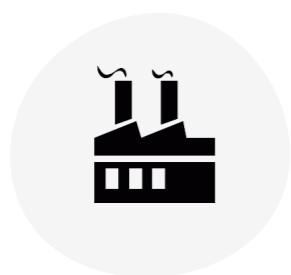


Baby Sweets

Achieve more conversions on Amazon with Adspert



Industry

Baby articles



Focus

Clothing for Babys and toddlers



Location

Germany



Campaigns

Amazon Advertising

Company

Founded in 2016 as a brainchild of Tino and Tom, Baby Sweets is a retail trade company specializing in baby and toddler fashion.

Through their own online shop and their Amazon storefront, Baby Sweets sells over 700 different products for their customers' loved ones. Their Facebook following is rapidly growing, amassing over 400,000 page "Likes" – a testament to the popularity of their products.



Status quo and objective

As a young e-commerce startup, Baby Sweets tried to develop efficient marketing methods to reach their desired ACOS-goals (Advertising Cost of Sale) from the start and applied them to generate results using Amazon Ads.

Starting with automatic campaigns, the team began transferring keywords into manual campaigns one by one. Additionally, they used Excel sheets to help organize and launch new ads. A lack of experience led to a high amount of man-hours to establish and optimize advertising campaigns.

They quickly realized they needed a fully-automated solution. As a result, Baby Sweets' Amazon activities have been supported by Adspert since November 2018.

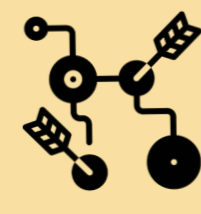
Objective



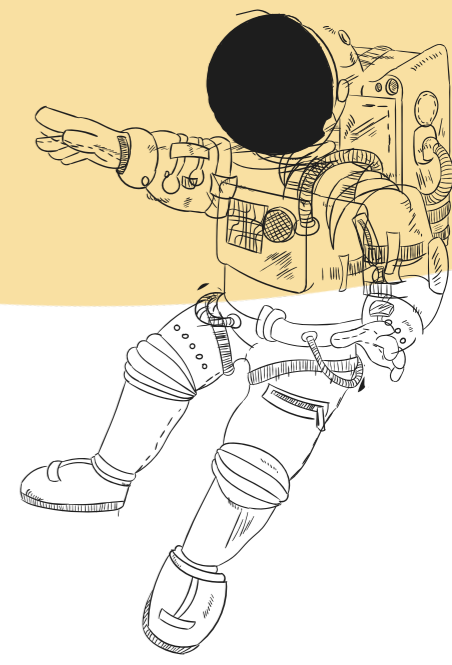
MINIMIZE
TIME EFFORT



OPTIMIZE HIGH NUMBER
OF PRODUCTS



ACHIEVE
ACOS-GOALS



"Since the collaboration, we have seen a continuous improvement of our ACoS target-settings. Furthermore, our sales figures have increased. We don't have to spend as much time monitoring and maintaining campaigns anymore, and the time saved can be invested in developing other important parts of our company.

The well structured and intuitive dashboard is a tremendous help when managing campaigns. We are completely satisfied with the results so far and are happy with the continuous development of the system

Tino Hartmann und Tom Wachsmann
Founders of Baby Sweets

Results

+223 %
Conversions
per day



167
saved man-hours



+2000
new Keywords



+11 %
Return on Investments (ROI)

After just one month (November 2018 - December 2018) significant results were achieved. During this time Adspert was able to increase Baby Sweets' brand awareness, complete thousands of bid adjustments, and fully automate the addition and exclusion of over 2,000 keywords, saving the Baby Sweets' team hundreds of man hours.