



BIORÉ CASE STUDY

How Bioré Turned Creator Content into Amazon Traffic During Black Friday

Bioré Bridged Brand Awareness and
Amazon Performance Through Connected
Creator & Paid Media Strategy.



Contents

This Bioré case study has five sections, showcasing different aspects of our creator & paid media strategies.

01



02



03



04



05

The Overview

Executive Case Study Overview

The Challenges & Goals

Key Challenges and Our Client's Objectives

The Campaign & Actions

Overview of Our Campaign and Strategic Actions

The Results & Key Takeaways

The Outcomes We Delivered for Our Client

The Conclusion

Our Final Thoughts

BLUE WHEEL CASE STUDY



Black Friday is one of the most competitive periods for brands advertising on Amazon. During this window, rising auction costs and increased promotional activity make it difficult to efficiently capture shoppers while maintaining strong engagement.

Bioré partnered with Blue Wheel to create a connected influencer and paid media strategy that would bridge brand awareness with lower-funnel performance. Rather than treating creators and paid advertising as separate initiatives, we developed creator-led content specifically designed to be amplified through paid media and drive traffic directly to Amazon.

The result was a campaign that generated more than 1.6 million impressions, delivered 48,864 Amazon clicks, and significantly outperformed industry benchmarks for both click-through rate and cost per click while giving the brand a repeatable framework for future retail moments.

The Challenges & Goals

Black Friday creates enormous pressure for brands competing on Amazon. Increased advertiser demand drives higher auction costs, rising CPCs, and heavier promotional noise, making it more difficult to generate efficient traffic with traditional paid media alone.

Bioré needed a way to:

- Increase Amazon traffic during Turkey 12.
- Drive stronger lower-funnel performance without sacrificing brand storytelling.
- Create authentic creator content that resonated with shoppers.
- Extend the value of influencer assets beyond organic social.
- Build a campaign capable of outperforming rising media costs.

Rather than focusing solely on awareness or performance, the objective was to connect both disciplines into a single strategy that guided shoppers from discovery through purchase.



The Actions

Blue Wheel approached the engagement through three interconnected phases, each designed to address immediate launch priorities while supporting the brand's long-term growth goals.

Phase 1: Creator Strategy & Content Development

The campaign began by identifying creators whose audiences closely aligned with Bioré's target consumer while also meeting the compressed production timeline required for Black Friday.

Blue Wheel partnered with two creators, each highlighting a different product SKU to broaden audience reach while testing different messaging approaches.

The resulting content emphasized:

- Authentic platform-native storytelling
- Amazon-focused calls to action
- Product education
- Promotional messaging aligned with Turkey 12

Each asset was intentionally designed for both organic engagement and future paid amplification.

The Actions

Phase 2: Paid Amplification & Campaign Optimization

Instead of allowing creator content to exist only on social channels, Blue Wheel integrated each asset into paid advertising through whitelisting.

This enabled the paid media team to:

- Extend creator reach
- Scale top-performing assets
- Drive qualified Amazon traffic
- Optimize continuously throughout the campaign

Campaign performance was monitored daily, allowing lower-performing ads to be paused while stronger creative received additional budget.

Throughout the campaign, the Blue Wheel whitelisted creator ads consistently delivered the strongest engagement, lowest CPC, and highest Thumbstop Rate across all creative variations.

Phase 3: Continuous Optimization

The team continually evaluated creative performance throughout the campaign to maximize efficiency despite rising auction competition.

Optimization focused on:

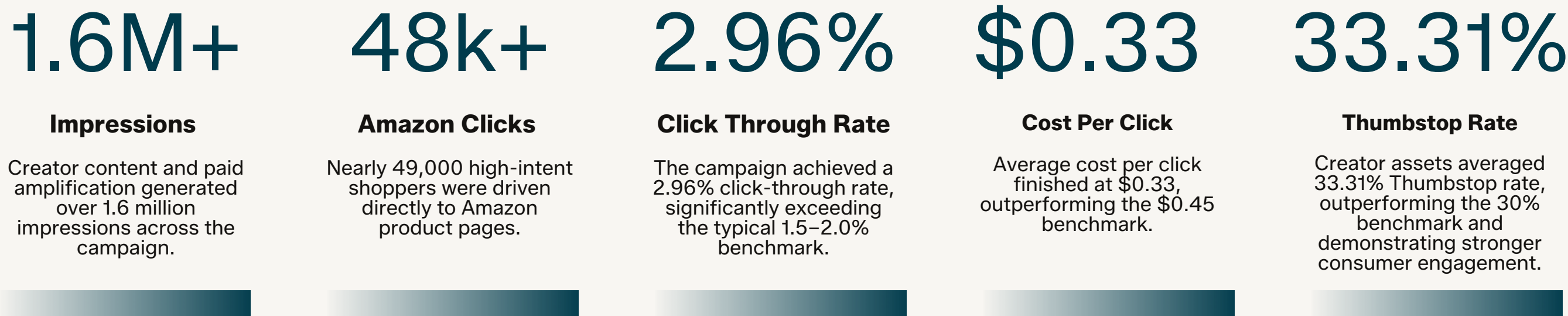
- Creative performance analysis
- Budget reallocation
- Traffic quality
- CTR improvements
- CPC efficiency

This iterative approach allowed the campaign to remain competitive throughout Black Friday while maximizing return from the strongest-performing creator assets.

The Results

By combining creator authenticity with paid media scale, Bioré generated stronger engagement while driving meaningful traffic directly to Amazon during one of retail's most competitive promotional periods.

Campaign Performance



The Key Takeaways

1. Authentic Creator Content Drives Better Performance

Platform-native creator content generated stronger engagement than traditional advertising while maintaining clear purchase intent.

2. Connected Strategies Create Better Commerce Outcomes

Integrating influencer marketing with paid media extended the value of every creator asset and improved campaign efficiency.

3. Whitelisting Unlocks Greater ROI

Amplifying creator content through paid media significantly increased reach while delivering stronger CTR, lower CPC, and better overall performance.

4. Creative Optimization Matters

Continuous testing and optimization allowed Blue Wheel to scale the strongest-performing assets throughout the campaign.

5. Brand and Performance Work Better Together

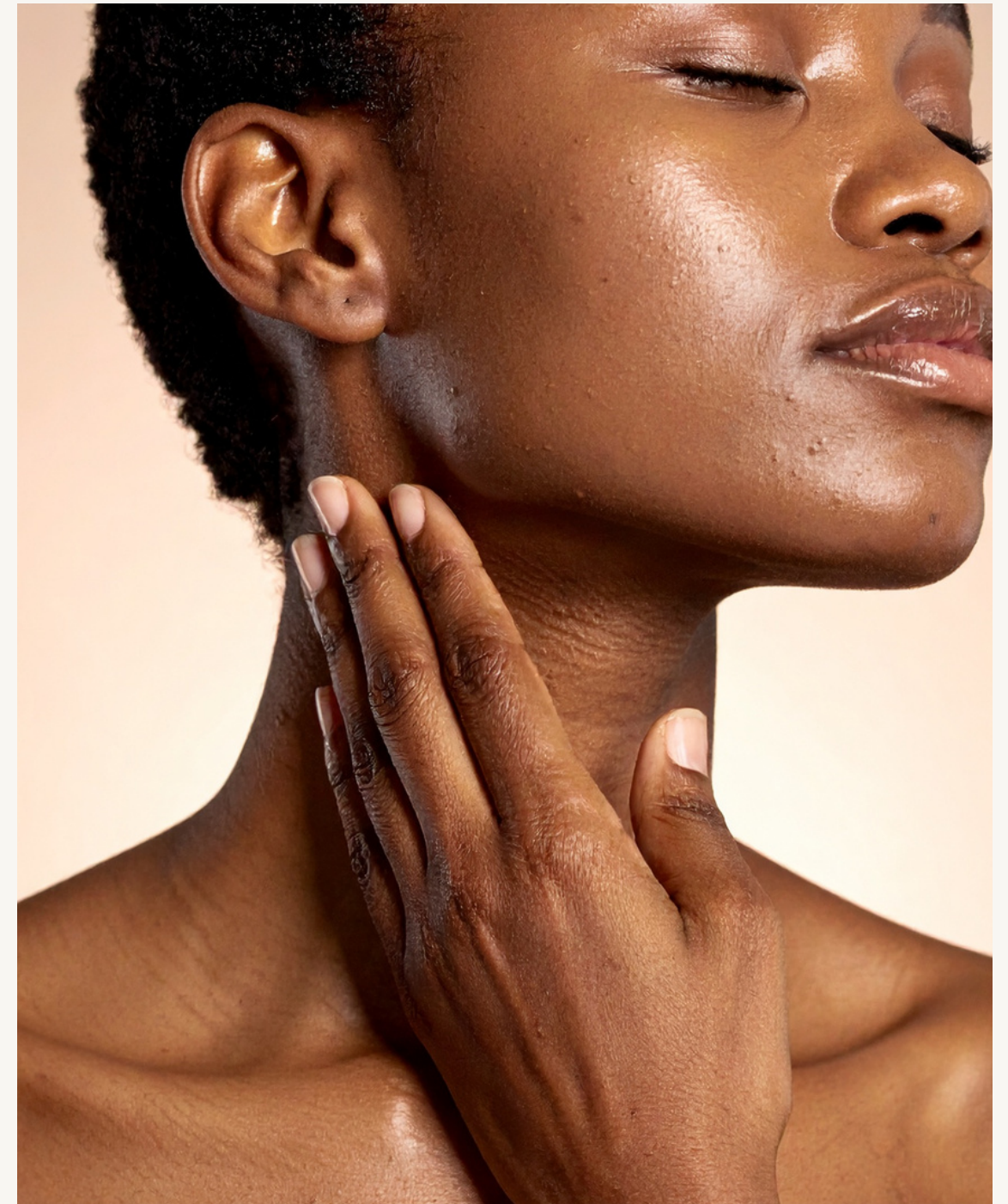
Rather than separating awareness from conversion, Bioré connected both into a unified commerce strategy that drove measurable Amazon performance.

The Conclusion

Bioré's Black Friday campaign demonstrated how connected commerce strategies outperform siloed marketing efforts.

By combining influencer marketing with paid media amplification, Blue Wheel helped the brand move beyond traditional awareness campaigns and create a system that generated meaningful Amazon traffic, stronger engagement, and more efficient media performance during one of the year's most competitive retail moments.

The campaign delivered more than successful promotional results. It established a repeatable framework for integrating creators into performance marketing, allowing future campaigns to leverage authentic content that drives both discovery and conversion across the commerce ecosystem.



About Us

Blue Wheel

Blue Wheel solves the problem of fragmentation in modern commerce by uniting strategy, data, platforms, and people under one connected approach. We help brands build more cohesive commerce experiences across marketplaces, retail media, social commerce, DTC, and retail. With over \$2B in client revenue managed, our team helps brands amplify their growth, cohesion, and presence across the entire commerce ecosystem.

[CONTACT US](#) —————>

