



CASE STUDY

COMMERCE CANAL

How Amazon Ad Automation Saves an Agency Over One Week Each Month and Provides Improved Results for Clients.

COMMERCE CANAL

Commerce Canal is a global agency representing over 50 top brands that sell in brick and mortar stores as well as online with major retailers like Amazon, Costco, eBay, Kohls, Macy's, Nordstrom, Target, Walmart and Zappos. They provide full-service marketplace management including the listing, planning, and maintenance of listings across all major marketplaces as well as marketing services including CPC, display, and video across major platforms like Amazon, Facebook, Google, Snapchat, Wayfair, and others for national brands within the lifestyle, jewelry, apparel, and outdoors space.

THE CHALLENGE

Commerce Canal was looking to streamline and optimize tasks their staff executes daily while managing and optimizing PPC Ad Campaigns for their clients on Amazon. Team members at Commerce Canal spent many hours each week performing essential - yet time-consuming - tasks like keyword harvesting, negative keyword setup, and bid adjustments. The problem was compounded as Commerce Canal scaled and as their clients also scaled to new marketplaces or transitioned from Amazon Vendor Central to Amazon Seller Central.

THE SELLOZO SOLUTION

Using Sellozo's Amazon Ad Automation and Optimization Solutions for Agencies, Commerce Canal was able to easily realize an increase in efficiency and performance, while saving time in the day-to-day management for clients selling and advertising on Amazon. The suite of Sellozo tools provide a variety of time-saving enhancements and optimizations, including:



Keyword Discovery & Optimization

Automatically detect related keywords from Amazon's auto campaigns and from Search Term Insights and apply negative keywords or phrases, resulting in reduction of wasted ad spend, increased margins and overall improved results.



Data-driven Ad Automation

Fast manual and bulk changes to Campaigns, bids, keywords and more. Adjust daily budgets, make bid adjustments, take advantage of day parting, time of day or day of week ad spend refinements and more with a few clicks.



Visual Campaign Modeling

Campaign blueprints or custom templates make it possible to effectively plan and map campaign strategies - including keyword and optimization rules with advanced algorithms and continuous optimization - according to preset objectives specific to a client or product.

THE RESULTS

Thanks to advanced Ad Automation from Sellozo, Commerce Canal has seen PPC sales for some clients increase over 56% and total sales rise 61%. In addition, profit increases have been seen as high as 74%. Overall, in just a few months, the Sellozo Optimizer has out-performed a small army: performing over 4 million bid adjustments, discovering 22,000 new keywords and 27,000 negative keywords.



+74%

MoM PROFIT



+61%

TOTAL SALES



4M

BID ADJUSTMENTS



22K

NEW KEYWORDS