

CASE STUDY

A Large Consumer Electronics Company

Through the use of Teikametrics, CITIES Market Studios drove large sales volume increases across the board in just 30 days for a large consumer electronics company. CITIES Market Studios implemented a new campaign structure for the brand, and then utilized advanced strategies like PAT campaigns and category level keyword optimization to accelerate sales and capture market share. During this implementation phase, CITIES Market Studios ran no promotions or coupons, giving this brand optimal and profitable results.



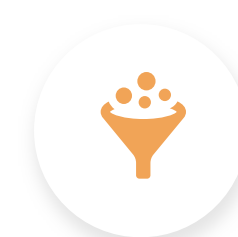
+26%

INCREASE IN TOTAL REVENUE



-10%

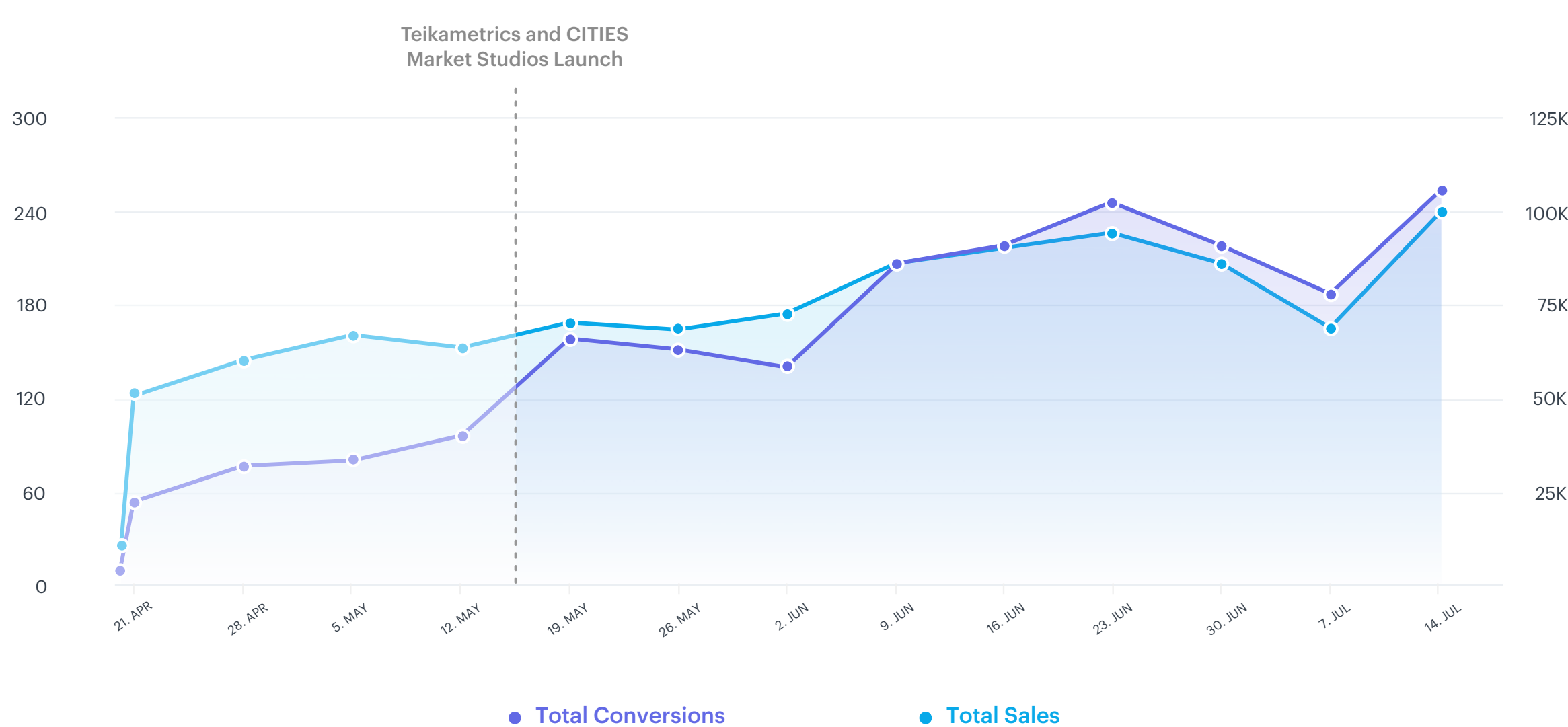
DECREASE IN ACOS



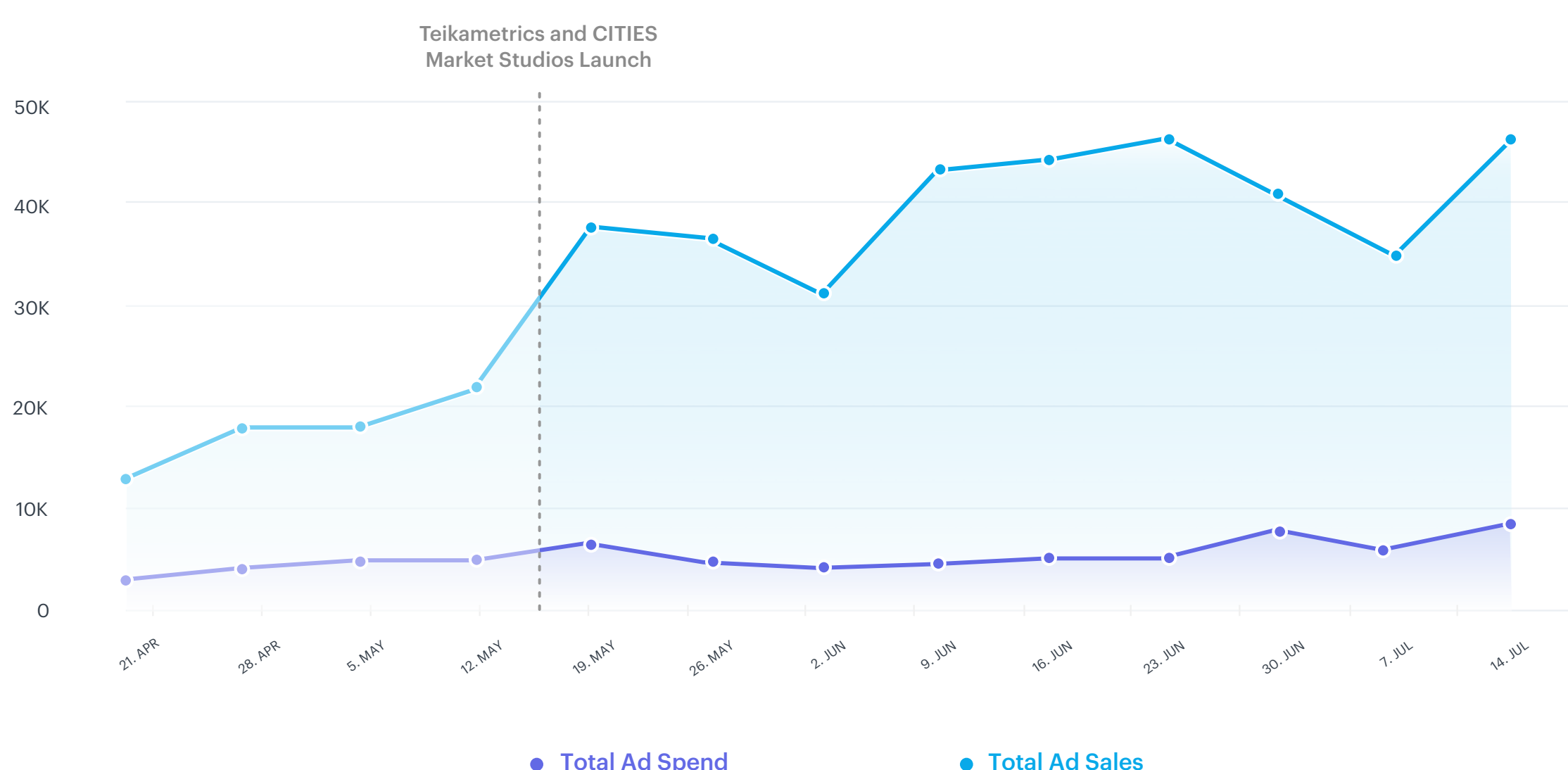
+122%

INCREASE IN CONVERSIONS

Total Sales and Conversions on Amazon



Total Amazon Ad Spend and Ad-Derived Sales



Performance Across All Campaigns

Metric	30 Days Prior to Teikametrics + CITIES Market Studios Launch 4/13/2019 - 5/14/2019	30 Days Post Teikametrics + CITIES Market Studios Launch 5/15/2019 - 6/15/2019	% Change
Total Revenue	\$265,177.57	\$334,867.38	+26%
Total Ad Revenue	\$74,779.88	\$160,781.66	+115%
Ad Cost of Sale	23.26%	13.06%	-10.2
Spend	\$17,396.92	\$21,001.94	
Impressions	10,485,880	11,183,975	+6.6%
Clicks	15,037	19,525	+30%
Cost Per Click	\$1.16	\$1.08	-6.9%
Click-Through Rate	0.14%	0.17%	+0.03
Conversions	317	704	+122%
Conversion Rate	2.11%	3.61%	+1.5