WINNING
STRATEGIES
WITH AVENUE7MEDIA®
CASE STUDY
AMAZON BRAND RELAUNCH
avenue 7
MEDIA

Executive Summary

A beauty brand focused on ethical sourcing and sustainability engaged with Avenue7Media to re-launch their brand on Amazon with the goal of expanding Brand Awareness and improving Margin. With an initial slate of 15 SKUs, the Avenue7Media team mapped out and executed a launch strategy to grow sales using our proprietary traffic playbooks in order to gain sales velocity, engage past customers and reach new to brand customers.

Traffic Strategy

Avenue7Media began by launching auto campaigns with a high TACoS tolerance, primarily focusing on acquiring data rather than sales at the outset. Once product listings were fully optimized, we analyzed the Search Query Reports (SQR) to identify high-performing keywords, targeting those that converted organically, and strategically moved keywords into Exact Match campaigns. This continuous testing and refinement allowed us to aggregate learnings across ad types to map out a comprehensive traffic strategy that maximizes long-term growth.

Keyword Harvesting

- Traffic Team performed Advanced SEO Keyword Research for all products
- Leverage Insights from Search Query Performance Reports

Campaign Buildout

- Strategic Keyword Grouping for similar keywords, while isolating brand terms
- Full-Funnel Campaign Buildout

Category Conquesting

- Initiated Defensive Brand Advertising to secure Top of Search Placements
- Targeted primary Competitors

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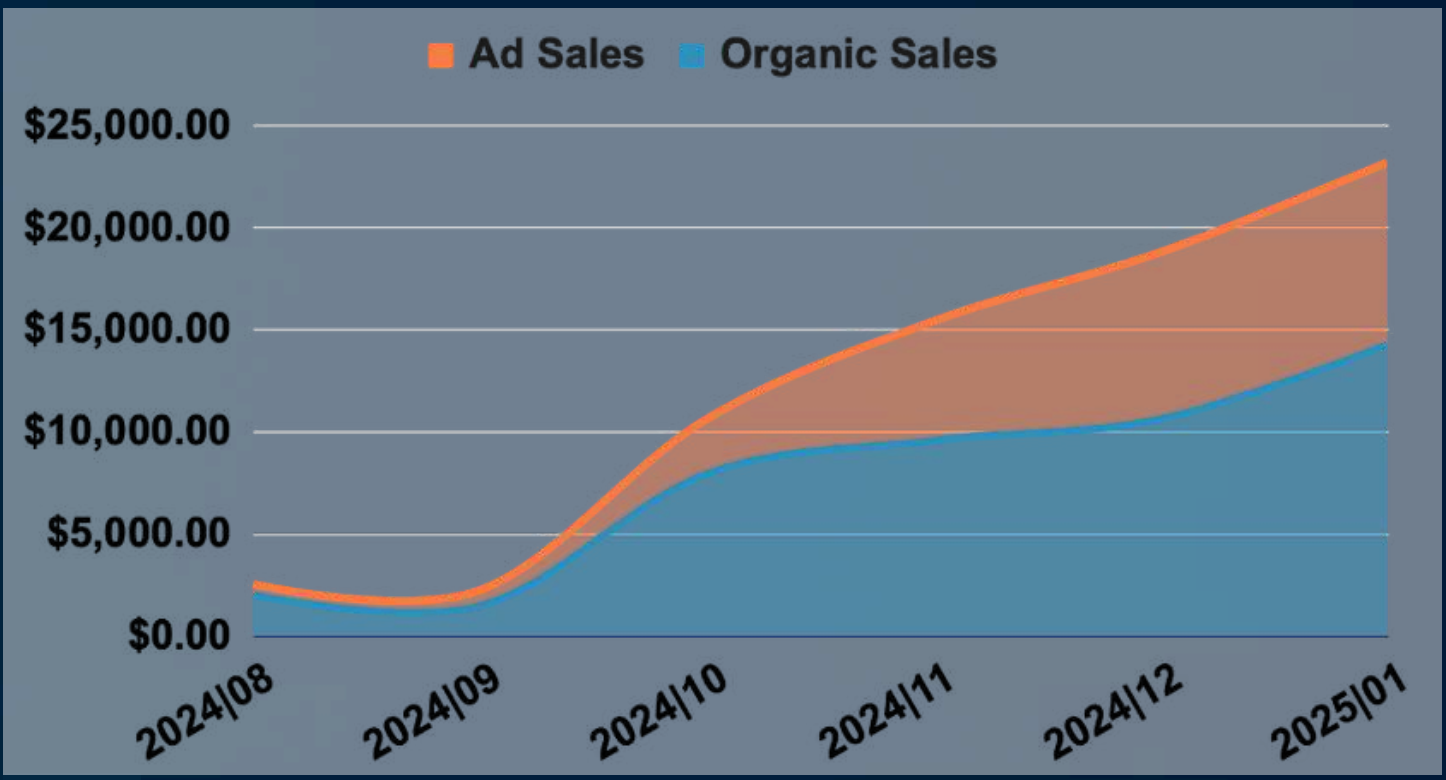
Results

The Avenue7Media team was able to drive consistent month-over-month growth by strategically leveraging our proven playbooks and proprietary technology. The results were measurable improvements in both advertised sales and organic sales, while optimizing for click-through rate, and media efficiency ratio (TACoS). These results underscore the effectiveness of our data-driven approach in scaling brand performance while maximizing profitability. Our success relies on our ability to relentlessly optimize, as well as to pivot, and adjust as necessary, adjusting for competitors and category trends to ensure long-term profitable growth.



SALES

$73,000 REVENUE

ENGAGEMENT

.26% CTR

EFFICIENCY

17% TACOS

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If you're ready to begin growing your brand on Amazon with an experienced team, best-in-class technology and proven playbooks, click the link below to get in touch with us today!

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