# Blue Wheel

# SOL DE JANEIRO CASE STUDY

## MARKETPLACE ADVERTISING
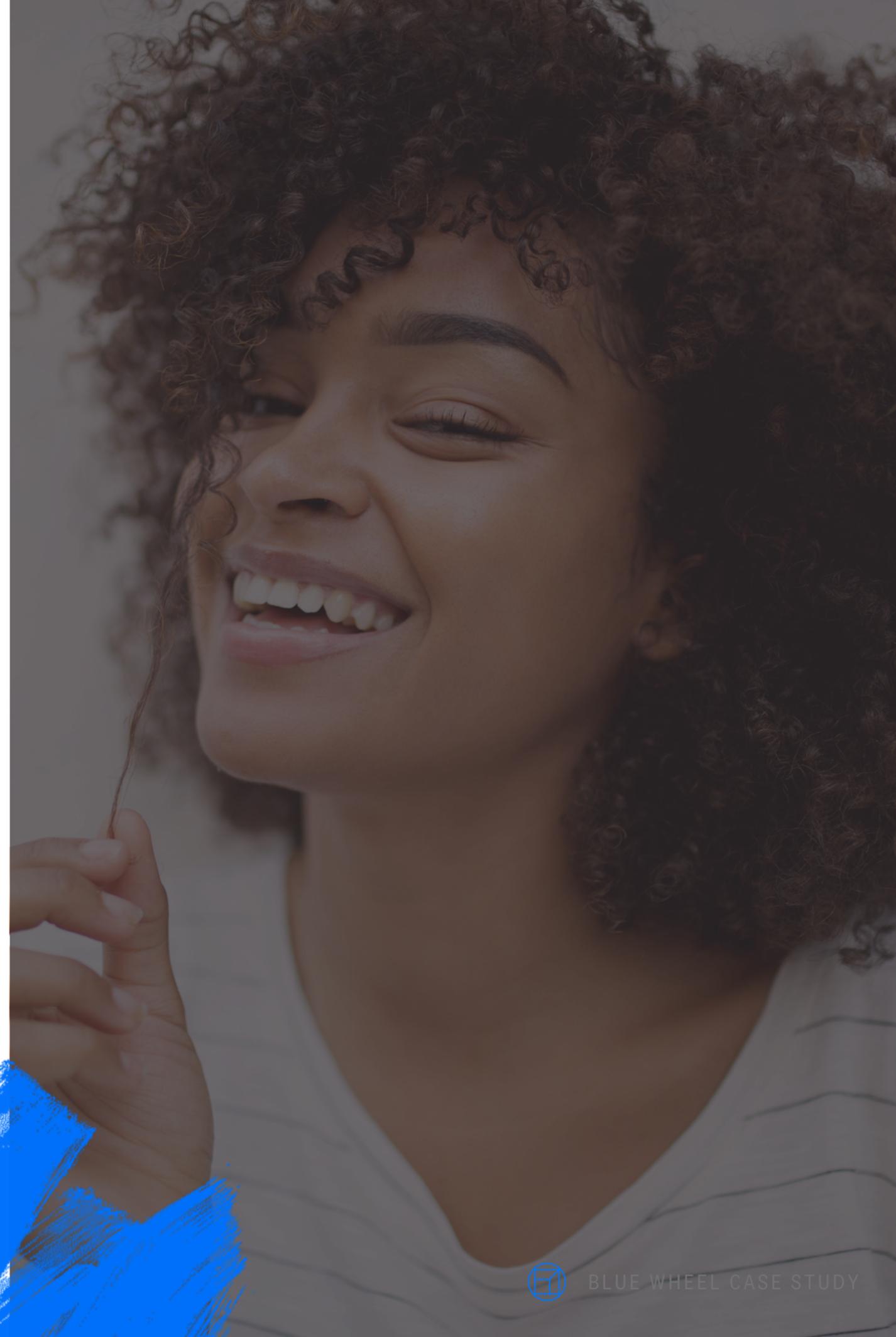
# SOL DE JANEIRO
# "Love it. Flaunt it. You've got it."

Sol de Janeiro is a beauty brand inspired by Brazilian beach culture. Known for its award-winning products, it offers a range of body care, fragrance, and hair care items featuring lush textures and captivating scents. The brand's ethos revolves around celebrating the beauty of Brazil, encapsulating its essence in each product.

# Contents

The Sol de Janeiro case study has four sections, showcasing different aspects of our marketplace advertising strategic efforts and accomplishments.

# The Challenges & Goals

Sol de Janeiro, a Blue Wheel client, is a well-known brand in a highly competitive skincare category and goes head-to-head with other major players in the skincare and beauty space. The competitive nature of the category, advertising costs, and less expensive competitor products made it challenging for Sol de Janeiro to break through as a top seller on Amazon.

## The goal was to grow topline sales, brand awareness, and consideration on Amazon.

Although integrating Amazon DSP into their marketing strategy required a shift in both mindset and approach, it provided them the ability to target both on and off-Amazon. The Blue Wheel team used AMC audiences to target new customers and shoppers at different points of their shopping journey to support conversion; providing a holistic approach that ensured that both upper and lower funnel activities were aligned.

## The Challenges & Goals

# The Actions

We used Prime Day as a starting point to boost Sol de Janeiro's presence on Amazon and take advantage of the increased traffic on the platform during the shopping event.

Our goal was to attract customers to the brand's product and Store pages, with the expectation of generating high new-to-brand sales and encouraging repeat purchases. We aimed to target active shoppers in the category who might not have been familiar with the brand.

We analyzed historical data to identify key products, targeting, and strategies. We then adjusted the account structure and strategy before Prime Day to ensure strong support and visibility.

# The Actions

Strong awareness and consideration tactics were leveraged in the month leading to Amazon Prime Day to keep the Sol de Janeiro brand top-of-mind and populate retargeting audiences ahead of the major shopping event.

As TACoS and the branded search continued to improve, the connection and impact between upper and lower funnel tactics became more evident. This led to an increase in investment and demonstrated how our strategy directly supported the client's business.

Reaching new customers and refining audiences allowed the brand to carve out more specific targeting to reduce the race to the top which can often lead to higher advertising costs on search.

# *The Results*

Sol de Janeiro saw an outstanding 1423% year-over-year increase in Prime Day topline sales and a rise in investments. Despite investing more in the upper funnel, the efficiency improved as topline sales increased. The combination of the tactics and consideration building improved conversion rates to support the growth of Sol de Janeiro on Amazon.

On Amazon Prime Day, the client experienced significant year-over-year growth, with ad sales increasing by 2394%. They also boosted their year-over-year ad spend by 222%.

In July, the brand was pleasantly surprised by a 352% increase in topline sales and a 393% growth in ad sales compared to the year before. The investment level was substantial, but it is unusual to see sales growth outpacing investment, especially with such high spending.

**+352%**
July Year-over-Year Increase in Topline Sales

**+393%**
July Year-over-Year Increase in Ad Sales

**+1423%**
Prime Day Year-over-Year Increase in Topline Sales

**+2394%**
Prime Day Year-over-Year Increase in Ad Sales

**+222%**
Year-over-Year Increase in Ad Spend

**+216%**
Year-over-Year Increase in Ad Sales

# The Conclusion

Blue Wheel took a full-funnel approach to beauty brand Sol De Janeiro and transformed it from a middle-of-the-pack brand to a top player in the CPG space. Faced with an extremely competitive category, Sol De Janeiro improved its advertising strategy by balancing spend between ad units, resulting in exponential growth during Amazon Prime Day.

Our detailed preparation leading up to Prime Day, and expert execution during the event resulted in a compelling success for Sol de Janeiro.

# 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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