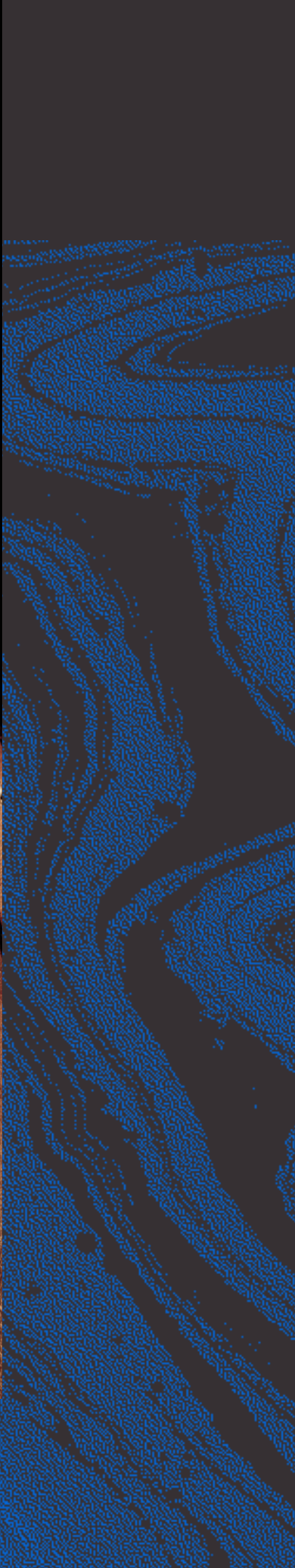
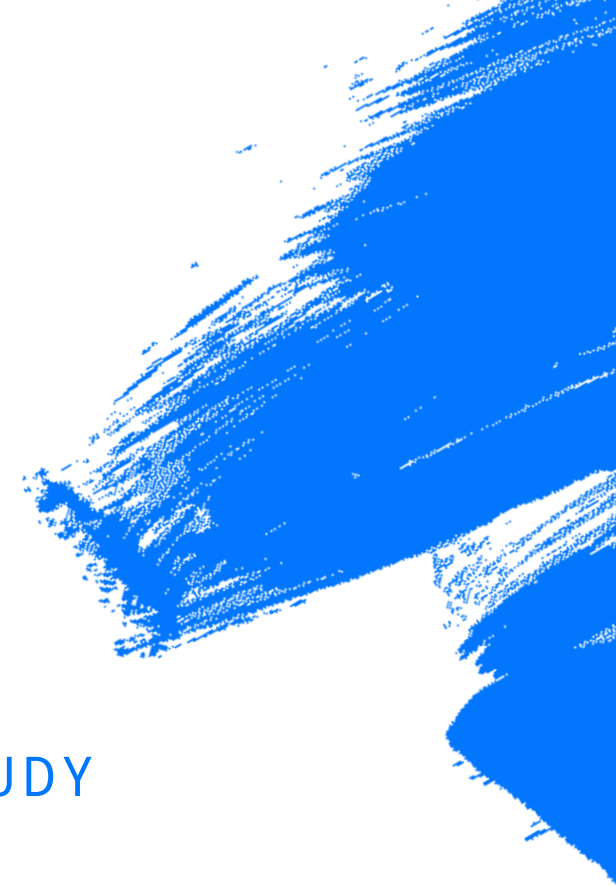


Blue Wheel 

ARIAT CASE STUDY

AMAZON DSP





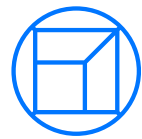
BLUE WHEEL CASE STUDY

Ariat: A Performance Footwear & Clothing Brand

Ariat was founded as “The New Breed of Boot.”

They were the first to integrate athletic footwear technology into boots for equestrian athletes. Today, Ariat’s world-class product team builds innovative and award-winning performance products for all types of outdoor and work environments. They are one of the top Equestrian, Outdoor, and Work brands in the world.





Contents

The Ariat case study is divided into four sections. Each demonstrates different aspects of Blue Wheel's Amazon DSP strategy efforts and accomplishments.

01

[The Challenges and Goals](#)

The challenges we faced and our client's goals.

02

[The Actions and Creative](#)

The strategic steps we took and the creatives we used.

03

[The Results](#)

The results we achieved for our client.

04

[The Conclusion and Amazon DSP Approach](#)

Our observations and approach.





The Challenges & Goals

In October of 2023, Ariat was looking to improve the performance and results of its Amazon DSP advertising, managed directly by Amazon at the time. They approached Blue Wheel to provide optimization recommendations and brand growth strategies.

Amazon DSP is a demand-side platform that allows brands to programmatically buy ads to reach new and existing audiences anywhere they spend their time, on and off Amazon. However, to see success, this strategy requires customization and consistent optimizations. Amazon DSP is not a set-it-and-forget-it approach.

Ariat's main goal was to increase brand awareness while driving topline sales. The challenge presented here was in the shift in spend versus performance when converting from conversion campaigns to consideration campaigns.

Without seeing the same performance or Return on Ad Spend (ROAS) typically seen with conversion campaigns, this strategy required a change in expectations when running consideration and test campaigns in order to achieve Ariat's goal of acquiring new customers.

Ariat also wanted to test drive new-to-brand audiences with a custom audience built off consumers who saw a streaming TV ad they ran during TNF (Thursday Night Football). Amazon's Prime Video is the exclusive streaming destination for Thursday Night Football.

The following pages present a detailed overview of our Amazon DSP strategy for Ariat during Q4 2023.





The Actions & Creative

THE ACTIONS

The Process

Blue Wheel set up Q4 campaigns with different DSP supply sources broken out to optimize between on and off-Amazon inventory.

Although this was a first-time experience running a custom audience built off a streaming TV audience, these campaigns were driving the highest new-to-brand performance.

Granularity is the key to making optimizations in Amazon DSP. The team broke out campaigns by the audience and where campaigns would run.

When setting up the campaigns, the Blue Wheel team created a Media Plan (Semantic Map) to provide audience recommendations, KPI goals, where we want ads to click to, etc.

We then had our creative team edit creatives to accurately meet all available sizes in the Amazon DSP.



THE ACTIONS

The Process

When providing live campaign performance updates, these optimizations improved performance and highlighted key Q4 initiatives, such as the Thursday Night Football placement.

Using custom creatives for consideration campaigns, we updated auto-generated creatives based on their Amazon ASINs with company logos and custom headlines to make the ads more appealing to consumers.

In November 2023, we reevaluated and launched new storylines. After determining many campaigns were driving to PDPs and not to landing pages on the brand store, we had to revisit the entire process to ensure all stories were working holistically together through the entire funnel.

From lead generation to final sale, we wanted to focus on certain categories, leveraging the brand store to help convert.



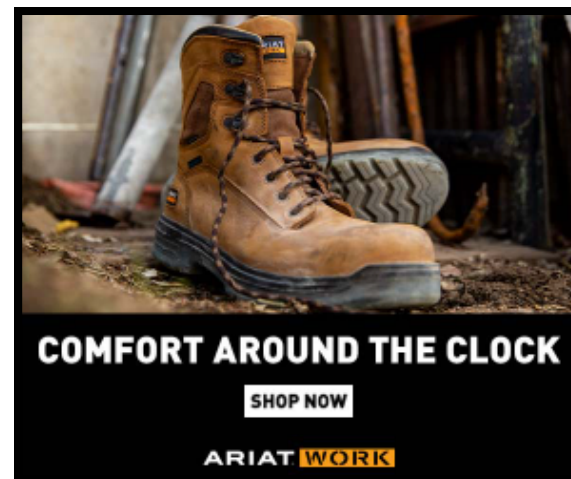
AMAZON DSP CREATIVE

Consideration

Holiday Gifting



Lace Up Work



Made Tough



Men's Wexford



Women's Wexford



Workwear General




AMAZON DSP CREATIVE

Retargeting

Updates were made to creatives at the end of November to include the company logo and custom headlines, which improved creative performance.


Holiday Gifting



ARIAT
Gifts That'll Make
Everyone's Spirits
Bright

ARIAT Men's Booker Ultra Western Boot
★★★★★ 496
\$149.95 **prime**
Details & delivery [Add to Cart](#)


Lace Up Work



ARIAT
Comfort Around
the Clock

ARIAT Men's Rebar Flex 6" Composite Toe...
★★★★★ 183
\$149.95 **prime** [Shop now](#)

Made Tough



ARIAT
Best-Fitting,
Toughest Work
Pants You'll Ever
Own

ARIAT Men's Rebar M4 Relaxed Made Tou...
\$64.95 **prime** [Shop now](#)


Men's Wexford



ARIAT
Best Selling
Wexford Boots
from Ariat

ARIAT Men's Wexford Waterproof Countr...
★★★★★ 150
\$199.95 **prime** [Shop now](#)


Women's Wexford



ARIAT
Best Selling
Wexford Boots
from Ariat

ARIAT Women's Wexford Waterproof Boo...
★★★★★ 626
\$189.95 **prime**
Details & delivery [Add to Cart](#)

Workwear General



ARIAT
Durability by
Design. Ariat
Workwear.

Ariat Men's Rebar Stretch Canvas Bomber...
\$129.95 **prime**
Details & delivery [Add to Cart](#)

AMAZON DSP CREATIVE

Thursday Night Football (TNF)

TNF Western - Consideration and Retargeting



TNF Work - Consideration and Retargeting



The Results

After making in-flight optimizations in November 2023, we saw performance improve even more in December with less ad spend due to in-flight optimizations, such as removing or pausing inefficient supply and audiences and updating creatives. Ariat was thrilled about the Q4 performance, driving more sales than forecasted.

NEW-TO-BRAND SALES

November-December: 45%

Optimizations were made at the end of November, and we have seen successful results across all KPIs.

The DSP Consideration:
POST-OPTIMIZATION
TAKEAWAYS

234%
Increase in ROAS

70%
Decrease in ACoS

11%
Increase in NTB

The DSP Retargeting:
POST-OPTIMIZATION
TAKEAWAYS

237%
Increase in ROAS

70%
Decrease in ACoS

The DSP Thursday Night Football (TNF): Post-Optimization Takeaways

CONSIDERATION

174%
Increase in ROAS

63%
Decrease in ACoS

RETARGETING

162%
Increase in ROAS

62%
Decrease in ACoS



The background of the left side of the page is a close-up, dark-toned photograph of a brown leather Ariat boot. The boot has a white Ariat logo on the side and the word 'ARIAT' printed in a dark font. The sole of the boot is visible at the bottom, showing a textured tread pattern. The overall lighting is moody and focused on the boot's details.

The Conclusion

The Amazon DSP advertising performance during Q4 2023 shattered benchmarks.

The Blue Wheel team successfully solved Ariat's pain points by providing clear directions on how to improve performance. By allowing us the ability to shift ad spend across different line items, the team was able to make optimizations to drive the highest ROAS and new-to-brand sales.

We outperformed in December 2023 compared to November with less dedicated ad spend, seeing a whopping 50% reduction in total ad spend.

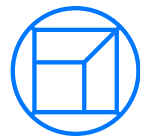
Ariat shifted from working directly with Amazon on the DSP strategy to working with Blue Wheel.

Allowing Amazon to manage DSP is not often the most profitable option, as it provides less flexibility. At Blue Wheel, we have the customer's best interest at heart. We favor the client over the platform.

“ Bringing our DSP advertising under the Blue Wheel umbrella has allowed Ariat to manage our marketing portfolio holistically, gain insights from our campaigns from both the display and sponsored perspective, and has created efficiencies in the ability to pivot quickly based on trends and optimizations. ”

-Emily Kidwell, Ariat





Our Amazon DSP Approach

Blue Wheel's Amazon DSP approach includes bi-weekly performance and optimization recommendations. We work on budget shifts and pause inefficient ad types, supply, or creatives.

Our advertising experts use Custom creatives for Consideration campaigns and Responsive e-commerce creatives for Retargeting campaigns. We perform A/B testing for audience strategies and creatives. By breaking out audiences into separate line items, we evaluate the performance. We test multiple custom creatives and update creatives to limit ad fatigue.

Our Amazon advertising specialists leverage seasonality/promotional periods. With online video and/or streaming TV ads, we help drive brand awareness. We leverage Amazon brand lift studies for Awareness and Consideration campaigns.





About Us

[Blue Wheel](#)

We're a new breed of omni-channel agency, supporting brands through marketplace management and performance advertising. With over \$1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.



[Blue Wheel](#)



[@BlueWheelMedia](#)