

Flexson's structured approach leads to 500% ROAS

Flexson is dedicated to producing high-quality accessories for Sonos products, along with finding new approaches to common problems.

Due to its focus on new opportunities, Flexson was one of the earliest adopters of sponsored ads' full product suite to help drive more sales on Amazon.co.uk for its range of floor stands, wall mounts, TV stands and more.



"We love being able to get our products in front of potential customers throughout their buying journey. From existing Sonos users browsing for accessories, to those looking to make their first Sonos purchase, sponsored ads allows us to effectively help us to reach them all," – said Behcet Sevdali, Flexson Product Manager.

Laying the foundation

Organisation and structure have been key pillars of success for Flexson. Flexson employs a structured campaign strategy to maximise campaign exposure yet minimize time spent optimising campaigns for the products they choose to advertise.

First, Flexson uses all three ad products: Sponsored Products, Sponsored Brands, and Product Display Ads. In order to maximise its chances of products being displayed to prospective shoppers, Flexson utilises the full suite of sponsored ads products since each product has a different set of placements on Amazon.co.uk.

Flexson's
sponsored ads
highlights



500%

Return on ad spend in UK



12.5 million

Ad impressions in 2017

In addition, for each ad product, Flexson creates multiple campaigns based on advertised products and the type of keyword targeting used. For example, in 2017, they created a Sponsored Products campaign for Flexson floor stands that focused on branded keywords and a Sponsored Brands campaign that targeted complementary keywords. By using this approach, Flexson has more flexibility on what they bid for each targeted keyword and Flexson can easily pull reports based on specific product lines or targeting strategies.

"Our consistent approach to campaign creation takes the guesswork out of the campaign creation process," says Sevdali.

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Behcet Sevdali, Flexson Product Manager

Building the foundation

Taking learnings from early campaigns, Flexson has found they get the best results when they make optimisations throughout the week. They check campaign performance regularly to ensure they are controlling all critical brand and product keywords, pause any underperforming keywords, and increase bids on keywords generating a positive return.

Flexson uses both automatic and manually-targeted Sponsored Products campaigns. Flexson uses automatic campaigns to harvest search-term insights. Each month, they download customer search term reports for automatic campaigns to ensure they are capturing all relevant search terms and add the successful ones to the manual campaigns.

Repeating the success

Flexson's strategy has led to success. Flexson generated in the UK alone a 500% return on ad spend in 2017. They were also able to generate over 12.5M ad impressions for Flexson products in 2017 across all three ad products.

They have replicated this strategy in other EU marketplaces. Flexson has used professional translation services to translate keywords to use across multiple European marketplaces so they can launch a campaign for any country in which sponsored ads is offered, no matter the language.

"Sponsored ads has become a pivotal part of Flexson's digital strategy. A comprehensive solution, that's proven effective at both generating demand and securing conversions," – Ali Ameen, European eCommerce Marketing Manager for Flexson.

Due to the effectiveness of its sponsored ads campaigns, Flexson has planned to increase its overall spending in 2018.