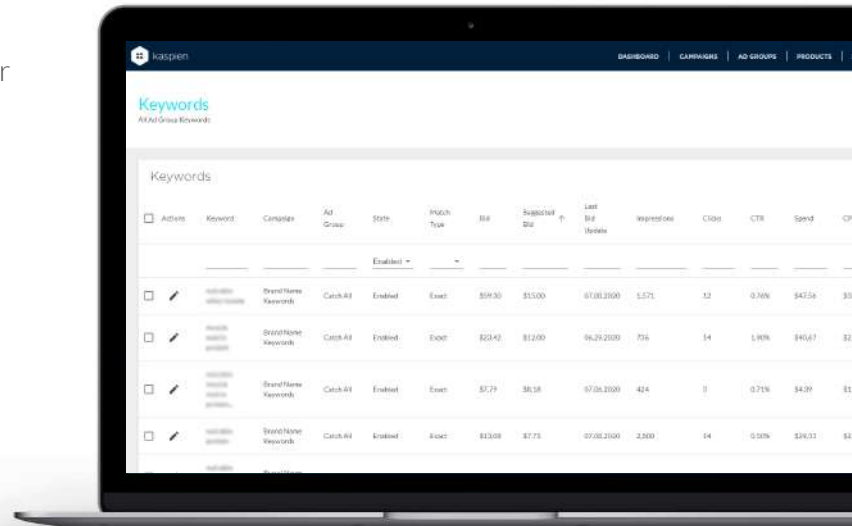
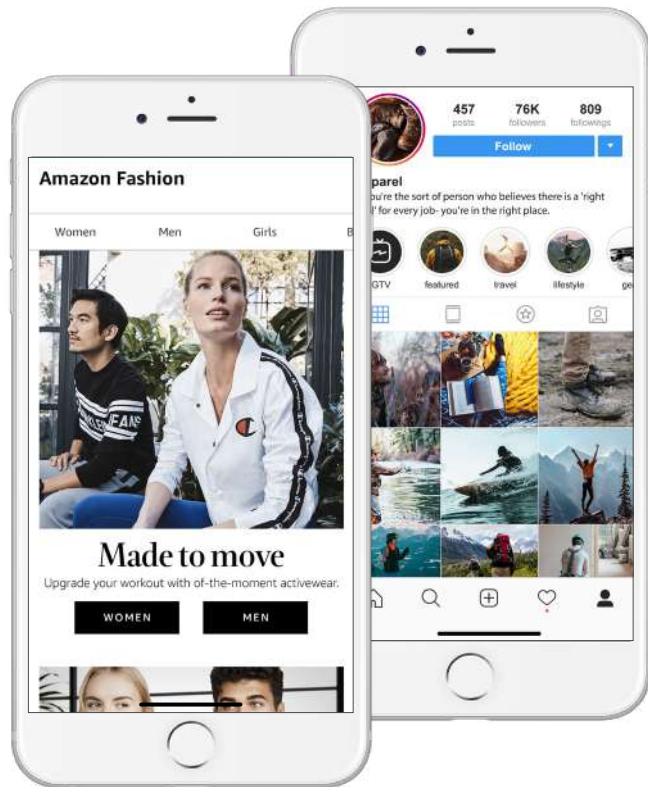
RESTORING CAMPAIGN SUSTAINABILITY

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BACKGROUND

An apparel brand partnered with Kaspian to manage their Amazon account, but they chose an aggressive bidding strategy, which resulted in a very high advertising cost of sale (ACoS). Struggling to recover, they asked Kaspian to direct their campaign optimizations.



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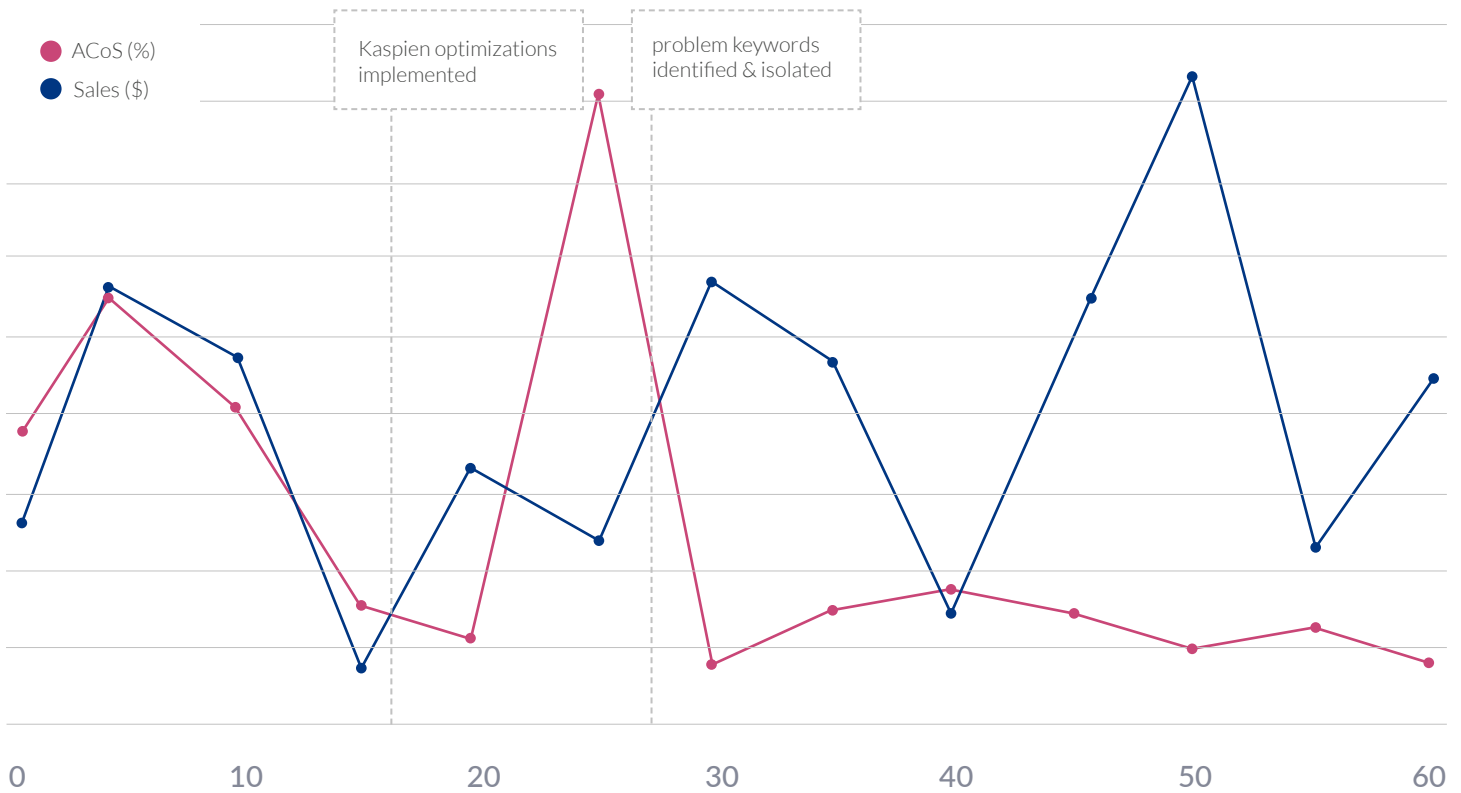
OUR STRATEGY

Restoring a sustainable ACoS was our first goal. We implemented our proven optimization strategies, adjusting target metrics to include Ideal cost-per-click and Ideal cost-per-acquisition, and revised the optimization cadence. We also reevaluated keywords using Kaspian AdManager's keyword table, which displays keywords agnostic to ad group and campaign, to quickly identify problem keywords that were driving up spend. As a result, their campaigns experienced a rapid and drastic improvement in performance.

THE RESULTS

Kaspian AdManager's optimizations proved successful in cutting inefficient spend while also maintaining (and even growing) marketing-attributed sales. We respected our partner's desire to drive their strategy, so along the way, we provided them daily reports and ongoing coaching for ad campaign best practices.

ADMANAGER OPTIMIZATION



50%

reduction in ACoS