

Blue Wheel 

AIR FRESHENER BRAND CASE STUDY

AMAZON ADS
AMAZON DSP



BLUE WHEEL CASE STUDY

Air Freshener Brand

Our client is renowned for its odor eliminators made with natural, plant-based ingredients that neutralize odors at the source instead of masking them with artificial fragrances. The brand produces a wide range of air freshener products suitable for use in homes, cars, and commercial applications like healthcare and education.





Contents

This Air Freshener Brand case study has four sections, showcasing different aspects of our strategic [Amazon Ads & Amazon DSP](#) efforts and accomplishments.

01



02



03



04

The Challenges & Goals

The challenges we encountered and our client's goals

The Actions & Creative

The strategic steps we took and the creative process

The Results

The results we achieved for our client

The Conclusion

Our final thoughts





The Challenges & Goals

The Challenges & Goals

Our client operates in the highly competitive Air Freshener category on Amazon, where big brands like Febreze, Air Wick, and Glade dominate shelf space and consumer mindshare.

Despite offering a healthier, chemical-free alternative, the brand faced the dual challenge of breaking through the noise and educating consumers on the benefits of natural odor elimination.

The client has also recently completed a rebrand, introducing updated packaging and logos, which required additional effort to rebuild recognition and trust. Budgets were allocated by the C-suite in fixed amounts, meaning every dollar spent across Amazon Ads Branded and Non-Branded campaigns, Amazon DSP, Streaming TV, and Prime Video had to work strategically.

The Main Goals:

- Gain market share directly from the top competitors in the category.
- Educate consumers about the health and environmental benefits of natural air fresheners.
- Retain existing customers through refill purchases and brand defense tactics.
- Leverage creative to strengthen post-rebrand awareness and credibility.



The Actions

To address the client's competitive challenges, Blue Wheel implemented a full-funnel, multi-channel Amazon strategy designed to educate, convert, and retain customers.

At the top of the funnel, we launched Sponsored Brands image campaigns with compelling visuals and educational headlines that highlighted the benefits of natural, chemical-free odor elimination. In parallel, we conducted A/B testing on Sponsored Brands Video placements to identify the most engaging formats and optimize performance across key positions.

For lower-funnel impact, we focused on high-intent customers by promoting refill products, ensuring consistent brand defense, and strengthening loyalty among existing buyers. Cross-selling initiatives introduced shoppers to complementary products, such as gels and sprays, expanding household penetration and increasing average order value.

Data-driven refinements played a critical role in maximizing ROI. We used Search Term Impression Share to identify high-performing keywords with low exposure, then created dedicated campaigns featuring relevant hero products. By leveraging Amazon's "Dynamic Bids – Up & Down" and "Top-of-Search" modifiers, we successfully captured additional market share on these terms.

Recognizing strong demand from business buyers, we implemented newly launched B2B bid modifiers of 30–40% across campaigns, unlocking a valuable and under-tapped revenue stream.



The Creative & Collaboration

Creative played a key role in differentiating our client from its category competitors. Messaging focused on the benefits of natural, chemical-free odor elimination, supported by lifestyle imagery that positioned the products as safe and home-friendly.

Sponsored Brands Video assets were optimized to quickly tell the product story while reinforcing the refreshed brand identity. Consistent visuals across all placements ensured a unified brand presence.

Collaboration with the client was seamless thanks to shared creative file access and full visibility into live campaigns. This transparency allowed for quick updates when needed, ensuring that messaging stayed fresh, relevant, and aligned with the brand's ongoing initiatives.



The Results

Comparing the 5-month time frame of this year to the same period last year, the [Air Freshener brand](#) saw measurable growth across key performance metrics.

Ad Spend increased by 8.36%, while Ad Sales rose 16.03% and Total Sales climbed 18.09%. The Ad Conversion Rate improved by 5.13%, from 24.74% to 26.01%, and CPCs decreased by 7.01%, showing we achieved both greater efficiency and higher returns.

These gains proved the effectiveness of our balanced full-funnel strategy in driving sustainable, YoY growth.

Key Results:

- Ad Sales: +16.03%
- Total Sales: +18.09%
- Ad Conversion Rate: +5.13%
- CPC: -7.01%

+18.09%

Total Sales Growth

+16.03%

Ad Sales Growth

+5.13%

Ad Conversion Rate
Increase

7.01%

CPC Decrease





The Conclusion

The Conclusion

Blue Wheel's combination of education-focused creative, precise targeting, and strategic bid adjustments helped the client win market share in the Air Freshener Amazon category, dominated by household names.

The full-funnel approach delivered strong sales growth, reinforced the brand's reimagined identity, and positioned them as a credible natural alternative for odor elimination.

Our partnership's success is built on trust, collaboration, and shared commitment. The brand empowers our team to execute, and we deliver results that support their mission of bringing healthier, chemical-free solutions to more households.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$2B 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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