

# Stellfeld & Ernst GmbH

## How solute increased sales & conversions on Amazon with Sponsored Product Ads



### Industry

Outdoor articles



### Articel

85,000 articles out of nine topic areas



### Campaign

Amazon Advertising



### Location

Germany

## Company

The traditional Dortmund-based company Stellfeld & Ernst GmbH has specialized in the outdoor living sector since its founding in 1963. In order to live up to the passion of founder Peter Ernst, more than 240 employees work in six stores and the company's own online shop.

Stellfeld & Ernst is known for high-quality products and an extensive range of outdoor products. The portfolio includes more than 85,000 items from nine theme worlds. The theme worlds extend from barbecue equipment, garden furniture through camping articles and gases to trailers and factory service offers.



## Status quo and objective

Previous to the collaboration with solute, Stellfeld & Ernst struggled with their Amazon Advertising campaigns in a fast growing Amazon environment dominated with large market players. Based on this, Stellfeld & Ernst was looking for a smart and cost-efficient solution to increase the visibility on Amazon and their success.



### Optimize Sponsored Product Ads

The focus of the collaboration is the optimization of Sponsored Product Ads for Amazon Germany. The aim is to generate more conversions, increase sales and reduce advertising expenses.



### Lower personnel resources

The large number of products & variants in Stellfeld & Ernst's product range leads to a large number of campaigns that need to be managed. With solute, the high personnel expenditure should be reduced.



### Identify high-performing keywords and ASIN

The around 240 campaigns contain numerous keywords and corresponding bids. The manual adjustment of the keyword bids and the manual addition and exclusion of keywords is very time-consuming. The goal is to generate performant keywords & ASIN automatically and use them beyond the limits of Amazon Ads.

## Approach

### 1 CAMPAIGN OPTIMIZATION

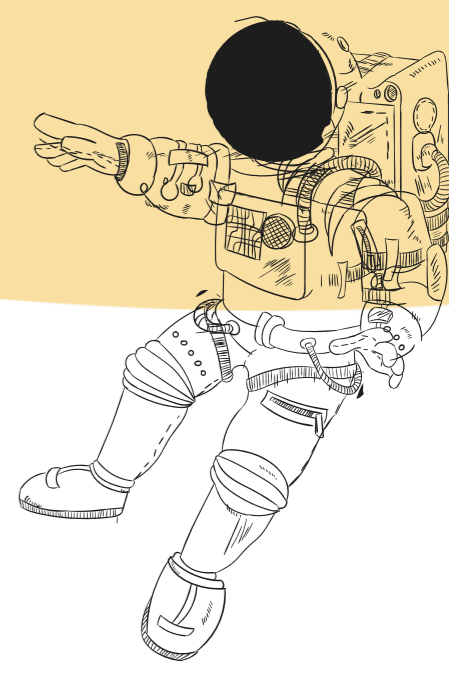
With the help of the Amazon Advertising experts, product listings and product data will be optimized to achieve better visibility on Amazon.

### 2 CAMPAING SETUP

In order to drive the keyword and ASIN acquisition, a coordinated duo of automated and manual campaigns were created.

### 3 ANALYSIS & OPTIMIZATION

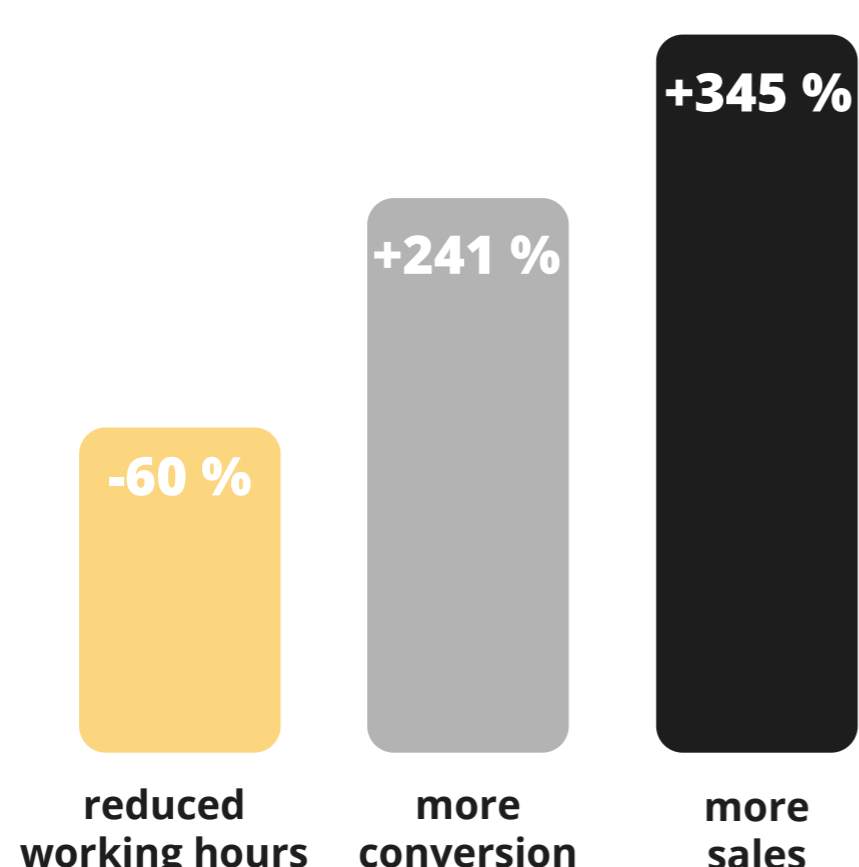
Constant analysis and regular communication allows the optimal use of daily budgets and the achievement of better results.



"Since the beginning of our collaboration in July 2021, we were able to optimize our advertising on Amazon significantly and maximize the success. During the whole process, our contact person was always helpful and extremely competent at our side. Thanks to solute and the AI solution Adspert – the advertising success is clearly measurable and we look forward to maximizing our success together in the future, even beyond the boundaries of Amazon Advertising."

**Thomas Lewandowski**  
Head of E-Commerce | Stellfeld & Ernst GmbH

## Results



**259.702**  
optimized CPC bids



**2.059**  
new attributes (ASIN | Keywords)

\* comp. July 2021 to March 2022

Within 9 months, the Amazon Ads team at solute was able to achieve great results at Stellfeld & Ernst through Sponsored Product Ads. During this time, not only the advertising campaigns were optimized, also conversions and sales were increased significantly.