

# Fueling Momentum:

Signalytics' Amazon DSP Strategy Catapults  
Home and Kitchen Brand to



**\$239,302**

in Sales in Record Time

Signalytics partnered with a brand selling kids lunch boxes and water bottles in the Germany Market in September 2021 to help them achieve remarkable growth. By implementing a comprehensive full-funnel strategy, Signalytics propelled the brand's sales from **\$18,830** in September 2021 to an impressive **\$239,302** within a year. This case study explores the strategies employed and the outstanding results achieved through the partnership.

# Objective

The primary goal was to leverage **Amazon DSP** to increase brand visibility and drive product sales. **Signalytics** aimed to capitalize on the full sales funnel, engaging potential customers at various stages and effectively converting them into loyal buyers.



# Campaign Structure & Strategy



## Remarketing Campaigns

Signalytics initiated the campaigns by strategically targeting previously viewed and non-converted audiences with a lookback period of 15 days. By leveraging custom audience segments and retargeting techniques, the brand re-engaged with potential customers who had already shown interest in their products.



## Cross-Selling Campaigns

Implemented a cross-selling approach by strategically targeting lunch box buyers with water bottle ASINs and vice versa. This tactic promoted related products to the respective audiences, increasing average order value and enhancing customer engagement.



## Competitor Targeting

To expand the brand's reach and capitalize on existing market opportunities, Signalytics devised a comprehensive competitor targeting strategy. By targeting audiences who had shown interest in competing products that were higher priced than our products, the brand was able to capture the attention of new potential customers. This strategy helped establish the brand as a compelling alternative.



## In-Market Campaigns

To further accelerate growth, Signalytics implemented in-market campaigns. These campaigns aimed to tap into new customer segments and attract users who were actively looking for these products on Amazon. By strategically aligning the brand with relevant in-market audiences, the campaigns generated significant interest, awareness, and consideration for the brand's offerings. These campaigns also gave a significant boost to Remarketing Campaigns, turning cold traffic into potential buyers.

Overlapping audience	Size ⓘ	30 days Impression forecast ⓘ	Category	Affinity ⓘ ↓
IM - Lunch-Boxen	5	100m – 150m	In-market	79.53
IM - Schulbedarf	6	100m – 150m	In-market	32.58
IM - Lebensmittelaufbewahrung	7	Over 500m	In-market	15.65
IM - Aufbewahrung & Ordnungssysteme für die Küche	7	Over 500m	In-market	7.15
LS - Frequent Shoppers - Toys	8	Over 500m	Lifestyle	4.46
IM - Koffer, Rucksäcke & Taschen	8	Over 500m	In-market	3.68
IM - Baby Produkte	8	Over 500m	In-market	3.40

## Audience: IM - Lunch-Boxen

Status: Active Data provider: Amazon

**ID** 391289583686501051

**Description** Personen, deren Shopping-Aktivitäten zeigen, dass sie wahrscheinlich Lunch-Boxen kaufen

**Category** In-market

Home & Garden > Home & Kitchen > Kitchen > Containers & Storage > Food Storage > Food Carriers > Lunch Boxes

FORECASTED REACH

150K - 200K

FORECASTED IMPRESSIONS

75M - 80M

DISPLAY CPM

€0.60

VIDEO CPM

€1.50

Back

# Results

## BEFORE

### Advertiser:

48 Orders | 410 Line items | 449 Creatives | €147,277.95 Total cost | 56,723,380 Total impressions | 76,809 Click-throughs | 0.1354% Average CTR

Overview | **Order** | Line item | Creative | Site | Placement | Export to Excel

Date range: 09/01/2021 to 01/31/2023 Done

#### PERFORMANCE ?

TIME UNIT: Summary | **Monthly** | Weekly | Daily | Day-of-week

#### Total ROAS

11.46

AVERAGE

#### Total product sales

€1,483,719.70

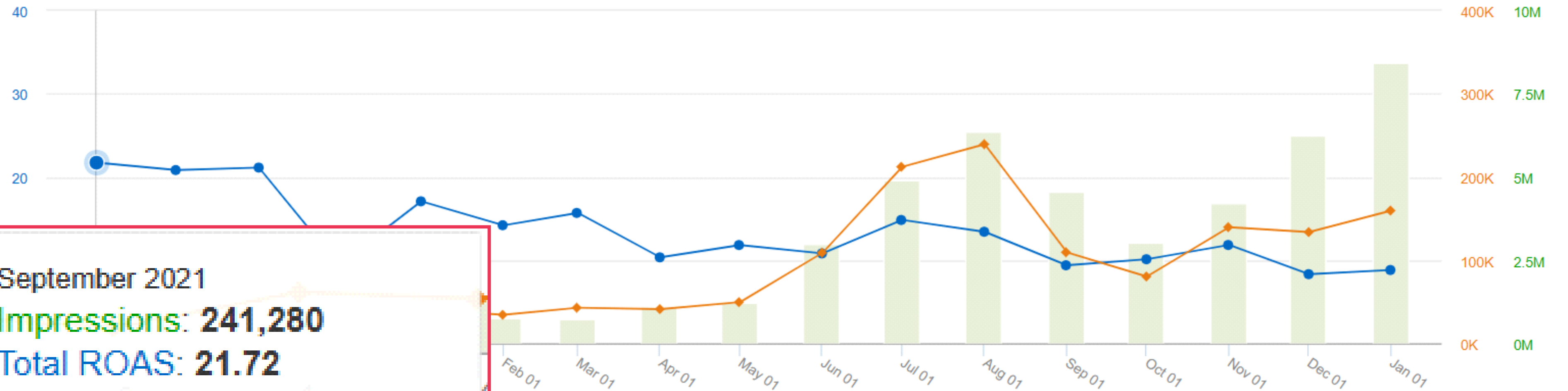
TOTAL

#### Impressions

46,790,176

TOTAL

September 2021  
Impressions: 241,280  
Total ROAS: 21.72  
Total product sales: 18,830.65



AFTER

### Advertiser:

48 Orders | 410 Line items | 449 Creatives | €147,277.95 Total cost | 56,723,380 Total impressions | 76,809 Click-throughs | 0.1354% Average CTR

Overview | Order | Line item | Creative | Site | Placement | Export to Excel

Date range: 09/01/2021 to 01/31/2023 Done

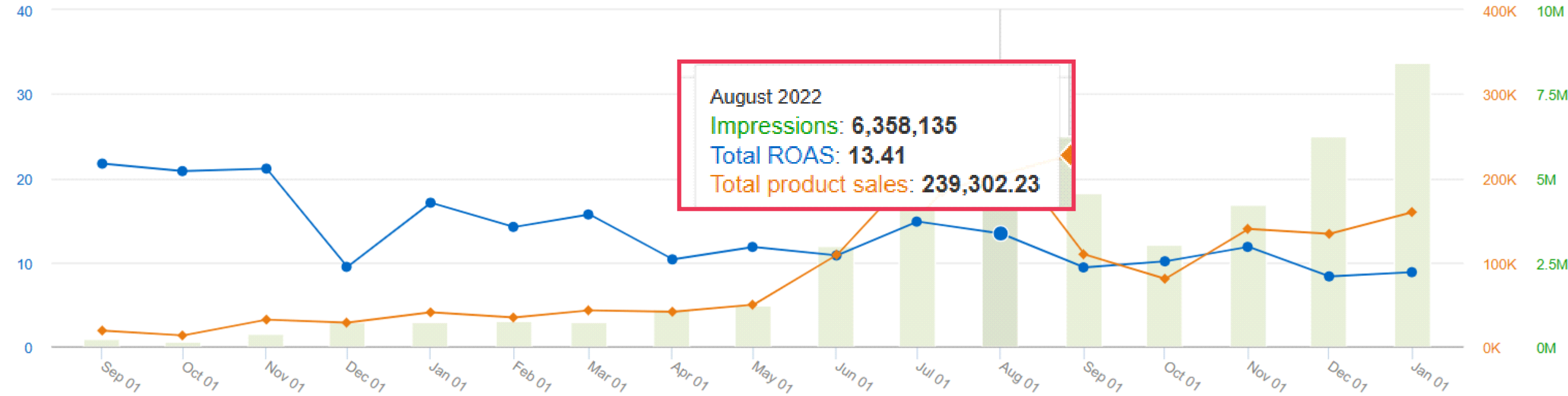
#### PERFORMANCE ?

TIME UNIT: Summary | Monthly | Weekly | Daily | Day-of-week

Total ROAS **11.46**  
AVERAGE

Total product sales **€1,483,719.70**  
TOTAL

Impressions **46,790,176**  
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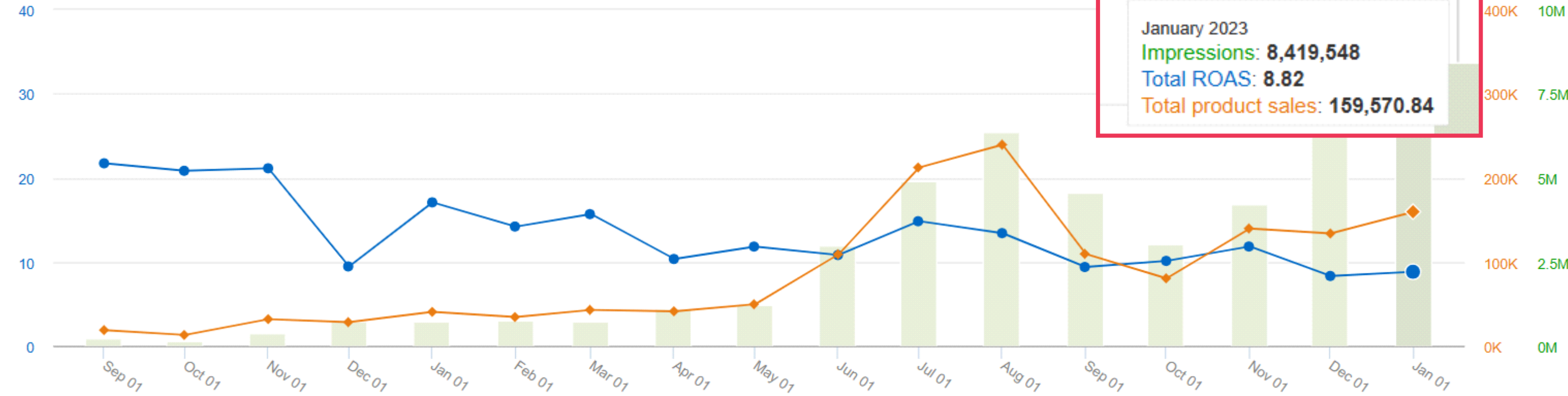
#### PERFORMANCE ?

TIME UNIT: Summary | Monthly | Weekly | Daily | Day-of-week

Total ROAS **11.46**  
AVERAGE

Total product sales **€1,483,719.70**  
TOTAL

Impressions **46,790,176**  
TOTAL



Interval <sup>?</sup> ↑	Total cost <sup>?</sup>	Total units sold <sup>?</sup>	Total product sales <sup>?</sup>	Total ROAS <sup>?</sup>
	<b>€147,277.95</b>	<b>86,056</b>	<b>€1,737,170.17</b>	<b>11.80</b>
September 2021	€867.16	1,088	€18,830.65	21.72
October 2021	€627.92	855	€13,076.08	20.82
November 2021	€1,508.28	1,936	€31,858.44	21.12
December 2021	€2,994.14	1,646	€28,302.28	9.45
January 2022	€2,372.40	2,271	€40,492.55	17.07
February 2022	€2,420.95	1,915	€34,368.48	14.20
March 2022	€2,731.95	2,612	€42,822.43	15.67
April 2022	€3,985.87	2,579	€41,209.52	10.34
May 2022	€4,196.74	2,773	€49,593.32	11.82
June 2022	€10,070.98	6,091	€108,887.40	10.81
July 2022	€14,310.16	11,663	€212,180.93	14.83
August 2022	€17,841.06	11,154	€239,302.23	13.41
September 2022	€11,667.56	4,382	€109,516.77	9.39
October 2022	€7,949.93	3,543	€80,383.06	10.11
November 2022	€11,806.14	6,271	€139,598.42	11.82
December 2022	€16,077.05	6,913	€133,726.30	8.32
January 2023	€18,092.73	7,588	€159,570.84	8.82

The collaboration between Signalytics and the brand yielded exceptional results, exemplifying the power of a full-funnel approach on Amazon DSP:





## Sales Growth

Within a year, the brand's sales on Amazon DSP skyrocketed from **\$18,000** in September 2021 to a whopping **\$239,000**. This phenomenal growth reflected the effectiveness of the implemented strategies and the brand's enhanced visibility within its target market. This phenomenal growth reflected the effectiveness of the implemented strategies and the brand's enhanced visibility within its target market.



## Return on Ad Spend (ROAS)

By leveraging remarketing, competitor targeting, in-market campaigns, and lower funnel optimization, the brand achieved an impressive **ROAS of 11.80**, ensuring that every marketing dollar invested generated substantial returns.



## Market Share Expansion

Through competitor targeting and capturing new customer segments, the brand not only increased its sales but also expanded its market share. By consistently positioning itself as a top choice among consumers actively seeking kitchen products, the brand solidified its position in the market and gained a competitive advantage.

# Conclusion

Signalytics' full-funnel approach on Amazon DSP drove exponential growth for the brand. Remarkable sales growth and expanded market share demonstrate the power of data-driven marketing strategies.



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support your goals!**

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