

Women's Marketing helps drive sales and ROI for clients with Amazon Marketing Services

976% average ROAS across AMS accounts

11.2M+ average targeted impressions with their campaigns

AMS is one of the fastest-growing areas for the agency

Women's Marketing has a 35-year history of helping high-growth indie brands—spanning the beauty, retail, and CPG verticals—become category leaders. The team emphasizes an insights-driven approach, identifying strategies for revenue growth and brand awareness.

Amazon Marketing Services (AMS) plays an increasingly key role in driving this approach.

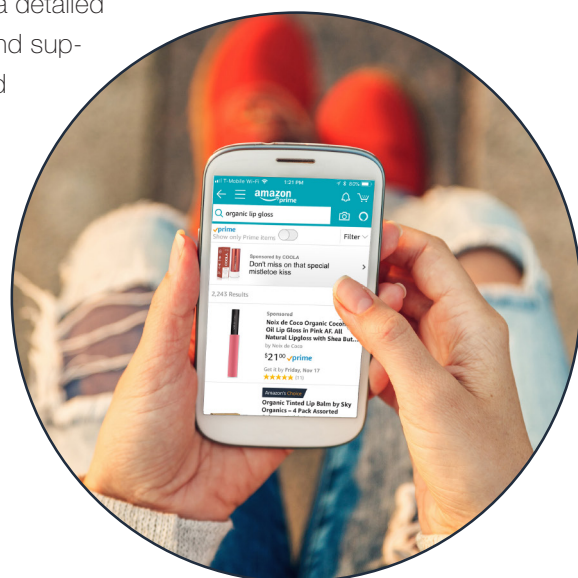
In 2016, Women's Marketing saw an opportunity to bolster their clients' ecommerce goals with AMS. Thanks to a series of successful campaigns—some generating **quadruple-digit ROAS**—Women's Marketing has more than doubled the number of brands advertising on Amazon within the past year, and continues to add new brands every month. This makes AMS their **top-growing area**.

Driving sales and maximizing ROI with tailored approaches

To date, Women's Marketing has helped numerous clients meet and exceed their goals with AMS. For example, an organic baby food brand and a prestige beauty brand had both set up automatic campaigns to 'test the waters,' tracking whether AMS drove value for them. Women's Marketing applied a detailed manual restructure to the brands' campaigns to maximize performance and support optimization based on market shifts. As a result, the brands averaged double-digit increases in ROAS month over month. Now, both brands experience over **1100% ROAS** with AMS.

“ More and more consumers are starting their shopping journey with a product search on Amazon, so it's no surprise that Amazon Marketing Services has become an area of focus for our clients. It's one of the fastest-growing areas for our agency, and we're proud to be delivering extraordinary results for clients in terms of ROAS, sales, and product discoverability. ”

Andrea Van Dam, CEO, Women's Marketing



In another case, Women's Marketing provided social media and search engine marketing support to a brand with an all-natural mom and baby product line. The agency knew that the brand had recently decided to drive all of their ecommerce business to Amazon, and pitched the idea of a two-month test on AMS. The brand initially declined, but Women's Marketing—knowing the impact AMS could have on their business—proposed a two-month test with funds originally allocated for late Q4 on other media channels. If the client saw at least 400% ROAS, they'd in turn reinvest those funds on AMS. Within the first month, the brand saw a **600% ROAS**. The client now maintains an always-on presence, citing AMS as a highly valuable part of their overall marketing strategy.

Investing in the future with Amazon Marketing Services

Women's Marketing acts as a strategic partner to clients, providing them with the insights, data, and support they need to meet their objectives. And they see Amazon as a strategic partner, too. In fact, they've hired an **Amazon specialist** to help brands better understand Amazon as whole—from the advantages of optimizing product detail pages with A+ content, to the role AMS can play in driving growth for their businesses. The reason behind this investment: Women's Marketing believes AMS offers singular value to clients.

Anthony Vespucci, Vice President of Client Services, notes that the benefits of advertising with AMS go beyond sales growth for their clients. Targeted always-on campaigns, coupled with proven retail tactics, **help drive sustained brand awareness and loyalty among customers**—bringing brands closer to their goal of becoming recognized category leaders.

RECOMMENDED TACTICS FOR SUCCESS

When launching a brand on AMS, the agency's strategy centers on maximizing return on ad spend. Keeping in mind the client's specific KPIs, Women's Marketing develops a customized plan for meeting those objectives with AMS:

1. If a client's primary goal is to drive sales, launch with Sponsored Products and maximize this spend potential. Supplementing manual campaigns (where a client chooses their own keywords) with automatic campaigns (where AMS identifies and applies top-performing keywords) provides a logical, effective mix. The approach enables brands to learn which keywords work best for them, and helps them efficiently find complementary terms for their manually-built campaigns.
2. To boost brand awareness, supplement Sponsored Products campaigns with Headline Search Ads.
3. Launch Product Display Ad campaigns to help brands become more visible in their categories and differentiate their offerings.
4. **The agency also advises clients to take an always-on approach with campaigns, running them with no end date in order to stay top-of-mind with shoppers year-round.**



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