

Teikametrics & Marshall eCommerce team up to accelerate growth on Amazon



"Marshall's experience and track record building hundreds of brands and maximizing companies' sales is what really sets us apart. We leverage our knowledge, relationships and the trust we've built with our customers and clients to dynamically plan and build comprehensive strategies and solutions to address market needs. We pair this with Teikametrics Data Driven Solutions to scale our operations and maximize results for our brand partners."



KELLY GERRARD
MARSHALL'S ECOMMERCE MARKETING MANAGER



The following Case Studies were conducted by Marshall eCommerce

CLIENT: TOY MANUFACTURER

Goal

How do we create incremental ad-revenue and in turn incremental POS while holding ad-performance and ad-efficiency constant?

Strategy

We A-B tested the power of bid automation, releasing all campaigns into the machine learning flywheel on 3/3, seeing the Teikametrics Flywheel manage hourly bid optimizations.

Results

Implementing full bid automation, we saw an improvement in major ad-performance metrics, increasing ad-revenue by 47% in less than 60 days. More importantly, this drove a 32% POS increase out of season with an \$12 improvement in total return on ad spend and consistent CPC.

+47%

INCREASE IN AD-REVENUE

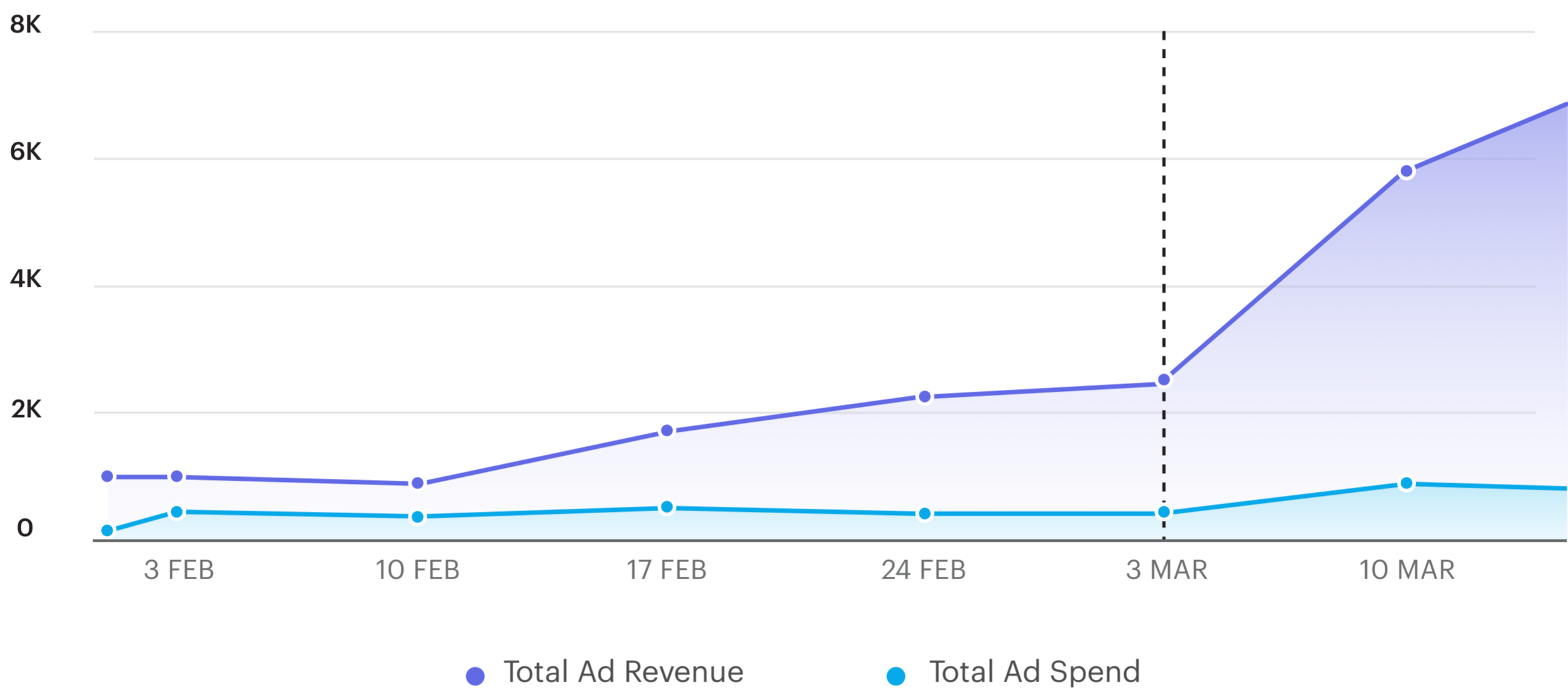
+32%

INCREASE IN POS SALES

+\$12

IN TOTAL RETURN ON AD SPEND

3/3/19 Launch Point of Bid Automation in All Campaigns



"One of the things we love about Marshall eCommerce is the guidance that they provide for their brand partners. They are always finding new opportunities to accelerate the goals of their brand partners. Marshall is an innovative partner; they combine an abundance of full-service commerce services with automated technology & data driven insights."



MIKE INDIGARO
DIRECTOR OF AGENCY DEVELOPMENT AT TEIKAMETRICS

CLIENT: HOME IMPROVEMENT

Goal

In a global home improvement company with an AOV of over \$100, we wanted to clean up existing advertising campaigns to ensure spend is allocated and prioritized by top keywords and SKUs. Prior to deploying this strategy, campaigns had on average 15 SKUs in each with poor performing keywords dragging down overall performance.

2018 Spend increased by 58% in 2H of the year (\$79K), when ad-revenue only increased by 34% (\$400K).

2019 2H spend increased by 19% (\$35K) with a 95% increase in ad-revenue (\$1.6M) and 50% increase in shipped COGS (\$5M). All sales increases were achieved while decreasing CPC by \$0.20 and Cost per Acquisition by \$10.

19%

INCREASE IN AD SPEND

95%

INCREASE IN AD-REVENUE

50%

INCREASE IN SHIPPED COGS

Strategy

Allocating heavier into top performing keywords

In high competition times, bid aggressiveness on those keywords is highest.

Keyword changes

In real time, catch any long tail irrelevant search terms to be proactive in reducing wasted ad spend.

Higher willingness to spend on core items

Teikametrics allows us to input bidding controls to reflect our priorities and advertising objectives.

Machine Learning that learns!

The more data Teikametrics' platform digests regarding past conversion rates & appropriate bid levels, the more accurate their future changes will be.

YoY Ad-Generated revenue

