



BAKBLADE
Body Grooming Co.

CASE STUDY - PART 1

How we helped
our client achieve
over 1 million
dollars in product
sales in under two
years on Amazon
DSP



Intro

The client is a company who specializes in selling shaving products that help you reach difficult places, in both the US and Canada; helping more people be beach ready in a shorter amount of time.

Problem

The client was new to DSP and wanted to test out the platform. The main way they wanted to leverage it was by getting more sales for his business at an ACoS goal of 20%. The client was expecting this to take time, but was surprised with the results.

Solution

After analysing the products, we decided that the best course of action was to take our normal approach and set up remarketing orders on both the O&O and OE supply sources, showing our ads to people who have viewed our product but not purchased. This is our normal strategy when we have a new account, as it normally generates a good return as the target customers have already shown interest in your product.

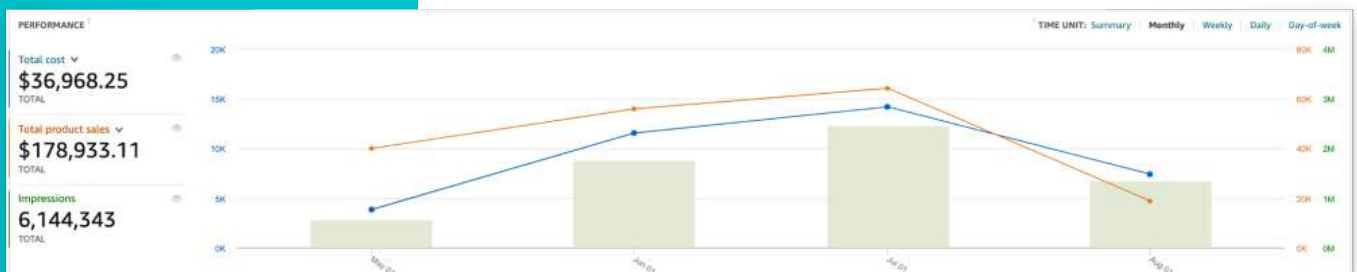
Paired with careful budget management and being agile in our approach when it comes to market changes/seasonality, it helped us reach our ACoS and Sales goals in a shorter period than expected.

After this, considering the category in which the product was placed, we thought a competitor audience would provide great results as the clients' product listings and images were some of the best in the category. After confirming this with the client, we gathered a list of competitors with less/worse reviews, worse images or a higher price point and compiled them into the audience. Targeting our two best performing ASINs we added the audiences only showing it to people who had seen and not purchased the competitors products.

Results

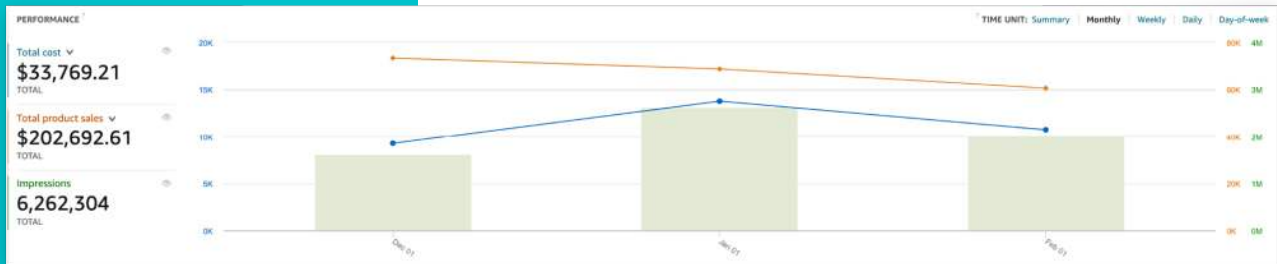
Between month 1 and 3, we had already generated over \$150,000 in sales at only a 20.66% ACoS, with the majority of sales coming from the Amazon O&O order. This really demonstrates the power of using DSP to advertise on Amazon. This especially applies when targeting people who have viewed your products but not purchased, as they are aware of your offering and are in a shopping mindset - which often leads to a higher conversion rate.

First Three Months



Order	Total cost	Click-throughs	CTR	Units sold	Product sales	ROAS	New-to-brand units sold	New-to-brand product sales	Total units sold	Total product sales	Total ROAS
CA_Remarketing Order ID: 5981578250001	\$36,968.25	8,248	0.1342%	5,836	\$178,909.21	4.84	4,497	\$150,728.61	5,838	\$178,933.11	4.84
CA_Remarketing Open Exchange ID: 5014744590501	\$25,950.60	4,952	0.1287%	4,986	\$155,321.42	5.99	3,995	\$134,052.71	4,986	\$155,321.42	5.99
CA - Cross Sale ID: 1334457640801	\$6,528.99	2,356	0.1650%	629	\$19,123.69	2.93	494	\$16,413.30	629	\$19,123.69	2.93
CA - Custom Audience ID: 5842374450001	\$4,488.65	940	0.1081%	221	\$4,464.10	0.99	8	\$262.60	223	\$4,488.00	1.00
CA - Custom Audience ID: 5842374450001	\$0.00	0	—	0	—	—	0	\$0.00	0	\$0.00	—
	\$36,968.25	8,248	0.1342%	5,836	\$178,909.21	4.84	4,497	\$150,728.61	5,838	\$178,933.11	4.84

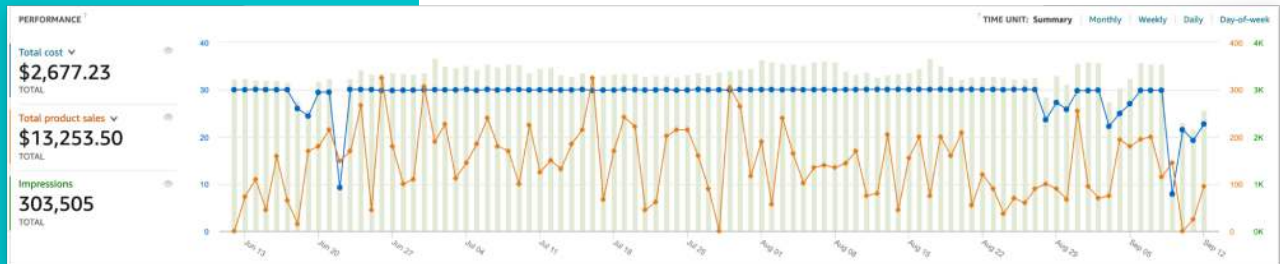
Best Three Months



Order	Total cost	Click-throughs	CTR	Units sold	Product sales	ROAS	New-to-brand units sold	New-to-brand product sales	Total units sold	Total product sales	Total ROAS
CA_Remarketing Open Exchange ID: 5014744590501	\$16,888.77	5,312	0.1650%	3,089	\$97,439.10	5.77	2,435	\$82,763.30	3,091	\$97,469.00	5.77
CA_Remarketing Order ID: 5981578250001	\$12,522.82	2,612	0.1103%	3,124	\$91,279.63	7.29	2,423	\$76,703.88	3,125	\$91,294.58	7.29
CA_Custom Audience ID: 5842374450001	\$2,665.79	310	0.1131%	189	\$6,357.70	2.38	150	\$5,386.50	189	\$6,357.70	2.38
CA_Image Ads ID: 8027299090601	\$1,691.85	532	0.1325%	131	\$5,224.48	3.09	120	\$4,785.03	195	\$7,591.33	4.49
CA - Cross Sale ID: 1334457640801	\$0.00	0	—	0	—	—	0	\$0.00	0	\$0.00	—
	\$33,769.21	8,766	0.1400%	6,533	\$200,280.91	5.93	5,128	\$169,638.71	6,600	\$202,692.61	6.00

	Three Months	Best 3 Months
TOTAL SALES	\$178,909.21	\$202,692.61
AD-SPEND	\$36,968.25	\$33,769.21
ACoS	20.66%	16.66%

Competitor Targeting campaign stats



Interval	Order	Total cost	Click-throughs	CTR	Units sold	Product sales	ROAS	New-to-brand units sold	New-to-brand product sales	Total units sold	Total product sales	Total ROAS
		\$2,677.23	597	0.1967%	387	\$12,969.80	4.84	295	\$11,067.25	392	\$13,244.55	4.95
Jun 12, 2021 - Sep 12, 2021	CA_Custom Audience [Copy] ID: 1852041840601	\$2,677.23	597	0.1967%	387	\$12,969.80	4.84	295	\$11,067.25	392	\$13,244.55	4.95
		\$2,677.23	597	0.1967%	387	\$12,969.80	4.84	295	\$11,067.25	392	\$13,244.55	4.95



Latest Three Months



Interval	Order	Total cost	Click-throughs	CTR	Units sold	Product sales	ROAS	New-to-brand units sold	New-to-brand product sales	Total units sold	Total product sales	Total ROAS
Oct 1, 2021 - Dec 31, 2021	CA_Custom Audience (Copy) ID: 1852041840601	\$1,378.71	183	0.1186%	289	\$10,093.55	7.32	223	\$8,564.85	292	\$10,258.40	7.44

	Three Months	Latest 3 Months
TOTAL SALES	\$13,253.50	\$10,258.40
AD-SPEND	\$2,677.23	\$1,378.71
ACoS	20.20%	13.44%

Using cross-sell orders to achieve our clients' wishes

Problem

The client's main product was providing the best results in the remarketing campaign but the extra accessories (i.e. extra blades) were needing some more attention. They were performing worse in the remarketing because the potential customer would need to have the main product for the accessories make sense. This is where a cross sale order made sense.

Solution

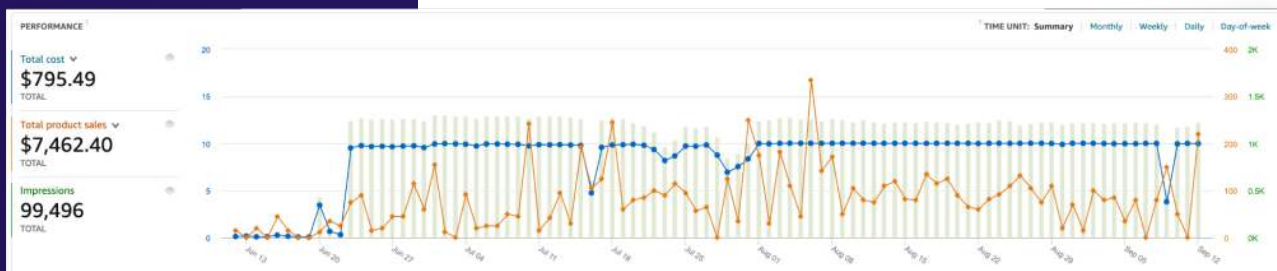
Due to the nature of shaving products, we had an opportunity to cross sell the purchase of the main product with extra accessories (i.e. extra blades).

Cross sale orders work very well when it comes to these types of products. It entails using the purchases of one product, usually a main product, then serving the potential customer the creative ads for the second product, usually an accessory. We did this for our two main ASINs and their accessories.

Results

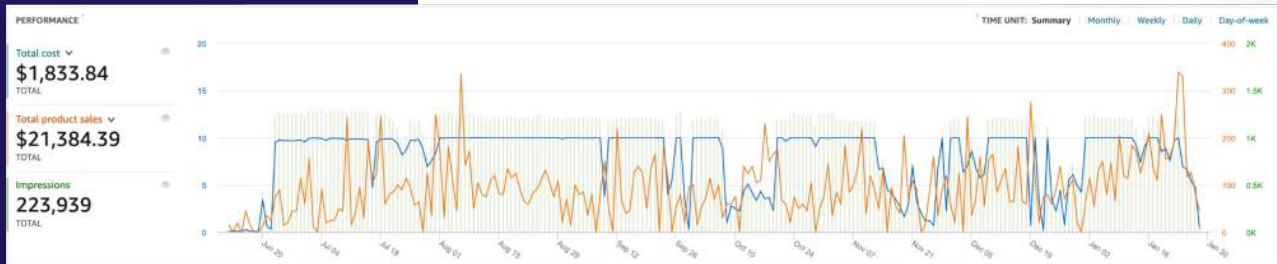
First Three Months

This campaign is on the backburner, despite that it consistently brings in \$2,000 a month at a ROAS of 7. The client is happy with this performance and is content at keeping the ads at this level.



Interval	Order	Total cost	Click-throughs	CTR	Units sold	Product sales	ROAS	New-to-brand units sold	New-to-brand product sales	Total units sold	Total product sales	Total ROAS
Jan 12, 2021 - Sep 12, 2021	CA - Cross Sale - New [Copy] (ID: 4870841170901)	\$795.49	266	0.2673%	332	\$7,297.55	9.17	20	\$613.00	335	\$7,462.40	9.38
		\$795.49	266	0.2673%	332	\$7,297.55	9.17	20	\$613.00	335	\$7,462.40	9.38

All Time



Interval	Order	Total cost	Click-throughs	CTR	Units sold	Product sales	ROAS	New-to-brand units sold	New-to-brand product sales	Total units sold	Total product sales	Total ROAS
Jun 12, 2021 - Jan 28, 2022	CA - Cross Sale - New [Copy] ID: 4870841170901	\$1,833.84	571	0.2550%	951	\$20,840.09	11.36	40	\$1,382.00	965	\$21,384.39	11.66
		\$1,833.84	571	0.2550%	951	\$20,840.09	11.36	40	\$1,382.00	965	\$21,384.39	11.66

	Three Months	All Time
TOTAL SALES	\$7,462.40	\$21,384.39
AD-SPEND	\$795.49	\$1,833.84
ACoS	10.66%	8.58%





How DSP image ads helped our client generate a consistent income at an amazing ROAS

Problem

The client was running an ad campaign on other platforms and wanted ads of a similar style advertised on DSPs' powerful remarketing platform.

Our Solution

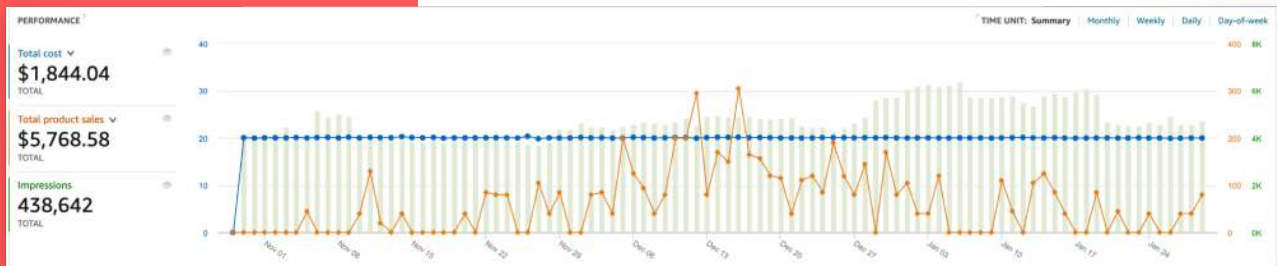
Using remarketing audiences for our main ASIN, we are able to leverage all of the people who have viewed our product on Amazon but have not purchased and serve them these custom image ads.

The reason this is effective is because the potential customer has already shown interest in our product by viewing the product detail page.

Results

Over the lifetime of this campaign, it has generated over \$50,000 at a ROAS of 8.08. The campaign is running at a reduced budget now, but it is still consistently bringing in sales at a great ROAS every month.

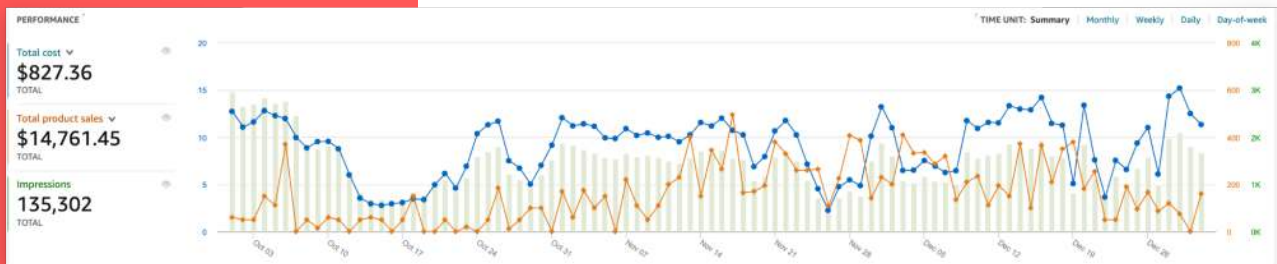
First Three Months



Interval	Order	Total cost	Click-throughs	CTR	Units sold	Product sales	ROAS	New-to-brand units sold	New-to-brand product sales	Total units sold	Total product sales	Total ROAS
Oct 29, 2020 - Jan 25, 2021	CA, Image Ads ID: 8027299090601	\$1,844.04	608	0.1386%	104	\$4,145.83	2.25	95	\$3,786.28	149	\$5,768.58	3.13
		\$1,844.04	608	0.1386%	104	\$4,145.83	2.25	95	\$3,786.28	149	\$5,768.58	3.13



Last Three Months



Interval	Order	Total cost	Click-throughs	CTR	Units sold	Product sales	ROAS	New-to-brand units sold	New-to-brand product sales	Total units sold	Total product sales	Total ROAS
Oct 1, 2021 - Dec 31, 2021	CA, Image Ads ID: 8027299090601	\$827.36	199	0.1471%	157	\$7,842.15	9.48	145	\$7,242.75	331	\$14,761.45	17.84
		\$827.36	199	0.1471%	157	\$7,842.15	9.48	145	\$7,242.75	331	\$14,761.45	17.84

	First 3 Months	Last 3 Months
TOTAL SALES	\$5,768.58	\$14,761.45
AD-SPEND	\$1,844.04	\$827.36
ACoS	31.95%	5.61%

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Can Help!**

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