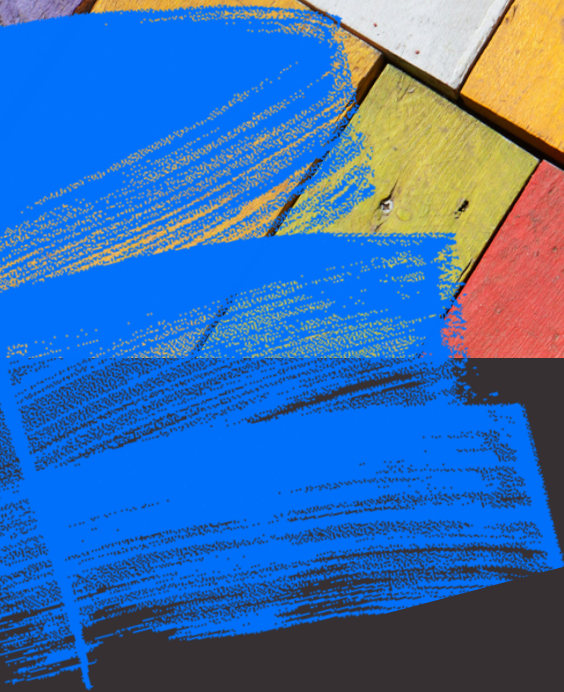


Blue Wheel 

SOL DE JANEIRO

CASE STUDY

AMAZON ADS

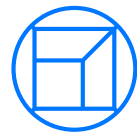


BLUE WHEEL CASE STUDY

SOL DE JANEIRO: ***"Love it. Flaunt it. You've got it."***

Sol de Janeiro is a skincare and fragrance 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 is split into four sections, each showcasing different aspects of our Amazon Ads strategy efforts and accomplishments.

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03



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[The Challenges and Goals](#)

The challenges we faced and our client's goals.

[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

As a well-known beauty brand with a significant brand search on the platform, Sol de Janeiro was looking for brand growth on Amazon.

Through our coined methodology, Search Term Isolation, 50% of the client's ad spend went to new customer acquisition on Amazon. We were consistently rendering demand for Sol de Janeiro on the eCommerce platform and generating return customers.

The client then challenged Blue Wheel to grow a top-selling product after fully covering most Sponsored Product keywords, thus requiring a new strategy while not cannibalizing the already occurring sales. The common ad type, Sponsored Product, was already well covered for the product in question, and thus the team needed to seek out innovative new campaign types to expand sales while keeping ACoS in check.

We sought to expand ad sales for our client's top product while keeping ACoS at a reasonable level, utilizing more product types to create a cross-ad type campaign strategy.



Blue Wheel worked on the campaign throughout Q3 and Q4. The approach was to launch new campaigns in otherwise seldom-used campaign types. Combining multiple campaigns on a single product line allowed us to double dip in a certain aspect, which worked to lift the entire product line along with the brand as a whole. The general idea was to drive detail views through high-quality creative with high-intent targeting, and then use the Amazon DSP campaign to convert them post-view.

As we launched our campaigns over a few months, we were able to use the data gathered from the SBA on the best-branded terms to use for the more specific campaigns launched later.

We used a methodology we've coined as Search Term Isolation, bidding on Amazon search terms that convert while negating search terms that do not—only putting a budget towards the best keywords with the best bids.



The Actions



The Results

Utilizing our strategy generated over 10,000 orders, exceeding the revenue target by 100%.

In this case, as our budget increased, we increased topline sales at a proportionate level, thus seeing substantial growth in realized profits.

ROAS saw a 10% increase our TACoS decreased by 9%, ultimately resulting in 150% YoY growth.

+100%

Exceeded
revenue target

+150%

Year-over-year
growth

+10%

Increase in
ROAS

9%

Decrease in
TACoS





The Conclusion

Blue Wheel scales brands - even those with low SKU counts - in the competitive beauty landscape, by utilizing multiple campaign types and guiding customers through the funnel.

“ First, have a clear strategy and distinction between products you want to use for new customer acquisition and for ads targeting people who are already aware of the brand - this is primarily your Sponsored Product ads. Second, don't focus only on ACoS - this will limit your growth potential. Leaning into TACoS and topline growth as your north stars ensure you grow sustainably without sacrificing your bottom line profitability or growth potential ”

Jake Smith, Strategy Manager at Blue Wheel





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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