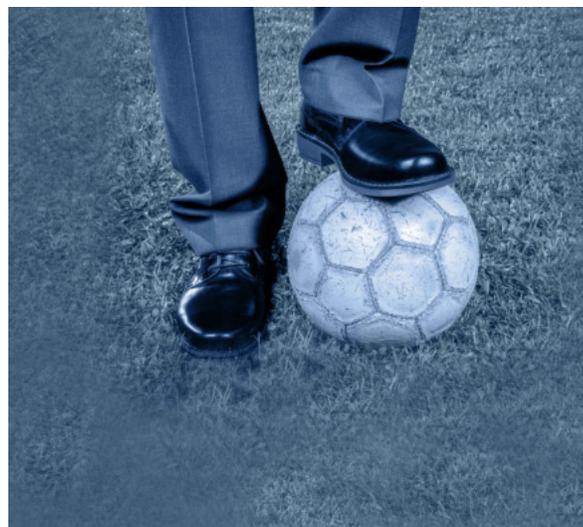


Case Study

Holiprom's new strategy leads to 3X increase in Amazon Sales

Holiprom sells sportswear on Amazon.fr and needed a way to boost its monthly sales. Holiprom decided to hire Bizon.Solutions, an agency that works with brands to boost sales on Amazon, to help them create a strategy for sustainable and continuous growth on Amazon.

After Bizon.Solutions evaluated Holiprom's product range, they came up with a strategy that focused on sponsored ads to help deliver the results Holiprom were seeking. As Guillaume Rigallaud, CEO of Bizon.Solutions, said, "With sponsored ads, we look at advertising differently. It is a way to launch new products, convert new customers and gain new insights."



Holiprom and Bizon.Solutions agreed on a three-phase strategy designed to help drive sales with sponsored ads while maximising visibility at an efficient cost for their existing products.

Exploration

The first phase for Bizon.Solutions was exploration. Bizon.Solutions made content updates to Holiprom's product detail pages to improve its titles, images, and descriptions. After they updated the product detail pages, Bizon.Solutions launched automatic targeting Sponsored Products campaigns in January 2018 to determine what keywords could help drive sales.

Optimization

After 1 month of results, Bizon.Solutions went into the optimisation phase. They used the Search Term report to analyze the results of the automatic targeting Sponsored Products campaigns and focused on keywords that generated sales. Bizon.Solutions then created new Sponsored Products manual targeting campaigns that targeted these keywords with a higher bid on each keyword than was previously set. They kept the automatic targeting campaigns active, using these campaigns for continued keyword exploration but lowered the bid significantly.

Development

Holiprom achieved their goals of driving sales and visibility. Since they launched sponsored ads campaigns, Holiprom's average monthly sales in Q1 2018 on Amazon.fr grew by over 3x compared to their average monthly sales in Q4 2017. As of August 2018, Holiprom achieved a 400% return on ad spend (ROAS) while garnering over 12 million impressions on their Sponsored Products campaigns. Their focus on optimization helped them to increase visibility and sales but do it in a cost-efficient manner. Now, Holiprom is advertising over 100 products across 25 campaigns.

Due to the success of the campaigns, Bizon.Solutions will move Holiprom into the last phase of the strategy: development. Bizon.Solutions plans to launch Sponsored Brands campaigns and Product Display Ads to help continue driving additional sales for Holiprom's best sellers based on learnings from testing with Sponsored Products campaigns. They also plan to continue increasing investment in their Sponsored Products campaigns after the success they have had with the help of Bizon.Solutions.

As Jean-François Hogrel, CEO of Holiprom, said "Bizon.Solutions gave us a clear vision of the potential and tools that we needed to develop our business on Amazon. Now, the sales are booming, with a marketing strategy which boosts visibility, awareness and conversion."

Bizon.Solutions' tips for getting started:

- 1. Test & Learn:** Your brand and your product are unique so take time to test out your campaigns and analyze performance before making any decisions on future investment.
- 2. Always-On:** If you need to reduce your investment, do not pause your campaigns, lower the budgets instead. You will keep collecting insights about your products and continue to drive sales.
- 3. Reporting and Insights:** Sponsored ads provides real time reporting that can be used to drive insights into how to best optimize your current campaigns, launching campaigns for new products, and other related insights.



"Now, the sales are booming, with a marketing strategy which **boosts visibility, awareness and conversion.**"

Jean-François Hogrel,
CEO of Holiprom