



CLICKS
INCREASE 474% 

ORDERS
INCREASE 86% 

AVERAGE CPC
DECREASE 13% 

TOTAL SALES
INCREASE 55% 

Toys & Games Manufacturer Increases Orders By 86% In 3 Months

Client

This client manufactures and sells products that enhance the workplace environment like fidget toys, teambuilding games and meeting activities.

Situation

The manufacturer sought to increase visibility, orders and revenue using Amazon Sponsored Products. They also wanted to achieve these goals while decreasing cost-per-click in Amazon Advertising.

Approach

Vertical Rail built manual campaigns based on the company's top selling products. In addition, we created a broad campaign structure to ensure all active items were targeted, allowing opportunity for underperforming products to grow at a low cost. With a hands-on approach, we managed the performance of the campaigns, leading to significant increases in store visibility and sales.

Results

In a 3-month year-over-year comparison, the fidget toy manufacturer saw impressive increases in orders and sales. Their orders in Amazon increased nearly 90%, while ad clicks jumped 474%, increasing overall visibility. At the same time, CPC decreased, achieving and surpassing the company's goal.