



Starcom

Performics

CASE STUDY

Performics@Starcom elevates their CPG client's Amazon Marketing with Kenshoo E-Commerce

BACKGROUND

A globally trusted producer of delicious foods, a well known CPG retailer provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go.

CHALLENGE

Performics@Starcom's CPG client has a growing e-commerce program featuring a myriad of products across multiple brands on Amazon. While advertising, they found it difficult to quickly alter bids at scale, understand product performance at a detailed level, and accurately pace their budget toward multiple goals.

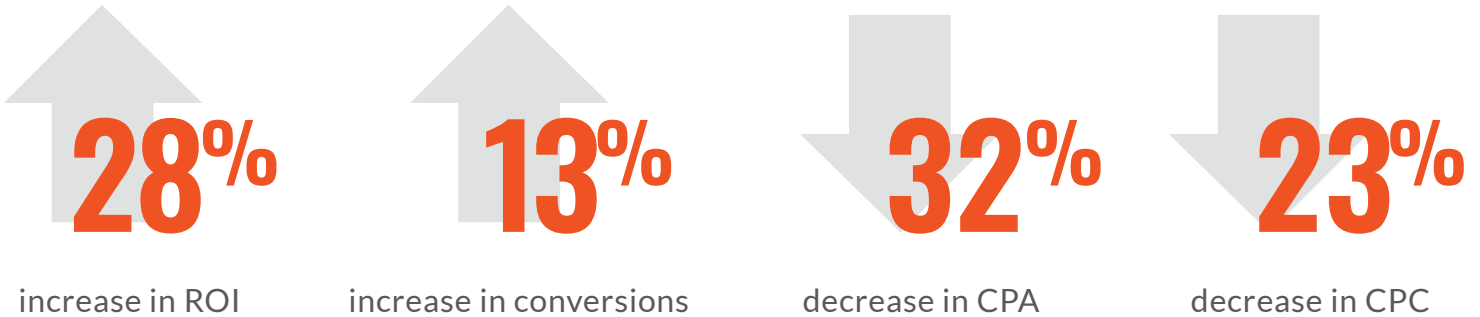
Without deep insights into product performance and the ability to scale their Amazon Marketing Services program and budget, it was hard to make the necessary decisions that would help the CPG client drive product sales.

SOLUTION

Performics@Starcom recommended **Kenshoo E-Commerce** to better create, manage and optimize their product campaigns in Amazon Marketing Services. Kenshoo E-Commerce provided a product-focused approach with many levers that allowed the Performics@Starcom team to quickly scale campaign creation and management and gain deeper insights into product-level activity. Using Kenshoo, they were able to take a look at their whole program, and efficiently optimize every keyword toward the client's KPIs, resolving inefficiencies in their activity, driving major results.

RESULTS

Harnessing the power of Kenshoo E-Commerce, Performics@Starcom team yielded a **28% jump in ROI**, a **13% increase in conversions**, a **32% decrease in CPA**, and a **23% decrease in CPC** for their CPG client. Ultimately, the Performics@Starcom team used their newfound knowledge from Kenshoo to determine which products and attributes performed best. This helped them make informed, strategic decisions on which products to place in Amazon ads and how to best pace their client's budget to help drive product sales, efficiently.



“I’ve saved so much time using Kenshoo to manage AMS campaigns. Making bid adjustments in bulk and monitoring ASINs daily has changed everything. We can make granular optimizations and we’re seeing impact even after one month, higher revenue & ROAS while also lowering CPCs.”

– Caleb Erickson, Associate Director, Performics@Starcom Practice

“In addition to the results we saw for our Amazon product campaigns using Kenshoo E-Commerce, we saw the added value of a unified search and e-commerce solution... We were able to analyze the impact that Amazon Marketing Services had on search programs for a holistic view of product activity across both Search and e-commerce channels.”

– Caroline Ballard, Director, Performics@Starcom Practice