



# A pioneer in oral care quadruples conversions with Amazon's Brand Referral Bonus program and Amazon Attribution



We earned \$100,000 back from Amazon in addition to our standard revenue.

**-Justin Maddahi**

Chief Marketing Officer, Lumineux

## A natural solution for oral health

Dr. Kourosh Maddahi, a cosmetic dentist in Beverly Hills, spent decades recommending mouthwash products to patients who were advised not to brush for one week after certain procedures. He found that producers of those products would change their formulas or disappear altogether, so in 2015, he developed his own. Before long, Dr. Maddahi's all-natural, certified non-toxic, and microbiome-safe mouthwash took off, along with toothpaste and sensitivity-free whitening strips.

### LOCATION

Beverly Hills, CA, USA

### INDUSTRY

Cosmetic Dentistry

### AMAZON LAUNCH

2015

# Launching Lumineux with Amazon

Justin Maddahi helped launch online sales for Lumineux on Amazon around 2015. “Honestly, we launched on Amazon because we didn’t know any better,” Justin explains. Once Lumineux’s products started gaining traction on Amazon, they built out a website to start enhancing the visual and experiential elements of their brand.

## How a software update upset a sales avenue

When Apple released iOS 14 to the public in September 2020, online retailers including Lumineux found that ad links to product pages were blocked by a log-in screen; the iOS 14 privacy configurations no longer tracked user information from one site to another. This change complicated the customer’s buying process, lowered conversion rates, and negatively skewed attributions. Within months of the change, Justin and his team reduced their Facebook ads budget by half, then half again, until they stopped running paid ads on Facebook and its affiliates altogether. Sales suffered, and Justin knew he’d have to pivot quickly.

## Amazon BRB and Amazon Attribution surges sales, supercharges analytics

Working with Lumineux’s hired marketing agency, Vendo, Justin discovered Amazon’s new Brand Referral Bonus and Attribution programs. Vendo created a strategy to reinvigorate Lumineux’s social advertising by leveraging the projected savings provided by BRB to do more, while Amazon Attribution provided key data points to optimize their ads. Using URLgenius, Vendo was even able to help Justin circumvent the log-in screen issue with deep links that sent prospective buyers directly to in-app product pages. “Once we got it started, BRB was simple to use and easy to understand. There weren’t a lot of roadblocks.”

Lumineux uses BRB in email, SMS campaigns, podcasts, and across all social media platforms. BRB links provide them with improved spending efficiencies as well as analytic insights from Amazon Attribution. “We saw four times the click-through rate when our CTA mentioned Amazon versus our website,” Justin explains. “We also saw conversion rates grow four to five times over what we were seeing on our website.”



We used to spend tens of millions per year on Facebook ads. When Apple changed their privacy settings with the launch of iOS 14, Facebook ads became ineffective, and we lost the best way to acquire new customers.



**Justin Maddahi**

Chief Marketing Officer, Lumineux



## BRB and the snowball effect

“There seems to be a snowball effect from doing the BRB program and driving external traffic,” Justin says. Lumineux has enjoyed some remarkable milestones since they incorporated BRB into their larger strategy. Their product search rankings jumped about 30K positions, moving them closer in ranking to one of their major competitors.

Justin has seen this snowball effect translate to increased profits. “It creates more visibility and we’re seeing the brand halo that happens when your PPC starts to work better, your organic ranking is better, and your search volume on Amazon is higher.” Over time, they’ve seen sales double and they are currently positioned to quadruple.

### Lumineux’s Deal of the Day milestones

On March 2, Lumineux sold \$2.1 million worth of products in a Deal of the Day, including \$1 million through BRB and Amazon Attribution links. With the 10% bonus built into the BRB program, Lumineux earned \$100,000 back from Amazon in addition to their standard revenue. Additionally, their whitening strips were the #1 product in Health & Household, their products held down the top four spots in Teeth Whitening Products, they were #1 in Toothpaste, and #3 in mouthwash.

### Scaling up to leverage more sales

Justin is excited to scale up ad campaigns that link to Lumineux’s Amazon product pages. “We still have a few ad channels that link right to our website, but 85% to 90% of our marketing drives the buyer right to Amazon.” He’s even considering turning on their Facebook ads again because driving traffic to Amazon from external sites improved their product search ranking and their conversion rates so remarkably. “BRB and Amazon Attribution are the perfect tools to drive traffic to our products and boost profitability.”



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The 10% back really put it over the top for us. Since we are driving the traffic, that 10% makes a huge difference in terms of our profitability to the point where it’s just a no brainer.