

04

Accounts
64.9K ↑Spend
4.39M ↑

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Amazon Ads
Impact Case Study:
LARGE JEWELRY RETAILER

Background

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About the Jewelry Retailer

This large, well-known jewelry retailer is a storied brand with deep roots in the jewelry business. Starting with their very first retail store in historic Providence, Rhode Island in 1952, the brand has been on a mission to provide exceptional quality jewelry and luxury items at affordable prices. The brand has expanded their business over the decades embracing the broader reach of mail order and catalog marketing in the 1980's and evolving into a direct-to-consumer e-commerce business as the concept took off. Today, this jewelry brand is a thriving multi-channel retailer operating its own e-commerce store and also making its products available for sale on Amazon, selling a wide variety of fine jewelry, tableware and gifts.



Key Challenges: Measuring the Cross -Channel Impacts of the Retailer's Marketing

This jewelry retailer advertises across a wide variety of digital and traditional marketing channels and measuring the impacts of these advertising investments is difficult because consumers can purchase from them directly and also from Amazon. This complexity posed a unique set of questions for the brand's marketing team:

1. How do the various marketing campaigns across different marketing vehicles impact sales in their direct and Amazon channels?
2. How does the brand's investments in Amazon Ads impact sales on Amazon and also on the brand's e-commerce site?
3. How do the brand's various efforts drive new customer acquisition and existing customer activation?

The jewelry retailer's team utilized OptiMine's sophisticated marketing measurement and optimization solution to solve these questions and provide guidance and intelligence on how to fully optimize their marketing investments to yield the strongest overall sales and marketing efficiency.



The OptiMine Measurement Solution

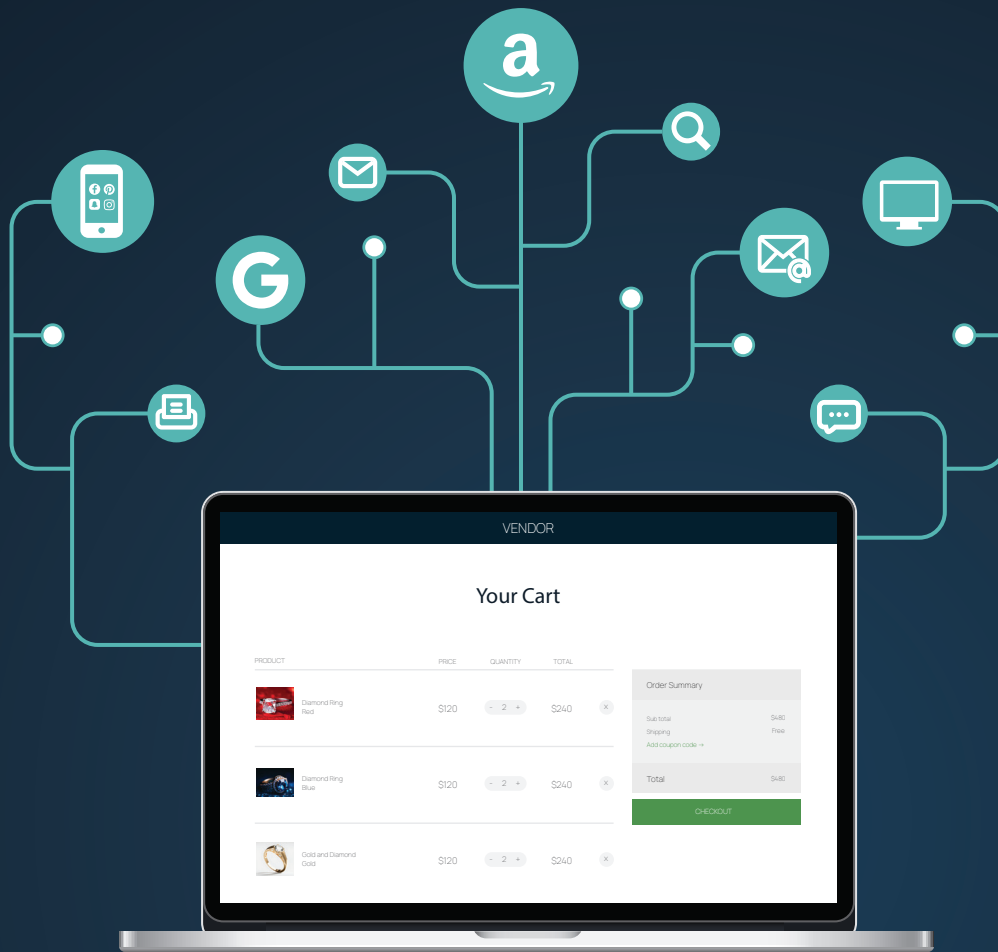
OptiMine's Modeling & Measurement Solution Custom-Built for the Jewelry Retailer



OptiMine Solution Deployed in 3 Weeks



Marketing Channel Impacts on Sales



The first question addressed by OptiMine was how the retailer's various marketing efforts were driving incremental sales on their owned e-commerce site. The chart below shows the incremental sales lift generated by each channel during the period measured.

Core - Incremental Media Sources

Channel	% of Influence
Amazon Ads	7%
Google Shopping	7%
Print	9%
Meta	3%
Pinterest	1%
Display	3%

Interestingly, Amazon Ads had a sizable incremental sales lift on the retailer's own e-commerce sales, generating lift identical to Google Shopping ads.

Amazon Ads Analysis & Findings



Not surprisingly, Amazon Ads drove sales of the jewelry retailer's products on Amazon as well, driving an incremental increase in revenue of 14%. The brand's other marketing channels also drove lift in sales at Amazon as well.

Amazon - Incremental Media Sources

Channel	% of Influence
Amazon Ads	14%
Google Shopping	5%
Print	8%
Meta	1%
Pinterest	2%
Display	2%

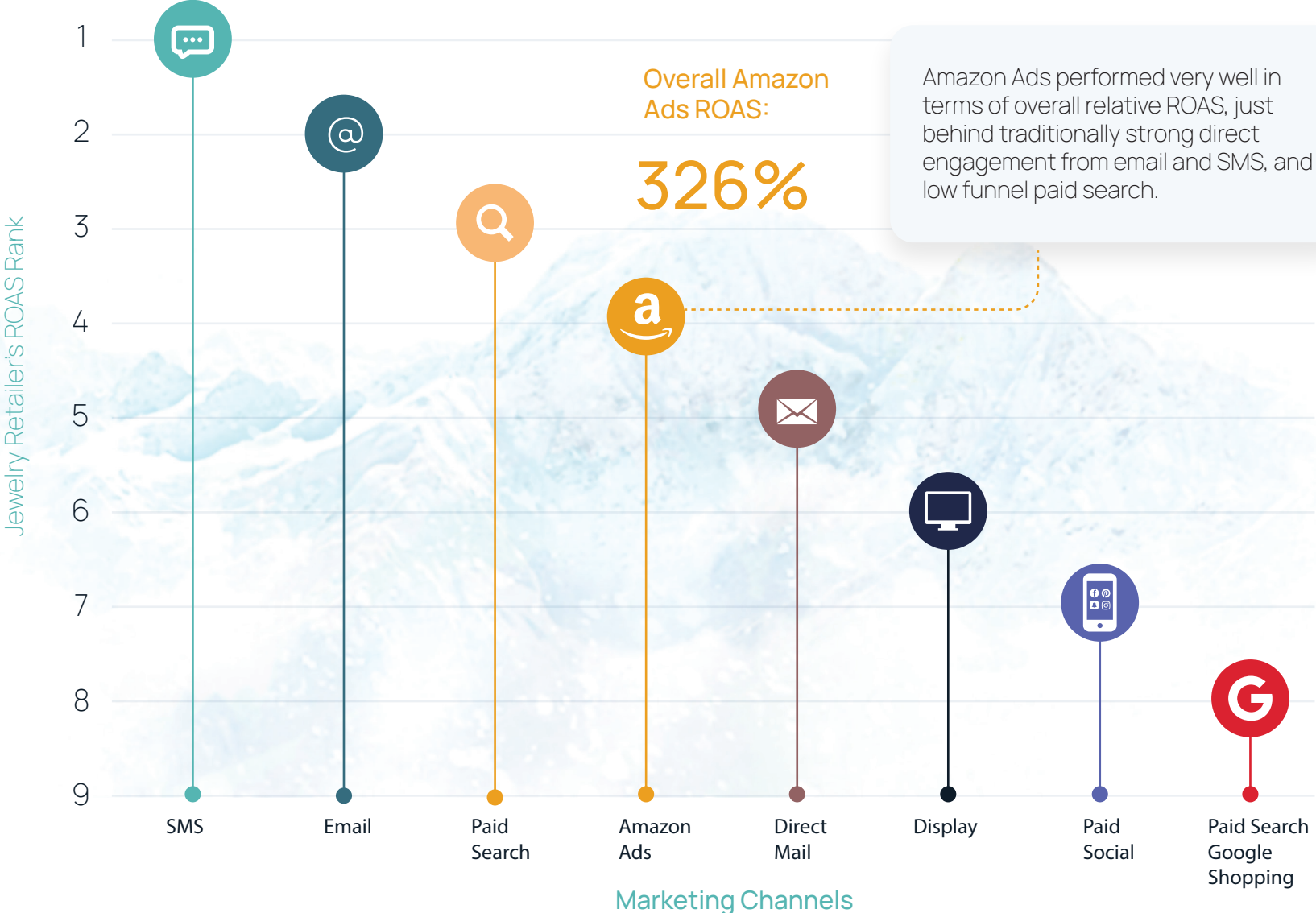
While many brands simply view their Amazon Ads investments as a vehicle to grow their Amazon sales, it is clear from this analysis that the brand's Amazon Ads investments have a dual impact across all of their conversion points.

New vs. Existing Customer Lift



Amazon Ads was a significant source of new customers, both on Amazon.com and also on the retailer's own direct site.

Relative Performance Characteristics



Retailer's Scaled Solution Use of OptiMine

Phased Approach to Agile, Ongoing Optimization



Following the “Launch” phase of OptiMine’s solution deployment, OptiMine guided the retailer to broader, more frequent use of the solution. The retailer’s use of OptiMine’s Measurement and Optimization solution follows an agile approach: utilizing test-and-learn sprints to focus on continuous marketing performance improvement.

By using OptiMine’s measurement tools for new media and marketing tests with rapid-cycle model refreshes, the brand can fullscale new winning marketing approaches in a fraction of the time. And by leveraging OptiMine’s powerful scenario planning tools, the marketing team aligns its budgeting process with data-driven intelligence to ensure they are using the best allocation of investments to drive sustained performance lift.

WHY OPTIMINE? AGILE MARKETING MEASUREMENT



Fastest Solution

Rapid implementation for fastest ramp to value.



Most Actionable

The deepest, most granular measures for precise guidance and immediate action.



Privacy Proof

No PII, Identity Data nor Cookies used in OptiMine's solution- EVER.



Expert Consulting Services

Deeply experienced analytic consulting to help you achieve your goals.



Contact Us

Contact us today to schedule a demo or meet with OptiMine to learn how you can leverage our advanced analytics to lift your marketing performance.



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