



Long-time tech hardware company amps up Amazon analytics with the

# Brand Referral Bonus and Amazon Attribution programs



The Brand Referral Bonus and Amazon Attribution programs gave us new tools that helped us evaluate our performance and led to improved short-term and long-term marketing strategies.”

**-Justin Ma**

Public Relations Specialist, Spigen

## A tech hardware company that grew with Amazon

Spigen is a tech hardware company that has been best known for its sleek, durable mobile phone cases since 2008. James Jun has been with the company since it had about five people and today is in charge of Spigen’s eCom-merce operations. He explains that when it was time to start selling their products online, it was a simple choice. “As soon as we put our product on Amazon, it became our biggest revenue source. Soon after, Amazon saw incredible growth and we were able to grow together.”

### LOCATION

Irvine, CA, USA  
Seoul, South Korea

### INDUSTRY

Electronics Accessories

## Evolving eCommerce strategies build more opportunities

Spigen's strategy on Amazon has evolved steadily over the years, adopting new programs and seizing opportunities as they've been presented. James has always felt that driving traffic to product pages on Amazon has benefited their bottom line. "We want to make sure our listings are as visible as possible in terms of search results," James explains. "We've found that driving more sales to Amazon tends to help the search results organically. That's been our strategy from day one."

When Amazon launched the Brand Referral Bonus program, they immediately saw the value of earning an average 10% bonus on the sales that result from off-Amazon traffic. "As soon as we found out about it, we knew we had to join," James says.

### BRB powers up analytics

Before BRB, Spigen was using simple click-through rates to track their analytics. "It worked, but it was lacking when it came to analysis," explains Justin, Spigen's marketing and public relations specialist. "When we



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started using the BRB program, we were excited to see that it provides additional KPIs to help us track our performance. In addition to click-through rates, we can now see the number of detail page views, add to carts and the exact number of products being sold as a result of our off-Amazon campaign.”

Spigen has leveraged BRB to improve their analytics. They have new insights that help them evaluate product interest, product purchases, and customer preferences. “Thanks to BRB and Amazon Attribution, we now have the performance insights we need to know where to increase our marketing budget,” James explains.

### **Doubling down on Amazon traffic**

While Spigen has always prioritized driving traffic to Amazon, the 10% earn back offered by the BRB program further incentivizes this approach. “We drive potential customers to Amazon product pages through off-Amazon marketing almost 100% of the time,” Justin says. “It’s a more convenient way for our customers to buy, so conversion rates are higher. With the 10% earn back, we really boost our revenue.”



There’s nothing to lose from doing BRB. We’ve only seen upsides, no downsides. Everyone should be doing it.”



**James Jun**

eCommerce Expansion Manager,  
Spigen

