

Blue Wheel 

BRADSHAW HOME

CASE STUDY

**AMAZON
ADVERTISING**



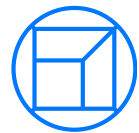
BLUE WHEEL CASE STUDY

BRADSHAW HOME

“The #1 Brand in Kitchenware”

Bradshaw Home is a leading marketer of kitchenware and cleaning products, based in California. They manufacture and distribute kitchen tools, bakeware, cookware, and food storage items (GoodCook, Bialetti). Bradshaw Home is also a leading manufacturer and distributor of cleaning tools, gloves, and lint removal products (Casabella, Evercare).





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The Bradshaw Home case study has four sections, showcasing different aspects of our Amazon advertising strategic efforts and accomplishments.

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The Challenges & Goals

The challenges we encountered and our client's goals.

The Actions

The strategic steps we took to achieve desired results.

The Results

The results we accomplished for our client.

The Conclusion

Our final thoughts.





The Challenges & Goals

The Challenges & Goals

Bradshaw Home, a leading name in kitchenware and bakeware, faced the challenge of evolving its Amazon ad strategy between July Prime Day and Fall Prime Day. While we focused on broad advertising efforts for July Prime, we had to shift our Fall Prime strategy to emphasize precision and efficiency. External factors, such as refined budget priorities and a focus on profitability, created an opportunity for our team at Blue Wheel to implement a more targeted and strategic approach, ensuring optimal performance despite shifting conditions.

The key challenge for the Bradshaw campaign during Fall Prime Day was getting the most coverage on the items that were most business-critical to hitting topline goals. This required strategic adjustments to maximize efficiency and deliver impactful results within the constraints of limited resources.

Our main goals were to:

- Achieve a higher return on a reduced budget ($\frac{1}{3}$ of July Prime Day's budget).
- Maintain a higher efficiency to meet adjusted revenue goals.
- Optimize budget allocation around the brand's critical products.



The Actions

To meet our goals for Bradshaw Home, we implemented a comprehensive strategy focusing on ruthless prioritization and data-driven day-parting. Advertising on Amazon is like breaching a castle wall. A scattered budget is akin to shooting arrows, whereas a consolidated budget launches cannonballs, breaking through more effectively. Our ruthless prioritization meant we were highly objective about the client's situation and made tough decisions based on data.

Ruthless Prioritization

- Reduced the advertised product count from over 500 to the top-performing 80, focusing on items responsible for 80% of expected revenue (Pareto Principle).
- Allocated resources to hero products to maximize impressions, traffic, and sales.

Analyzing Key Data Sources

- Examined hourly sales trends from the last four major promotional events using Seller Central data.
- Incorporated Amazon Marketing Stream insights to identify peak traffic and conversion times.

Day-Parting and Budget Allocation

- Used data from our own account and our 3P partners to determine the optimal budget timing throughout the day.
- Adjusted ad spending to prioritize high-conversion periods, avoiding waste during low-activity times.
- Reserved budgets for evening hours when competition decreases, leading to lower CPCs and higher conversion rates.

Implementation and Collaboration

- Bradshaw Home was highly receptive to this data-backed strategy. With their support, we streamlined the implementation process, enabling quick adaptation to the new budget allocation model.



The Results

By strategically aligning budget deployment with peak performance periods and focusing on specific products, Bradshaw Home experienced a significant boost in profitability.

This strategy was particularly effective for bakeware and kitchenware, as it coincided with seasonal consumer trends. Our client's success underscores the value of data-driven insights and collaborative execution.

Blue Wheel achieved the following results for Bradshaw Home:

- Improved budget utilization to 92% during the event, up from 80% in prior months, reflecting a 12% increase in time-in-budget.
- Achieved a 60% reduction in TACoS, resulting in a direct increase in profitability.
- Supported a 37% year-over-year increase in reported revenue.

+12%

Increase in Time in Budget

60%

TACoS Decrease

+37%

YoY Increase in Reported Revenue





The Conclusion

The Conclusion

Blue Wheel's new approach to Fall Prime Day allowed Bradshaw Home to thrive on a reduced budget. By focusing on key revenue-driving products and utilizing data to optimize ad timing, we achieved significant cost savings and revenue growth.

The enhanced profitability and strong sales results exceeded both the brand's and our expectations, solidifying this approach as a winning strategy for future campaigns.





About Us

Blue Wheel

We're a new breed of eCommerce 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.

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