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BiBaDO's Prime Day Case Study.

BiBaDO sold 5x more on Prime Day while increasing the rank of their best-selling product to #1 in the Baby **Feeding Bibs category.**

A reduced ACOS paired with a Prime Day discount resulted in BiBaDO experiencing a substantial increase in sales and significant brand

exposure on Amazon.

Client Category

various feeding products, and more. They are a British company with marketplaces in the United States, Canada, and the United Kingdom.

BiBaDO sells products in the Amazon baby category. The collection

includes apparel for babies that help prevent restrictive movement,

Prime Day **Objective**

Increase sales and improve brand visibility.

team's planned optimization efforts.

search terms and harvest the effective ASINs.

Strategy

brand worked with SI to orchestrate Prime Day discounts, an exclusive Amazon feature of 20% off their top-selling items: the coverall and 2-pack long sleeves. The agency focused on targets that promised the best chance for success and reduced the PPC bids for non-converting campaigns in the last 30

days. They also increased BiBaDO's PPC bids by 10-25% for their most

relevant and effective targets to grow the audience and support the PPC

Seller Interactive worked with BiBaDO to accomplish their objectives by

monitoring and optimizing their existing PPC campaigns. Additionally, the

Seller Interactive conducted a complete PPC account analysis, comparing performances from previous Prime Days to an average sales day. SI also performed campaign audits to identify better-performing ad types, targets with low and high ACOS conversions, and missing targets.

The PPC team adjusted bids based on targets that were converting well

high ACOS. A search term report was conducted to analyze converting

(3+ orders) with low ACOS versus non-converting targets (<3 orders) with

In addition to manipulating the bids, Seller Interactive also ran promotional coupons and discounts of 20% off BiBaDO's top-selling products to entice shoppers to purchase during Prime Day.

The brand increased its sales by up to 5x (approximately 200%-300%) from

its baseline during an average sales day. In addition, brand visibility and

15,253,342 TOTAL

awareness increased, as demonstrated by improved product rankings. **UK Market PPC performance**

× ACOS @

£1.29 AVERA

Date range - Jun 15, 2022 - Jul 14, 2022

offer

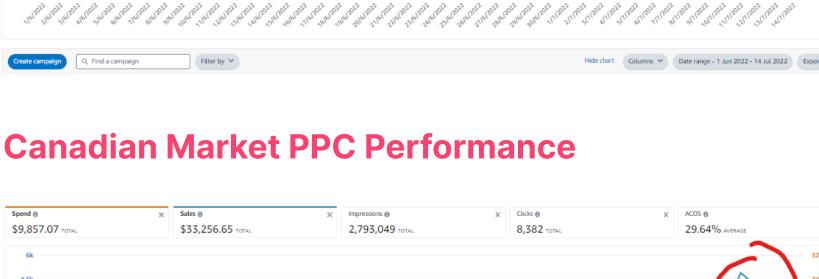
Sessions -

↑ Total

selling

£102,290.89 тота

£49,279.98 1



order

UK Marketplace: Before and After

Units

product sales 1 ordered

Ordered

Best Sellers in Baby Feeding Bibs

Date 1

			~	~	~	~		*	~
01/7/2022	£2,515.75	159	155	£16.23	1.03	£15.82	2,072	7.48%	26
02/7/2022	£2,794.78	174	169	£16.54	1.03	£16.06	2,035	8.3%	26
03/7/2022	£3,343.40	201	198	£16.89	1.02	£16.63	2,305	8.59%	26
04/7/2022	£3,217.60	191	190	£16.93	1.01	£16.85	2,176	8.73%	26
05/7/2022	£3,006.30	182	179	£16.80	1.02	£16.52	2,134	8.39%	26
06/7/2022	£3,480.90	212	210	£16.58	1.01	£16.42	2,254	9.32%	26
07/7/2022	£2,231.70	145	144	£15.50	1.01	£15.39	1,889	7.62%	26
08/7/2022	£2,405.02	139	134	£17.95	1.04	£17.30	1,630	8.22%	26
09/7/2022	£2,269.00	145	142	£15.98	1.02	£15.65	1,594	8.91%	27
10/7/2022	£2,291.95	139	139	£16.49	1	£16.49	1,541	9.02%	27
11/7/2022	£2,377.80	150	149	£15.96	1.01	£15.85	1,792	8.31%	26
12/7/2022	£10,264.77	617	606	£16.94	1.02	£16.64	7,237	8.37%	25
13/7/2022	£11,040.00	671	663	£16.65	1.01	£16.45	6,202	10.69%	24
Total	£51,238.97	3,125	3,078	£16.57	1.02	£16.31	34,861	8.61%	25.92

BIBaDO - Coverall Baby Feeding Bibs, Weaning Vicloon Bibs with Sleeves, 4 Pcs Waterproof Baby Bibs Silicone Feeding Bibs for Babies and matching Toddler Cutlery for weaning, Long Bib, Easy to Clean Baby Bibs for Eating, Long Sleeve Bib Unisex Feeding Bibs Apron for Toddlers Unisex Soft and Easily Wipe Clean Sleeve Bib, Easy to Clean Baby Bibs, Comes... Adjustable High Chair Catch All Infant Toddler 6 Months to 3 Years Old with Wide Food Crumb Catcher Pocket * * * * * 7 9.738 ***** ★★★★☆ 7,192 ffers from £6.99 2 offers from £7.19 £19.95 - £21.65 £17.96 - £22.79 Bubba Bear ® Baby Weaning Bib with Sleeves | FILOWA Silicone Bibs for Babies, 3 PCS Baby BIBaDO - 2 Pack Coverall Baby Feeding Bib, Little Dimsum Baby Bibs 2Pcs Silicone Baby Long Sleeve Coverall Bibs Set | Toddler Led Weaning Silicone Bibs Feeding Waterproof Easy to Clean Long Sleeve Bib, Baby Bibs for Feeding Bibs Easily Adjustable and Wipe Clean Feeding Sleeved Accessories for Babies from . Wide Food Crumb Soft Catcher Wipeable.. Eating, Adjustable High Chair Catch All,... Soft Waterproof Bibs Perfect Food Crumb.. 7 offers from £13.99 3 offers from £35.00 1 offer from £9.99 1 offer from £7.98 **Sales Before: Sales After:**

day.

Products.

Products.

Coverall Long Sleeves

Coverall Short Sleeves

2 Pack - Long Sleeves

Coverall Long Sleeves

Coverall Short Sleeves

2 Pack - Long Sleeves # 803

View SKU performance

Download (.csv)

2022-7-04

2022-7-05

2022-7-06

2022-7-07

2022-7-08

2022-7-09

2022-7-10

2022-7-11

\$1,232.61

\$1,325.97

\$1,293.06

\$1,237,45

\$1,153.10

38

CA Marketplace: Before and After

previously ranked #14 in Baby

previously ranked #13 in Baby

Feeding Bibs and #1,214 in Baby

Feeding Bibs and #1,386 in Baby

During the week leading up to

from £2,231.70 to £3,480.90,

Prime Day, product sales ranged

approximately 139-212 units per

in the UK amounted to £51,238 Rankings 90 days before:

Rankings After Prime Day: Coverall Long Sleeves ranked #1 in Baby Feeding Bibs and #150 in Baby Products

Coverall Short Sleeves ranked

#2 in Baby Feeding Bibs and

2 Pack - Long Sleeves ranked

#7 in Baby Feeding Bibs and

#275 in Baby Products

#803 in Baby Products.

Sales increased by 217%-383%

£11,040 with 671 units sold-5x

The total sales for Prime Week

during Prime Day, peaking at

more than the week before.

previously ranked #20 in Baby Feeding Bibs and #1,787 in Baby Products.

Top 1% Baby Products 3 36 drops / month

Top 1% Baby Products 29 drops / month

Top 1% Baby Products 19 drops / month

Average

offer

count

23

23

23

23

22

22

22

22

24

22

7.55%

5.53%

8.65%

8.02%

5.79%

4.89%

Top 1% Baby Feeding Bibs 43

662

474

\$32.14

\$33.31

\$32.34

\$34.03

\$33.44

\$32.95

Top 1% Baby Feeding Bibs 📥 3

2 # 13 Top 1% Baby Feeding Bibs 📥 3

2,470

30

Average Average Average Units Sessions selling order product sales T1 ordered Total items order item percentage order item price 2022-7-01 \$1,081.14 33 \$32.76 \$32.76 421 7.84% 2022-7-02 15 14 \$32.96 1.07 \$30.76 396 3.54% 2022-7-03 \$1,431.17 1.1 548

\$35.93

\$33.12

\$34.24

\$32.34

\$35.92

\$33.44

\$33.91

1.06

1.03

41

150 # 1,386

 Sales Rank current 90d

275 # 1,214

_											
]	2022-7-12	\$8,449.37	308	298	\$28.35	1.03	\$27.43	3,772	7.9%	20	
	2022-7-13	\$6,170.94	238	231	\$26.71	1.03	\$25.93	2,208	10.46%	19	
	Total	\$28,465.46	963	934	\$33.04	1.03	\$32.02	12,310	6.88%	22.08	
S	Sales B	efore:				Sale	es Afte	r:			
During the week leading up to Prime Day, product sales ranged from \$461.37 to \$1,796.39, approximately 15-52 units per day.						Sales increased by 492%-1,953% during Prime Day peaking at \$8,449.37 with 308 units sold - more than 5x of the week before					
								ales for adian ma	Prime W		

Coverall Long Sleeves previously ranked #1 in Baby Feeding Bibs, #199 in Baby, and #515 in Clothing and accessories. Coverall Short Sleeves previously ranked #13 in Baby Feeding Bibs, and #4671 in

Rankings 90 days before:

Clothing and accessories.

2 Pack - Long Sleeves

Sleeves

Sleeves

2 Pack - Long

Feeding Bibs and #17,181 in Clothing and accessories. Sales Rank

previously ranked #47 in Baby

#6 in Baby Feeding Bibs, and #2182 in Clothing and accessories 2 Pack - Long Sleeves ranked #14 in Baby Feeding Bibs and #3268 in Clothing and

Rankings After Prime Day:

Coverall Long Sleeves ranked

#2 in Baby Feeding Bibs, #133 in

Baby, and #346 in Clothing and

Coverall Short Sleeves ranked

accessories

accessories

Top 1% Baby Feeding Bibs 4 4

Top 1% Baby Feeding Bibs 4 4

current 90d 365d Coverall Long # 346 # 515 # 342 Top 12% Clothing & Accessories **3** 21 drops / month Sleeves # 133 # 199 # 164 Top 1% Baby 🔥 0 # 2 # 1 # 1 Top 1% Baby Feeding Bibs 📥 4 Sales Rank **Coverall Short** current 90d # 2,182 # 4,671 Top 46% Clothing & Accessories ≥ 16 drops / month

After launching promotions and BiBaDO accomplished this significant achievement while manipulating bids for relevant targets, BiBaDO's sales increased keeping expenses low and dropping by 5x in the CA and UK ACOS to 9-11%.

6 # 13

90d

47

3,268 # 17,181

Sales Rank

14

current

The brand's sales peaked in the UK marketplace at **€11,040** as BiBaDO accumulated €51,238 during the week of Prime Day.

marketplaces and skyrocketed

their best-selling product ranking.

On the other hand, BiBaDO sales increased to €8,449 in the Canadian marketplace, while total sales accrued to \$28,465 during the week of Prime Day.

overall brand awareness and visibility, they achieved the following: Coverall Long Sleeves ranked #1 from #14, and the Coverall Short Sleeves went from

In BiBaDO's efforts to increase

Top 82% Clothing & Accessories ≥ 12 drops / month

#13 to #2 in the UK marketplace. BiBaDO's Coverall Short Sleeves in the CA marketplace increased from #13 to #6, achieving the best seller rank in the Baby Feeding Bibs category.

Book a Call with Seller Interactive.

Results

If you want to work with experienced sellers who are serious about helping you achieve your business goals, Seller Interactive can help. Our team of experts has proven their ability to help e-commerce brands reach their potential and succeed on Amazon. Ready to get started? Book a call to learn more about how we can help you take your business to the next level.