

“ We’ve already adjusted spend across other paid search channels to support AMS. When digital marketing is easy to quantify, it’s a no brainer to go with a more productive program. ”

Alan Krantzler, Brand President, Baggallini



## Drive Sales

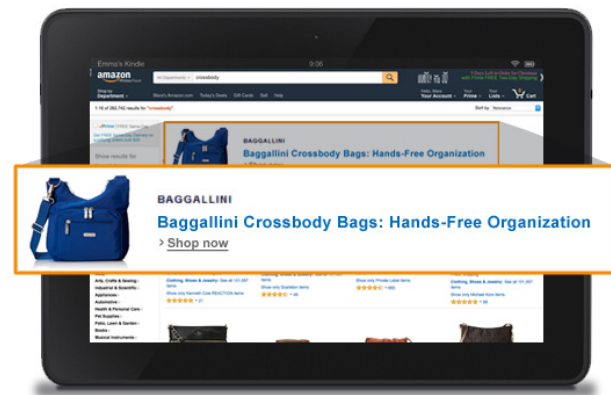


Baggallini sees return on investment over

5x

In February 2015, Baggallini launched their Amazon Marketing Services advertising program to drive sales and visibility for their products on Amazon.com. They have, so far, leveraged various targeting methods to reach specific audiences, including keyword, product and interest-based targeting.

successful ads from older campaigns with just a few clicks. Baggallini is eager to explore AMS’ capabilities further by combining specific items and collections and targeting to different audiences. They’re also evaluating increasing the number of campaigns they run as they go into planning for next year’s marketing budget.



“AMS has a relatively low spend rate, and with the breadth of options, it’s very cost effective,” says Baggallini Brand President, Alan Krantzler. “It would be a huge missed opportunity for brands to not participate in AMS. With the targeting capabilities, cost efficiency and performance reporting, it’s a must-have for any company’s paid media strategy.”

### HOW DOES IT WORK?

Sponsored Products	Advertise your product portfolio at Amazon.com by targeting relevant keywords. Ads appear within Amazon.com search results and you only pay when shoppers click.
Headline Search	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.
Product Display	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.

Baggallini found it intuitive to identify the right keywords and target products. Ads are usually live the same day and the analytics allow them to quickly determine whether or not an ad is working. Keywords can be tweaked as needed while the campaign is running and the budget can also be adjusted to invest more in an ad that is tracking well.

Baggallini is very diligent about using results to optimize and grow their program. They’ve found that it’s easy to extract data and insights from AMS’ performance reporting, and with the new cloning campaign feature, they’re able to run

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