

CASE STUDY



School Specialty Increases Total Amazon Revenue by 35%



Channel



Amazon DSP

Industry



School Supplies

Target/Goal



Increase Marketplace Presence

The Situation

Industry-leading school supply provider, School Specialty, has been carefully curating over 100,000 innovative and engaging products for educational ecosystems since 1959. In search of new ways to continue the growth of their online business, the brand partnered with ROI Revolution to increase visibility during their highly seasonal summer months.

Opportunity Identified

School Specialty had already established success on the Amazon platform, but still felt like more could be done. To combat competition and increase their presence on the marketplace, the brand worked with their team at ROI Revolution to test Amazon DSP.

Our Expertise in Action

The ROI team started testing product specific DSP for the brand in February of 2019. They focused only on two ASINs (one ASIN per brand), and used dynamic ecommerce creative to drive traffic directly to School Specialty's Product Detail Pages. They set up multiple retargeting lists to reach consumers who had previously viewed and purchased School Specialty's products, as well as those who viewed and did not purchase, in the past 90 days. The team also leveraged prospecting, utilizing brand insights to layer lifestyle, in-market, and demographic audiences to create the most highly relevant targeting audience.

After the initial test, the brand wanted to expand their DSP efforts. Rather than continuing to focus on specific products, the team decided to shift their focus to the overall brands that School Specialty owns.

In August of 2019, the ROI team evolved their DSP strategy to focus on both of their brands and their respective Amazon Stores. They tracked the top 1,000 ASINs for each of the two brands as opposed to the one individual ASIN. The team also leveraged seasonal creative and Amazon DSP's layered audience targeting capabilities, as well as brand specific static custom creative to drive more traffic to School Specialty's well-built Amazon storefronts. This provided customers with a broad view of their product catalog, and a more shoppable experience.

Results



3.5X

Increase in Product
Detail Page Views



Increased Spend
on DSP



35%

Increase in Total
Amazon Revenue

Results Achieved

The ROI team ran a DSP flight during the brand's prime seasonality in June and July of 2019. So, when the team started to run their DSP flight that included the overall School Specialty brand after August, they expected to see a large dip. However, that was not the case.

Even with an upper-funnel branding play that is focused more on awareness and building trust, ROI Revolution's team of experts were able to leverage Amazon's rich audience data for a **3.5X increase in Product Detail Page Views**. This directly translated into an **additional 35% increase in total Amazon revenue** by the end of September, which has only continued to grow since. The performance was so strong, School Specialty eventually shifted budget away from other marketing efforts to further fuel DSP.

Conclusion

Measure Spend Better. Amazon DSP allows for more laser-focused, targeted audiences so that you can reach consumers based on their shopping or viewing behavior.

Exclusive Inventory. Amazon DSP offers unique access to both first-party and second-party data.

Customer Reporting. Amazon DSP offers brands visibility into device targeting and performance, as well as granular information on audiences, placements, and metrics associated with view-throughs.

Next Logical Step. For brands finding their sponsored ads starting to plateau after a certain point, DSP is the next logical step, as it allows brands to open up more ad inventory on Amazon and directly target competitor listings & competitor audiences.



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