

Blue Wheel 

PREMIUM

LABEL

SUPPLY

CASE STUDY

AMAZON
ADVERTISING

1234567891011 121314

3456 789

A125BX678900VD 

SENT FROM: Weight:
James Smith 3.17
New York
123-456-7891

SHIPPING ADDRESS:
John Williams
San Francisco
245-678-9156

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SENT FROM: Weight:
James Smith 3.17
New York
123-456-7891

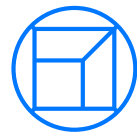
BLUE WHEEL CASE STUDY

PREMIUM LABEL SUPPLY

“Great Product, Great Quality, Great Price.”

Premium Label Supply was founded in 2016 on the idea of supplying the highest quality American-made shipping labels to customers of every size at the lowest prices available. It manufactures labels in-house at its facility located in Birmingham, Alabama using materials sourced from the industry-leading paper mills.





Contents

The Premium Label Supply case study has four sections, showcasing different aspects of our Amazon advertising strategic efforts and accomplishments.

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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 & Goals

Premium Label Supply approached Blue Wheel looking to grow the brand significantly in a very competitive market.

They aimed to boost ad spend and overall sales while keeping ACoS under 35%. Additionally, their goal was to better compete with the leading label brands. Premium Label Supply was looking to gain as many sales as possible throughout the year, especially during high-performing sales periods such as back-to-school season and Q4.

Our client's main goals were to get a higher market share percentage, improve organic ranking, and heavily target top brands in the labels category. This required wise budget allocation and a more aggressive approach to placements and reaching new shoppers. Achieving this rapidly can sometimes be tricky, so our team had to get creative with increasing spending while keeping ACoS and TACoS under control.



The Actions

Regular Campaign Budgeting:

We constantly increased Premium Label Supply's ad spend, ensuring steady month-over-month growth.

Conquesting Campaigns:

We launched campaigns that specifically targeted brand names with constant top placements. Efficiency was slightly lower, but the client's presence and placement have significantly improved.

Aggressive Optimization:

Our team implemented various optimization techniques and additional steps that helped focus on top-performing keywords and competitor products.

Top-of-the-Search Modifiers:

During Q1, we applied modifiers of 40% on non-branded performance campaigns to secure more top search placements with high-volume keywords. The rest of the search and long-tailed keywords were covered with research campaigns. After the initial test and positive results, modifiers were increased to 50% one month later.



The Actions





The Actions

The Actions

Getting Ahead of Competitors:

Blue Wheel helped Premium Label Supply get better product placement, and in some cases even outperform its main competitors, by being extremely competitive with the bids. With continuity, we slowly started gaining a higher market share percentage for our client.

Effective Scalability:

Our Search Term Isolation (STI) bidding tactic allowed the brand to scale its campaigns effectively, accommodating new products and increasing daily caps. The general idea behind STI is to have Auto (automatic Amazon targeting) and Research (manual targeting of certain keywords in broad match type) campaigns on constant research and 'lookout' for new potential targets.

Ensuring Steady and Constant Growth:

STI works best for clients willing to increase their spending and scale campaigns since our Auto and Research campaigns are constantly feeding Performance campaigns. It's a never-ending process of harvesting new opportunities and reaching new customers. Search Term Isolation has proven great for Premium Label Supply since it frequently adds new products and variations and has a presence in many categories.



The Results

Growth Metrics:

Premium Label Supply experienced a 418.7% sales growth last year compared to the previous year.

- Total sales observed over a year increased by 64.2% over 6 months, while the brand saw a 47.8% increase in clicks during the same period.
- TACoS (Total Advertising Cost of Sales) during the first and second quarters of this year was at 22%.

Record Sales:

April of the current year marked the highest total sales, surpassing the previous best month (last August) by 4.85%.

+418.7%

YoY Sales Growth

+64.2%

6 Months YoY
Sales Increase

+47.8%

6 Months YoY Clicks
Increase

22%

6 Months TACoS

+4.85%

Total Sales Increase for Best
Months





The Conclusion

The Conclusion

Premium Label Supply was pleasantly surprised by the rapid achievement of its sales targets, and how quickly it surpassed its last year's best month.

Blue Wheel's successful application of aggressive bid pushing and top-of-the-search modifiers exceeded the brand's expectations, significantly boosting its market presence.

The client remains confident in our strategies and supportive of our bold approach to achieving greater sales volume and brand 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.

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