

“ What we liked most about AMS is that it allowed us to simply and quickly drive awareness and demand for our products. ”

Travis Avery,
Vice President of Marketing,
Sawyer Products



Outdoors Company Sees Best Sales Month Ever with Help from Amazon Marketing Services

Sawyer Products has a mission to keep people safe in the wild. To get the word out about its new Sawyer MINI Water Filter, Sawyer launched a digital ad campaign that included the full suite of advertising products from Amazon Marketing Services. Using this quick and easy set of advertising solutions Sawyer had its best sales month ever, with the MINI collecting 16K detail page views from one Headline Search Ad campaign and moving to #16 in the Sports & Outdoors best-sellers ranking. Since then the MINI has climbed as high as #5.

TIPS FOR SUCCESS

- Create a compelling, content-rich Amazon Page for your brand and products.
- Use Product Display Ads to increase awareness about new products.
- Add Headline Search Ads to catch more eyeballs on search pages.

Views



16,000 detail page views
from Headline Search
Ad Campaign

Sales



Best sales month ever

Rank



Moved to #16 from #53
in best-seller ranking

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READ THE FULL STORY

Since 1984, Sawyer Products has offered some of the most technologically advanced solutions for protection against sun, bugs, water, and injuries. Sawyer is specifically dedicated to eliminating two of the biggest causes of death: bad water and mosquito bites.

SUPPORT NEW PRODUCT LAUNCH WITH DIGITAL CAMPAIGNS

Sawyer recently introduced a new product, the Sawyer MINI Water Filter, a tiny water filtration product that screws onto a standard plastic water bottle. The company launched its first digital marketing campaign in support of the MINI and asked LEAN Channel Management to help Sawyer amp up the product's presence on Amazon.

LEAN recommended Amazon Marketing Services, a set of advertising solutions that companies can use to drive demand for products sold at Amazon.com. Amazon Marketing Services has three solutions. These products work together to optimize an advertiser's reach within Amazon.

	HOW DOES IT WORK?
Product Display Ads	Advertise products at Amazon.com using relevant shopper interests or product targeting. The ads appear on Amazon.com and other Amazon web properties and include a prominent 'Add to Cart' button.
Headline Search Ads	Advertise a page at Amazon.com by targeting relevant keywords. The ads appear above Amazon.com search results. You only pay when shoppers click your ads.
Amazon Pages	Use our template to feature products on your brand's customized landing page. It's free!

LAUNCH ADS IN MINUTES

Sawyer created and launched a Product Display Ad for the MINI, which appeared across Amazon.com and Amazon-owned and operated sites. "It took just five minutes to create an ad that got 12 million impressions in just over a month," says Travis Avery, Vice President of Marketing for Sawyer Products.

MOVE TO THE FRONT OF THE PACK

The Product Display Ad worked so well that Sawyer launched a free, customizable Amazon Page and created a Headline Search Ad campaign. From the increased traffic from the Product and Headline Search Ad campaigns, Sawyer saw a lift in search relevance for the MINI (and other Sawyer products) and, ultimately, increased sales.

In fact, the month that Sawyer ran its Amazon Marketing Services campaign was the company's highest-revenue month ever. "Amazon Marketing Services certainly played a part in this," Avery says. "These ads cost only about 10 cents per click but deliver a return on investment. The spend is cost-effective, and because we can test and optimize these ads, we become continuously more efficient. Using Amazon Marketing Services, we put a product we were proud of into the hands of customers almost immediately. From there, positive customer reviews helped us fly up in the search results."

The Sawyer MINI received 16,000 product detail page views during the month that Sawyer ran the campaign, and the MINI jumped 37 spots in the Sports & Outdoors best-sellers ranking—to #16 from #53. Since then, the MINI has climbed as high as #5.

"When you're down in the 10-cents-per-click price range, why would you not do this?" Avery says.

“Great keywords get eyeballs on the product, a great landing page gets conversions, and that drives us up in search relevance and our best seller ranking. It's a virtuous cycle that Amazon Marketing Services supports superbly.”

Travis Avery, Vice President of Marketing, Sawyer Products