

BISSELL Direct



Amazon Marketing Services account restructure results in 143% increase in revenue and 22% boost in ROAS

BISSELL is one of the world's leading providers of floorcare solutions, offering a range of carpet washing, vacuuming and cordless products.

After continued success across traditional PPC channels, BISSELL sought our help to improve performance across their Amazon Marketing Services account to maximise the revenue generated from this relatively new channel.

Strategy

With the wealth of knowledge and experience gained from managing BISSELL's other paid channels, we got straight to work re-structuring the account. This allowed us to optimise the campaigns and view the changes in performance more easily.

We used all AMS campaign types to gain volume and reach. We then took a more granular approach by segmenting each campaign type into key themes. This was done to ensure users were shown appropriate products and messaging based on their needs and interests.

143%
Increase in revenue

22%
Increase in return
on ad spend
(ROAS)



BISSELL Direct



In addition to the above, we thoroughly analysed the search term reports from the original AMS campaigns. This was done to highlight potential opportunities, as well as seek out irrelevant terms to be excluded to maximise account performance.

Once the new account structure was launched, we closely monitored the campaigns and started adjusting bids based on performance once sufficient data for each key theme had been gathered.

Results

- 143% increase in revenue within 1 month.
- 22% increase in return on ad spend (ROAS).

The new campaign structure was incredibly successful. Not only did it lead to a significant uplift in revenue, but crucially for BISSELL, it proved to be more profitable with a higher level of revenue generated for every pound spent.

"Since the team at ConversionWorks started managing our AMS account, the results have been remarkable. They continue to surpass our expectations and are an invaluable part of the BISSELL Direct team."

Craig de Klerk, BISSELL Direct

