

Blue Wheel 

JUZO CASE STUDY

AMAZON
MARKETPLACE
ADVERTISING



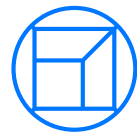
BLUE WHEEL CASE STUDY

JUZO

"Freedom in Motion."

Juzo brand is passionate about developing medical aids that accompany patients during their therapy from start to finish. The company manufactures next-generation medical compression garments, supports, and orthoses using state-of-the-art technology.





Contents

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

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The Challenges and Goals

The challenges we encountered and our client's goals.

The Actions and Creative

The strategic steps we took and the creatives we used.

The Results

The results we achieved for our client.

The Conclusion

Our final thoughts.



The Challenges & Goals

The goal was to attract customers to our client's existing [Amazon Store page](#), where they could browse and shop numerous Juzo products. The brand wanted to showcase more of its products, but Blue Wheel's team had to do so within budget and without overwhelming potential buyers with too many products. The objective was to increase the client's sales while staying within budget.

We aimed to showcase as many of the client's products as possible with limited resources. The challenge was finding a cost-effective way for Juzo to present most of its products on the Amazon Store page.



The Challenges & Goals



The Actions

Blue Wheel thoroughly reviewed Juzo's account on Amazon and with most products having positive reviews, this indicated a good potential for sales. The challenge was to select the right products to feature and capture customers' attention. After performing a product audit, we identified Basic Stockings, Soft Compression (upper and lower extremity), and Dynamic Stockings as the top 3 product categories on Juzo's Store page.

However, there was a lack of PAT-type campaigns (Product ASIN targeting; advertising by ASIN instead of keywords) in the client's defensive campaigns (aiming to keep the brand name protected with brand name search terms). Our team wanted to ensure we had PAT-type campaigns set up, as this advertising method hadn't been utilized previously.

Other defensive campaigns focused mainly on promoting single products or very few products, so we aimed to showcase entire categories and drive customers to Juzo's Store page. This way, customers could browse the brand's catalog at no additional cost per click, and become more familiar with the product range.

Offensive campaigns (aiming to expand the brand by reaching potential new customers with general search terms) were mainly centered on targeting and conquering competitors, but we encountered limited success. Either the ACoS was very high or we struggled to secure ad placement. Our primary concern was to keep customers engaged with the brand's products.



The Actions





The Actions

The Actions

Juzo performed well on Amazon, but with a small advertising budget and only the Sponsored Brands ad type active, advertising options were limited, and there was little room for testing. The client has various products with good ratings that generally sell well, but we were limited to advertising only a few items with the Sponsored Brands ad type.

We created two defensive Sponsored Brands Store Spotlight (SBSS) campaigns. One with keyword targeting where we had an exact match with modifiers set up, and one with product targeting where the whole product catalog was targeted. Both campaigns had the top 3 categories of Juzo products advertised.

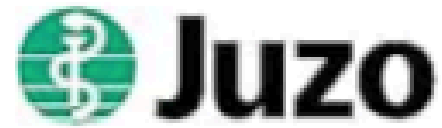
This approach allowed us to target the best-selling products, showcase the rest of the client's catalog, and ensure that anyone interested in a Juzo product sees the rest of the brand's products advertised and potentially purchases items from different categories.

We used the most frequent keywords and best-selling product ASINs as our ad targets to show the Juzo Store page with the Sponsored Brands Store Spotlight campaigns. Our advertisers effectively utilized items that sell well to showcase the whole item catalog, and by doing so, aimed to expand awareness about other Juzo products.



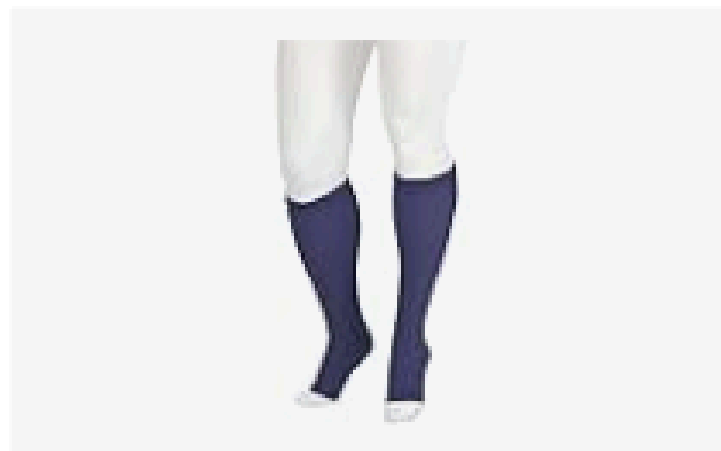
The Creative

Juzo Sponsored Brands Ad Creative



Freedom in Motion

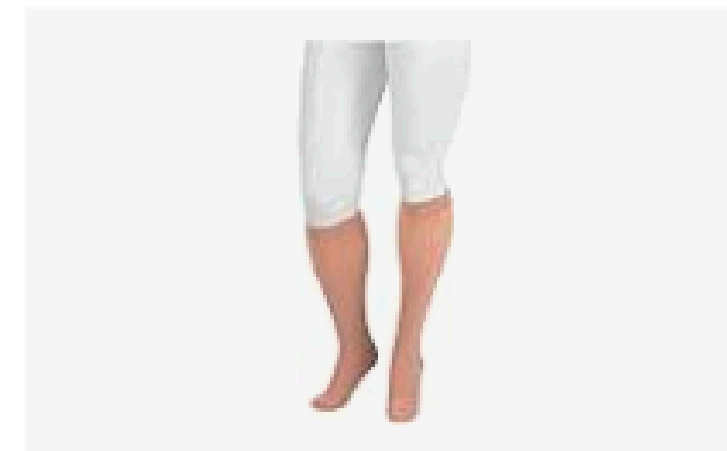
[Shop the Juzo Store on Amazon >](#)



Soft Lower Extremity



Basic



Dynamic (Varin) Lower Extremity

Sponsored

The Results

Two ad campaigns were launched in early Q2 and we achieved impressive numbers after 30 days, especially considering our limited budget and advertising options.

Here are the results after a month of running both campaigns:

The SBSS-PAT campaign achieved a 5.11% ACoS, 19.56 ROAS, 3540 impressions, and resulted in 76 orders.

The SBSS-Keyword campaign had a 7.51% ACoS, 13.31 ROAS, 3944 impressions, and resulted in 42 orders.

These campaigns generated 32.85% of all ad sales in one month, using only 25.27% of our advertising budget. For the first 30 days, our SBSS-PAT campaign sold 65% more products than the second-best-performing campaign, and it had the lowest ACoS among all active campaigns.

By adding these two campaigns, we saw an increase of 17.4% in ad sales in just one month. For one month of advertising with these campaigns, we saw a rise of 13.4% for the same period YoY.

+17.4%

MoM increase in ad sales

+13.4%

YoY increase in ad sales

5.1%

ACoS for SBSS-PAT campaign

7.5%

ACoS for SBSS-Keyword campaign

19.56

ROAS for SBSS-PAT campaign

13.31

ROAS for SBSS-Keyword campaign

76

Orders with SBSS-PAT campaign

42

Orders with SBSS-Keyword campaign





The Conclusion

The Conclusion

The advertising specialists at Blue Wheel have effectively managed a limited budget and used the best-selling products, top product categories, and Sponsored Brands campaigns to draw customers to Juzo's Store page on Amazon, raise brand awareness, and boost sales.

Our client was pleased with the results achieved after only one month of running ad 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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