

Vermont Teddy Bear uses Sponsored Brands and Stores to support its growth on Amazon

Vermont Teddy Bear has offered handcrafted teddy bears for nearly 30 years, distinguishing themselves through quality design and craftsmanship. They have been selling their products on Amazon since 2010, starting in the US and expanding to Canada and the UK. "Over the last couple of years, we have experienced triple-digit growth via our Amazon sales channels*," says Jason Baer, VP of Sales & Marketing at Vermont Teddy Bear.



Critical to their success on Amazon are [Sponsored Brands](#), [Stores](#), and [Sponsored Products](#), which allow them to promote their brand and products to shoppers who are in the market for the types of products they sell. Keyword targeting helps them reach shoppers with interest and intent who are searching for products like theirs, so their ad traffic is more likely to convert from clicks to purchase. This can drive more sales on Amazon than external advertising.



2x-3x ROAS
Versus off-Amazon
campaigns



Triple-digit growth
Via Amazon sales
channels

* Results may not be indicative of performance in a newly launched marketplace.

Visibility and flexibility

Sponsored Brands in particular are helpful for the growth and promotion of their brand, especially for campaigns featuring branded keywords—“when someone is searching for our name and we want to make sure we show up big and bold in search results,” says Baer. The visibility and creative flexibility of Sponsored Brands allow Vermont Teddy Bear to build recognition and loyalty by staying top of mind for customers.

The company boosts the impact of their Sponsored Brands campaigns by using them to drive shoppers to their Store, where they can showcase their full product selection with dynamic multimedia content. Baer shares, “Linking our Sponsored Brands to our Store has been profitable.”

Tips for success

Vermont Teddy Bear offers 4 tips to help others who are considering advertising on Amazon.

- **Try all of the advertising tools Amazon has to offer.** “We’ve found a use for every Amazon advertising tool. You control the budget, which makes it easy for these campaigns to be successful if you put the work into them.”
- **Test your ad campaigns.** Test match types, bids, budgets, and keywords in your Sponsored Products campaigns. With Sponsored Brands, test all of the above plus headlines, images, and the assortment of products in the ad. “If you test all of these things, you’re bound to find some combination that works for your products and your business goals. You can test small and then scale up once you find something that works for you.”
- **Get the most out of keyword targeting:** Track keyword performance and optimize your campaigns to drive more traffic to your highest-performing keywords. “You’re only paying for qualified traffic, which means your ad spend only goes toward reaching people who are interested in your products.”
- **Make use of your free Store:** “Our Store gives us advanced branding options that allow us to share our story and key differentiators, and let us showcase our assortment of products.”

Tailored to business goals

“It’s easy to use Amazon’s advertising solutions to support your business. We can tailor our campaigns to fit our business goals,” says Baer. “We also have total control over our keyword bids and campaign budgets, which allows us to optimize each campaign to meet its specific goal.” Sponsored Brands and Sponsored Products give Vermont Teddy Bear the tools they need to grow their business, while their Store gives their brand a permanent place on Amazon.com.

“ Our Store gives our brand a permanent place on Amazon. Linking our Sponsored Brands to our Store has been profitable. ”

Jason Baer, VP of Sales & Marketing Vermont Teddy Bear, US Advertiser