



The Magic Scent

Prime Day Case Study: The Magic Scent

Client Category

Classified under the Health & Household category, The Magic Scent offers leading aromatherapy products for various spaces, including oils, diffusers, and home fragrance systems.

Prime Day Objective

The Magic Scent's objective was to increase sales and visibility through the Amazon Prime Day period.

Promotion

Seller Interactive and The Magic Scent worked together in building campaigns that promoted Amazon Prime Day discounts on their products, specifically their Diffusers and Essential Oil.



10% discount from July 1st to 11th
25% discount from July 11th to July 14th

Diffusers



15% discount from July 1st to July 11th
30% discount from July 11th to July 14th

Essential Oils

Strategy

The Magic Scent worked with Seller Interactive, first, by optimizing the brand in preparation for Prime Day. The initial step was to determine Prime-focused ASINs, considering the product's inventory levels. Next was to discuss its main objective for Amazon Prime Day: to increase sales and visibility by focusing on specific ASINs and promoting consumer discounts and deals.

Seller Interactive proceeded with a PPC analysis, concentrating on ASIN ACOS, Conversion Rate, TACOS, and Organic versus PPC sales to better understand the current status of the brand's campaigns and ad performances.

Review

The following reports were used as their primary source for analysis, diving deeper into organic sales data and order information:



30-day Business Report



Targeting Report



Search Term Report

The Targeting Report helped identify the targets that were converting well (3+ orders) with low ACOS, as well as non-converting targets (< 3 orders), providing the team with high spend /ACOS - breakeven ACOS (40%).

Seller Interactive used Helium10 to understand the Top 30 Organic rank Keywords, ensuring that they were added to optimize the campaigns.

Implementation

With Prime Day only 15 days away, Seller Interactive opted out of creating new campaigns as it would have been too late to gain traction.

Instead, SI adjusted the bidding strategy and campaign level budget after auditing the product listings and reviewing active campaigns. As a result, seller Interactive applied the Prime Day suggested bids plus 15% for converting keywords and reduced 10% on low-performing targets from the previous PPC campaigns reports.

During Prime Day, the team monitored the campaign performance every three hours to avoid going "out of the budget status." After Prime day, the bidding strategies and placements reverted to normal.

Seller Interactive Difference:

The client's main objectives for Prime Day 2022 were to increase sales and boost visibility, which they achieved through the help of Seller Interactive, as demonstrated in the following table:

KPI Analysis									
Date Range	PPC Spend	PPC Sales	ACOS	Impressions	Clicks	CTR	CVR	CPC	ROAS
July 1st - 7th	\$699.5	\$2,959.13	23.64%	141,309	454	0.32%	3.74%	\$1.54	4.32
July 8th - 14th	\$892.75	\$8,106.24	11.01%	220,247	625	0.28%	5.60%	\$1.43	9.08
Growth %	28%	174%	-53%	56%	38%	-13%	50%	-7%	110%

The brand earned \$2,959 in PPC sales the week leading up to Prime Day. However, after implementing the abovementioned strategies, the SI team increased these figures by 174% during Prime Day week.

In addition to improving sales growth, the team helped reduce the client's ACoS by 53%, allowing them to acquire more revenue and spend less on ads.

Meanwhile, The Magic Scent's visibility grew in terms of impressions and conversion rates, which increased by 56% and 50%, respectively. This growth is apparent as the client's ACoS decreased with the help of SI's assessment and implementation.

Results

The Magic Scent experienced success by implementing strategies that supported their primary objective, to increase their sales and visibility through Amazon Prime Day 2022.

The CTR stabilized, and the CPC decreased by 7%, showing that improving the campaign's performance impacted the results positively, as they could get more clicks for their budget.

Overall, The Magic Scent and Seller Interactive were thrilled with these outcomes and will continue to monitor the campaign closely to ensure ongoing and continuous success with the ad performances.

Book a Call with Seller Interactive.

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.