

Blue Wheel 

POWERBLOCK CASE STUDY

DTC & MARKETPLACE
ADVERTISING

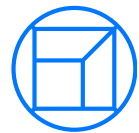


POWERBLOCK

“World’s best dumbbell.”

PowerBlock is a brand known for its adjustable dumbbells and other fitness equipment. The company's adjustable dumbbells are particularly popular because they allow users to quickly and easily change the weight of the dumbbells without needing multiple sets of fixed-weight dumbbells. PowerBlock offers a variety of models with different weight ranges and features to accommodate various fitness levels and needs.





Contents

The PowerBlock case study has four sections, showcasing different aspects of our DTC and Marketplace advertising strategic efforts and accomplishments.

01



02



03



04

The Challenges and Goals

The challenges we encountered and our client's objectives.

The Actions

The strategic steps we took to address the client's needs and goals.

The Results

The results we achieved for our client.

The Conclusion

Our final thoughts.



The Challenges & Goals

PowerBlock, a fitness equipment brand, challenged Blue Wheel to help them grow topline sales and increase the number of orders placed for Elite EXP—the brand’s most popular product available only from select online retailers such as Amazon and Dick’s Sporting Goods.

Elite EXP experienced out-of-stock issues during Q1, impacting its organic ranking. The out-of-stock effect was felt throughout Q1 and mid-Q2. Blue Wheel ad specialists launched a campaign to help the Elite EXP product regain its top organic placement on Amazon.

PowerBlock wanted to grow its topline sales and increase its presence and ranking in the non-branded space with its most popular product Elite EXP.



The Challenges & Goals



The Actions

Blue Wheel's best practices were implemented for this strategy, but instead of using the usual cost-per-click (CPC) model, we tested the vCPM (cost per thousand viewable impressions) model for promoting PowerBlock's dominant fitness product. Since this was being tested, a small budget was set to avoid overspending.

While we had ample Amazon ad placements for Sponsored Products and Sponsored Display ads, the Sponsored Brands campaigns were not well-represented in the PowerBlock account. As a result, we ran a Sponsored Brands Video campaign featuring Elite EXP.

Having access to excellent creative assets provided by PowerBlock, we decided to focus on targeting only proven top-performing keywords in the client's account. Our team used keywords that had already performed well in existing campaigns and the Search Term Report. We initiated the campaign with conservative bids on these keywords and gradually increased the bids several times per week.



The Actions





The Actions

The Actions

While Sponsored Brands ad type is not difficult to set up on the Amazon Ads platform, knowing which options to turn on or off, which keywords to target, and what bids to apply is paramount for achieving desired results.

Viewable CPM (vCPM) tends to have high value, so we needed to pay particular attention to the targets we used. Amazon suggested bids between \$55-\$155 per 1000 viewable impressions for PowerBlock.

Finding a balance where our campaign was winning placements and driving traffic to the product pages without spending the entire budget too quickly was crucial.

This is where the Blue Wheel team's expertise came into play. We were able to set up the PowerBlock campaign in line with our best practices to ensure the best possible results.



The Results

The PowerBlock advertising campaign was launched with a conservative budget, but it quickly began driving traffic to product pages and generating conversions within just a few days.

In the first month after the campaign launch, the return on ad spend (ROAS) was an impressive 13.2. This campaign significantly contributed to PowerBlock's 39% year-over-year growth and 25% month-over-month growth in total revenue.

Despite the low campaign budget, Blue Wheel achieved successful results, contributing to an ACoS of 7.6% and 1,892 page views.

While seeing overall impressive results, we also saw 99% of conversions generated by the Sponsored Brands campaign from new-to-brand customers.

+39%

YOY Increase in Total Revenue

+25%

MoM Increase in Total Revenue

99%

Conversions from New-to-Brand Customers

7.6%

ACoS

13.2

ROAS



The Conclusion

The Conclusion

Blue Wheel provides various marketing services to PowerBlock, including Amazon Ads, DTC, Paid Social, Paid Search, Organic Social, Influencer, and Lifecycle Marketing.

Despite the low budget for this advertising campaign, Blue Wheel's strategic approach helped to quickly drive traffic to product pages and generate conversions, significantly contributing to PowerBlock's revenue growth.





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.

[CONTACT US](#) >