

CASE STUDY

Film Studio Client Amazon Sponsored Ads

Objective

Our client, one of the top entertainment studio's in the U.S., needed help scaling up their search business on Amazon through Amazon Marketing Services (AMS). They wanted to better optimize and maximize budgets on their titles, expand their overall coverage, and establish optimal strategies across all campaign types.

Solution

To help our client, Vizion Interactive took on full management of their AMS business. Vizion started by conducting in depth keyword research to identify keyword opportunities that would drive more efficient traffic to campaigns and better maximize desired budgets.

The next step was to grow the AMS business and increase the number of advertised products, specifically beyond just new releases titles and campaigns. The challenge with the objective was to not only increase the number of products advertised, but to do so in a way that would maintain a high return on ad spend (ROAS).

To do so, Vizion implemented an "Always-on" strategy, that included larger campaigns containing several titles that would run year-round to have consistent search coverage on a greater number of titles. Vizion found the optimal strategy for building these "always-on" campaigns was grouping titles together based on genre. This allowed us to better maximize the relevancy of our campaigns and products based on customer search behavior.



Results

In June of 2017, our client had 151 active campaigns running. By the end of December 2017, Vizion was able to expand advertisement to 221 active campaigns. This included the implementation of about 78 different “always-on” campaigns.



221
Active
Campaigns



410%

Increase

Advertised
Products

By the end of December 2017, Vizion had successfully increased the number of our clients advertised products **from just 3.33% of products prior to management, to over 17% of advertised products. An increase of 410%.**



16.69%

Total ACOS

True success was measured in the ability to maintain a low Advertising Cost of Sale (ACOS) through the full ramp up. Vizion had significantly scaled up and optimized the studio’s overall AMS business, and ended the 2017 year with a **total ACOS of 16.69%** and a remarkable total **Return on Ad Spend (ROAS) of \$5.99.**