



How Adtomic helped Sunken Stone drive brand visibility for their client in a crowded category.

Adtomic 如何帮助 Sunken Stone 在群雄逐鹿的类目中为客户提升品牌知名度。

OVERVIEW

概述

In 2018, iRise Organics turned to Sunken Stone, a San Diego based performance agency, to help expand their brand awareness and sales through secondary channels. iRise was unfamiliar with marketing beyond their own website, and they knew they needed to grow their brand in the Amazon space.

2018 年, iRise Organics 向位于圣地亚哥的效果营销机构 Sunken Stone 求助,帮助他们通过二级渠道扩大品牌知名度和销售量。iRise 对其自身网站之外的营销并不熟悉,深知他们需要在亚马逊领域发展自己的品牌。

Sunken Stone did extensive work with iRise, optimizing their product pages and researching keywords. And Sunken Stone knew they could rely on Adtomic from Helium 10 to efficiently and effectively automate, manage and optimize the advertising efforts iRise would need in order to grow.

Sunken Stone 与 iRise 合作进行了大量工作, 优化了他们的产品页面并研究了关键词。 Sunken Stone 知道他们可以依靠 Helium 10 的 Adtomic 来快捷有效地自动化、管理和优化 iRise 发展所需的广告工作。

EXECUTION

执行

Adtomic's tools helped Sunken Stone quickly set up, restructure, and scale campaigns for their client. They used Adtomic's Campaign Builder to quickly deploy five Sponsored Products campaigns, and they employed Adtomic's automated approach to campaign management, instead of creating them manually, one by one. Throughout the duration of each campaign, Adtomic's platform automatically referred to Sunken Stone's benchmarks and suggested the removal of certain keywords based on target conversion rates and ACOS (advertising cost of sales).

Adtomic 的工具帮助 Sunken Stone 快速为其客户设置、重组和扩展广告活动。 他们使用 Adtomic 的 Campaign Builder 快速部署了五个“商品推广”广告活动, 这些活动不是一个一个地手动创建, 而是采用 Adtomic 的自动化方法来管理。 在每次活动期间, Adtomic 的平台都会自动参考 Sunken Stone 的基准, 并根据目标转化率和 ACOS (广告成本销售比) 建议删除某些关键词。

Following the initial success of the Sponsored Products campaigns, Sunken Stone also launched Sponsored Brands campaigns, and a year later, created an Amazon store to further promote iRise Organics brand and help maximize visibility of its product.

在“商品推广”活动取得初步成功后，Sunken Stone 还推出了“品牌推广”活动，并在一年后创建了一家亚马逊店铺，进一步推广“iRise Organics”品牌，帮助其最大限度地提高产品知名度。

Looking at keyword performance in the Sponsored Products campaigns, Sunken Stone was able to identify and target relevant search terms from the start, which drove conversions and increased sales. Adtomic helped Sunken Stone measure the performance of exact match keywords and identify which should be moved to broad match. The team optimized these campaigns on a biweekly basis to ensure the changes that were made had enough time to create an impact.

通过观察“商品推广”活动中的关键词效果，Sunken Stone 能够从一开始就识别和定位相关搜索词，从而推动了转化率和销量的增长。Adtomic 帮助 Sunken Stone 衡量精确匹配关键词的效果，并确定哪些应该移至广泛匹配。该团队每两周对这些活动进行一次优化，以确保所做的更改有足够的时间产生影响。

“Adtomic’s advertising platform has been a game changer for a small company like ours. Their automated tools and capabilities help scale our campaigns, so we can focus on high-level strategies and analytics to help grow our clients’ brands. It’s imperative that we dedicate time to experiment with Amazon’s advertising solutions, so having certain tasks automated gives us the ability to do exactly that.”

“Adtomic 的广告平台改变了像我们这样的小公司的游戏规则。他们的自动化工具和能力有助于扩大我们的活动规模，因此我们可以专注于高层次的战略和分析，以帮助发展我们客户的品牌。亚马逊

的广告解决方案需要花费时间进行试验，因此必须将某些任务自动化我们才有能力做到这一点。”

– Justin Nguyen, Advertising Manager, Sunken Stone

– Sunken Stone 公司广告经理 Justin Nguyen

RESULTS

结果

With the help of Adtomic's automation tools, Sunken Stone reached countless new customers and delivered over 4.5MM impressions with a 12% ACOS for their client, iRise. Since launching in September 2018 as a new brand on Amazon, iRise Organics' sales increased 7x per month with advertising contributing to over one-third of the monthly sales, on average.

借助 Adtomic 的自动化工具，Sunken Stone 吸引了无数新客户，并为其客户 iRise 提供了超过 4.5MM 的曝光次数和 12% 的 ACOS (广告成本销售比)。自 2018 年 9 月作为新品牌在亚马逊上推出以来，iRise Organics 的销售额每月增长 7 倍，平均而言，广告销售额占月销售额的三分之一以上。

Since initially launching on Amazon, iRise Organics has increased its monthly spend on Sponsored Products by 6x, and they have seen over 1,000 orders from new customers, based on new-to-brand metrics.

自从在亚马逊上发布以来，iRise Organics 每月在商品推广广告上的支出增加了 6 倍，根据新品牌指标，他们已经收到了超过 1,000 份新客户的订单。

Want to learn more? [Here's the full story](#)

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