

156% YoY Revenue Growth for Avery Fueled by the Early Adoption of Amazon Marketing Services & Kenshoo E-Commerce



BACKGROUND

Avery, a brand synonymous with high quality and affordable labels, helps customers easily get things done through their online templates, custom printing and packaged products. From holidays, personal celebrations and industrial applications, they lead the market in customized projects and orders. Avery partnered with Chacka Marketing to drive awareness and promote their products and services across multiple digital channels. Additionally, Chacka Marketing began working with Avery's in-house team to help scale their new e-commerce program on Amazon Marketing Services (AMS).

CHALLENGE

Avery was seeing positive returns through their Amazon Marketing Services program, however, there were some challenges within AMS that slowed overall growth. Those challenges included sortable date ranges, cross-campaign bid optimizations, bulk keyword and campaign creation, dimension tagging, scheduled reporting, alerts and cross-campaign reporting.

Addressing some of these challenges was possible but very time consuming. In some cases, like clearer dimensions or automated operations it was downright impossible. They enlisted Chacka Marketing, to find a third-party solution that would streamline AMS management, provide easy-to-use reporting, and free up resources to be redirected to growing the program as a whole.

SOLUTION

Chacka Marketing collaborated with Kenshoo as design partners for the E-Commerce platform that could tackle Avery's Amazon program. Kenshoo E-Commerce was smartly designed to showcase product data in near real-time for Chacka, and allow the team to utilize features that made it possible to scale Avery's large Amazon campaigns.

With Kenshoo E-Commerce, Chacka was able to create campaigns, ad groups, ads, keywords and negative keywords in bulk - allowing for scale and time savings! The team could also sort data for any available date range, set budget pacing for a single or group of campaigns, automate scheduled reports, and utilize Kenshoo's dimensions for additional insights. Additionally, these reporting improvements allowed for the creation of scheduled alerts, which showed when any product was not serving. This information let Avery and Chacka work together to take action on these newfound problem products.

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RESULTS

Leveraging Kenshoo E-Commerce allowed Chacka to deliver outstanding results for Avery. Chacka was no longer simply serving the demands of this critical channel, but extending their reach and building more awareness and offering Avery products in a scalable way.

Not only did Chacka meet Avery's 2017 goals, they blew them out of the water. Chacka reduced daily bid management by five hours a week to reinvest back into other daily optimizations and strategic development. Revenue improved 156% YoY, while slightly improving ROAS. Avery continues to engage customers at the critical point of the shopping journey and drive significant results.