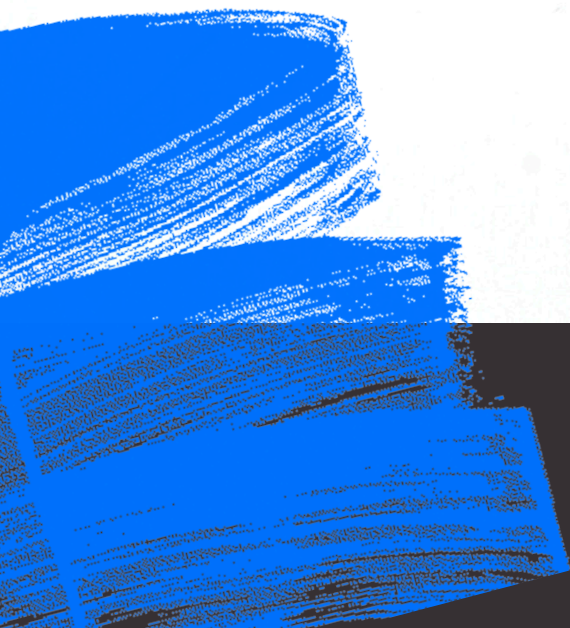


Blue Wheel 

FRESH ROAST CASE STUDY

AMAZON
ADVERTISING



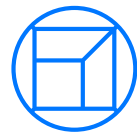
BLUE WHEEL CASE STUDY

FRESH ROAST

“Roasting Coffee Beans Has Never Been Easier.”

Home Roasting Supplies provides the high-quality Fresh Roast Coffee Roaster to coffee lovers. As a simple and efficient way to roast coffee beans, it also has a practical design with a clear roasting chamber to admire the beans as they roast.





Contents

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

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03



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The Challenges and 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

Fresh Roast faced a significant challenge with a year-over-year (YoY) decline in total sales and sought guidance from Blue Wheel to turn the situation around. With concern about Q4 and their performance and with little spend going behind non-brand, they wanted to get more brand exposure and attract new customers.

The primary issue with Fresh Roast's legacy (old) campaigns was the focus on targeting branded keywords, such as 'fresh roast coffee roaster', 'fresh roast', 'sr800', and 'sr540'. This approach restricted their visibility to shoppers already familiar with the product, preventing them from reaching potential new customers.

The Goals

The main goals were to increase non-branded exposure to attract new customers, boost reach and traffic, while keeping spending under control and ROAS above 10. The client wanted to generate positive sales movement, especially during the gifting season. Our advertising team had to stabilize sales to prevent YoY decreases and get a 10%-15% YoY growth.

The Actions

1. Account Audit:

Blue Wheel's journey with Fresh Roast began with a thorough account inspection, revealing minimal non-branded exposure as a critical area for improvement. We launched campaigns and gradually shifted the budget towards non-branded targets.

2. Bidding & Search Term Isolation:

Strong bidding strategies were utilized to secure competitive ad placements. Our team concentrated on the main search terms, and relied heavily on our STI (Search Term Isolation) bidding tactic to prioritize high-performing keywords.

3. Launching Sponsored Campaigns:

STI chains were kicked off for two best-selling products (SR800 and SR540) and we implemented Sponsored Products and Sponsored Display internal targeting to secure the Product Detail Pages. We launched branded and non-branded Sponsored Brands ads to maximize reach and visibility.

4. Strategy Optimization:

After Q4, we leveraged the valuable data collected in the year before to refine and expand our strategy, ensuring continuous improvement and optimized performance.



The Results

Blue Wheel started working on Fresh Roast's account in late Q3 and achieved significant improvements in non-branded exposure, which has been crucial for reaching new customers.

As a result, we successfully stabilized and grew sales, achieving an impressive 20% increase in sales during Q4 and a 25% YoY increase in November alone.

We maintained a Return on Ad Spend (ROAS) above 10, as was our goal, and a 5.76 overall Q4 ACoS, demonstrating efficient ad spend management.

In terms of traffic increase during a 6-month period, Fresh Roast had:

- 4.1 million impressions, up 86% compared to first half of the year.
- 21.1k clicks, up 57% compared to first half of the year.

This success highlights our strategic approach in expanding brand visibility and optimizing marketing efforts, ensuring sustained growth and profitability for our client.

+20%

Q4 Sales Growth

+25%

YoY November Sales Growth

5.76

Overall Q4 ACoS

4.1M

6-Month Period
Impressions

21.1k

6-Month Period
Clicks





The Conclusion

The Conclusion

Blue Wheel's non-branded targeting strategy has proven to be highly successful, and exceeded Fresh Roast's benchmarks with an impressive ROAS and sales growth.

By closely monitoring and fine-tuning our strategy, we avoided the typical challenges of non-branded target shifts, such as substantial increases in spending and decreases in efficiency.

We effectively utilized Search Term Isolation and competed for ad placements without overspending, as we could shift our focus to long-tail keywords when high-volume terms became too costly. Our advertising experts consistently researched and pinpointed new products, keywords, and audiences to target, ensuring we maintained a sustained reach.





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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