

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

BiBaDO sells products in the Amazon baby category. The collection includes apparel for babies that help prevent restrictive movement, various feeding products, and more. They are a British company with marketplaces in the United States, Canada, and the United Kingdom.

Prime Day Objective

Increase sales and improve brand visibility.

Strategy

Seller Interactive worked with BiBaDO to accomplish their objectives by monitoring and optimizing their existing PPC campaigns. Additionally, the brand worked with SI to orchestrate Prime Day discounts, an exclusive Amazon feature of 20% off their top-selling items: the overall 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 team's planned optimization efforts.

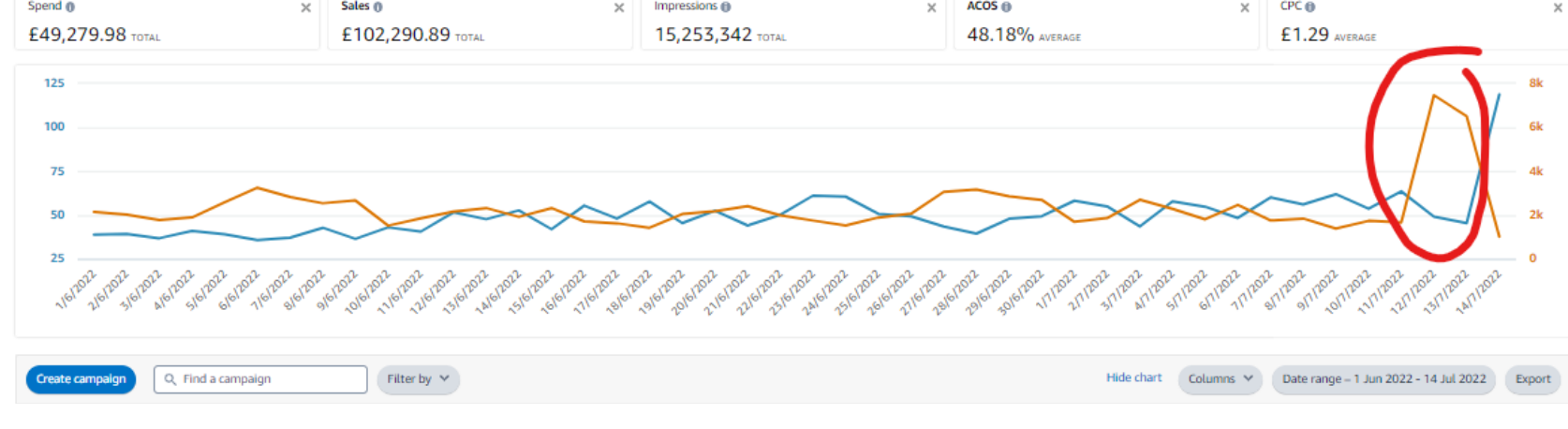
Seller Interactive conducted a complete PPC account analysis, comparing performances from previous Prime Days to an average sales day. SI also performed campaign audits to identify better-performing ad types, targets with low and high ACOS conversions, and missing targets.

The PPC team adjusted bids based on targets that were converting well (3+ orders) with low ACOS versus non-converting targets (<3 orders) with high ACOS. A search term report was conducted to analyze converting search terms and harvest the effective ASINs.

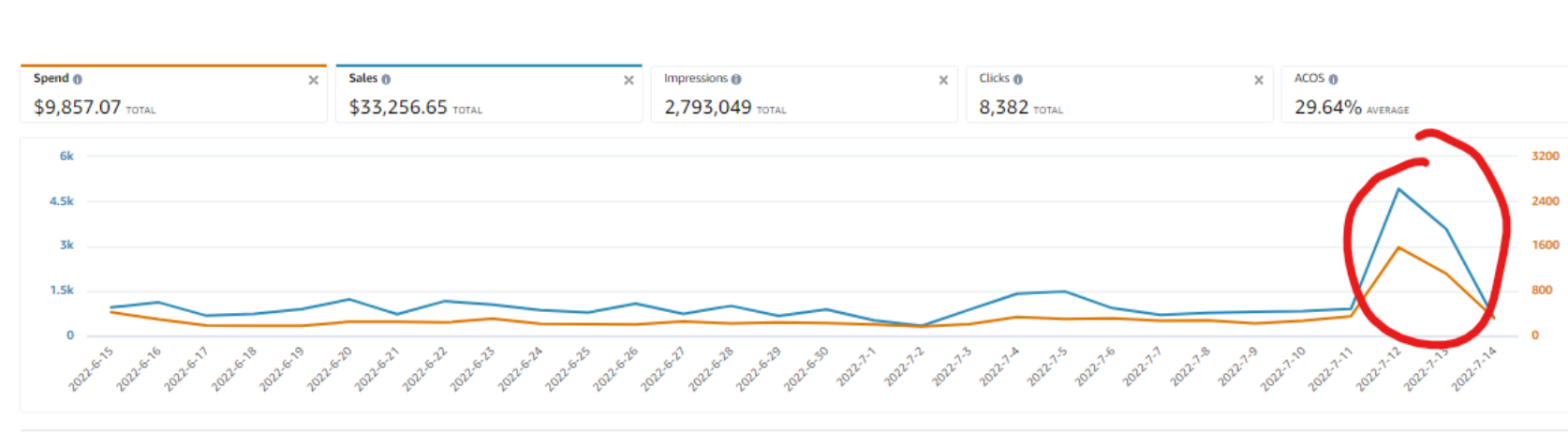
In addition to manipulating the bids, Seller Interactive also ran promotional coupons and discounts of 20% off BiBaDO's top-selling products to entice shoppers to purchase during Prime Day.

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 awareness increased, as demonstrated by improved product rankings.

UK Market PPC performance



Canadian Market PPC Performance



UK Marketplace: Before and After

Date	Ordered product sales	Units ordered	Total order items	Average sales per order item	Average units per order item	Average selling price	Sessions - Total	Order item session percentage	Average offer count
01/17/2022	£2,515.75	159	155	£16.23	1.03	£15.82	2,072	7.48%	26
02/17/2022	£2,794.78	174	169	£16.54	1.03	£16.06	2,035	8.3%	26
03/17/2022	£3,343.40	201	198	£16.89	1.02	£16.63	2,305	8.59%	26
04/17/2022	£3,217.60	191	190	£16.93	1.01	£16.85	2,176	8.73%	26
05/17/2022	£3,006.30	182	179	£16.80	1.02	£16.52	2,134	8.39%	26
06/17/2022	£3,480.90	212	210	£16.58	1.01	£16.42	2,254	9.32%	26
07/17/2022	£2,231.70	145	144	£15.50	1.01	£15.39	1,889	7.62%	26
08/17/2022	£2,405.02	139	134	£17.95	1.04	£17.30	1,630	8.22%	26
09/17/2022	£2,269.00	145	142	£15.98	1.02	£15.65	1,594	8.91%	27
10/17/2022	£2,391.95	139	139	£17.49	1	£16.49	1,541	9.02%	27
11/17/2022	£2,377.80	150	149	£15.96	1.01	£15.85	1,792	8.51%	26
12/17/2022	£10,244.77	617	606	£16.94	1.02	£16.64	7,237	8.37%	25
13/17/2022	£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	£16.51	34,861	8.61%	25.92

Best Sellers in Baby Feeding Bibs

Sales Before:	Sales After:
During the week leading up to Prime Day, product sales ranged from £2,231.70 to £3,480.90, approximately 139-212 units per day.	Sales increased by 217%-383% during Prime Day, peaking at £11,040 with 671 units sold - 5x more than the week before.
	The total sales for Prime Week in the UK amounted to £51,238
Rankings 90 days before:	Rankings After Prime Day:
<i>Coverall Long Sleeves</i> previously ranked #14 in Baby Feeding Bibs and #1,386 in Baby Products.	<i>Coverall Long Sleeves</i> ranked #1 in Baby Feeding Bibs and #150 in Baby Products
<i>Coverall Short Sleeves</i> previously ranked #13 in Baby Feeding Bibs and #1,214 in Baby Products.	<i>Coverall Short Sleeves</i> ranked #2 in Baby Feeding Bibs and #275 in Baby Products
<i>2 Pack - Long Sleeves</i> previously ranked #20 in Baby Feeding Bibs and #1,787 in Baby Products.	<i>2 Pack - Long Sleeves</i> ranked #7 in Baby Feeding Bibs and #803 in Baby Products.

CA Marketplace: Before and After

Date	Ordered product sales	Units ordered	Total order items	Average sales per order item	Average units per order item	Average selling price	Sessions - Total	Order item session percentage	Average offer count
2022-7-01	\$1,081.14	33	33	\$32.76	1	\$32.76	421	7.84%	23
2022-7-02	\$481.37	15	14	\$32.89	1.07	\$30.76	398	3.54%	23
2022-7-03	\$1,431.17	44	40	\$35.78	1.1	\$32.83	548	7.3%	23
2022-7-04	\$1,798.39	51	50	\$35.93	1.02	\$35.22	682	7.95%	23
2022-7-05	\$1,739.96	52	51	\$34.12	1.02	\$33.46	737	6.92%	22
2022-7-06	\$1,092.03	34	33	\$33.12	1.03	\$32.14	658	5.02%	22
2022-7-07	\$1,232.61	37	36	\$34.24	1.03	\$33.31	651	5.53%	22
2022-7-08	\$1,325.97	41	41	\$32.34	1	\$32.34	474	8.65%	22
2022-7-09	\$1,293.06	38	38	\$33.92	1.06	\$34.03	449	8.02%	22
2022-7-10	\$1,237.46	37	37	\$33.44	1	\$33.44	639	5.79%	24
2022-7-11	\$1,153.10	35	34	\$33.91	1.03	\$32.05	695	4.89%	22
2022-7-12	\$5,446.37	308	298	\$28.35	1.03	\$27.43	3,772	7.9%	20
2022-7-13	\$5,170.84	230	231	\$26.71	1.03	\$25.93	2,208	10.48%	19
Total	\$28,465.46	983	934	\$33.04	1.03	\$32.02	12,310	6.88%	22.08

Sales Before:	Sales After:
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
	The total sales for Prime Week in the Canadian marketplace amounted to \$28,465
Rankings 90 days before:	Rankings After Prime Day:
<i>Coverall Long Sleeves</i> previously ranked #1 in Baby Feeding Bibs, #199 in Baby, and #515 in Clothing and accessories.	<i>Coverall Long Sleeves</i> ranked #2 in Baby Feeding Bibs, #133 in Baby, and #346 in Clothing and accessories
<i>Coverall Short Sleeves</i> previously ranked #13 in Baby Feeding Bibs, and #4671 in Clothing and accessories.	<i>Coverall Short Sleeves</i> ranked #6 in Baby Feeding Bibs, and #2182 in Clothing and accessories
<i>2 Pack - Long Sleeves</i> previously ranked #47 in Baby Feeding Bibs and #17,181 in Clothing and accessories.	<i>2 Pack - Long Sleeves</i> ranked #14 in Baby Feeding Bibs and #3268 in Clothing and accessories

Results

After launching promotions and manipulating bids for relevant targets, BiBaDO's sales increased by 5x in the CA and UK marketplaces and skyrocketed their best-selling product ranking.

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

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.

BiBaDO accomplished this significant achievement while keeping expenses low and dropping ACOS to **9-11%**.

In BiBaDO's efforts to increase overall brand awareness and visibility, they achieved the following: *Coverall Long Sleeves* ranked #1 from #14, and the *Coverall Short Sleeves* went from #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.

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