



## AMAZON ADVERTISING SUCCESS STORY:

Gorilla Sports & Finch  
Automating & Simplifying  
to Optimize Performance



### ABOUT GORILLA SPORTS

Headquartered in Germany with branches Europe-wide, Gorilla Sports was established in 2005 as a source for professional quality home gym equipment. Their direct-to-the-public business model cuts out the middleman to ensure the lowest price possible.

### BACKSTORY

Gorilla Sports first partnered with Finch in 2015 to grow their business through Google Search and Shopping, Bing Search and Shopping, and Display. We've been working together ever since with impressive results: Their year-over-year paid media revenues from Q1 2017 to Q1 2018 increased more than 70% for Shopping and more than 14% for Search.

In 2018, Gorilla Sports decided to try Finch for Amazon Advertising. As a relatively new advertising channel, Amazon is complex and challenging to scale with in-house resources, especially for advertisers trying to maintain a firm cost of revenue target.

"We no longer have to spend time making sure all our inventory is advertised, particularly when new products or ranges are added to our inventory."

- Leonie Achenbach,  
Head of Sales



## SUCCESS STORY

The Finch marketing technology platform—through our use of automation, AI, and machine learning—gave Gorilla Sports a competitive advantage on Amazon by:

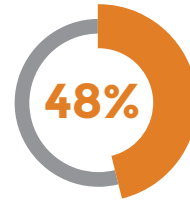
- Auto-building full product catalogs and advertising campaigns for scalability
- Creating a granular campaign structure, which provides actionable data
- Increasing market share by expanding their keyword bank with new relevant exact matches using our proprietary Dynamic Search Term Insertion (DSTI) feature

The result: Gorilla Sports optimized performance for each individual product, maintaining a set cost of revenue ratio and increasing Amazon revenues 54% in only two months.

As one of Finch's long-term success stories on Google and Bing, Gorilla Sports is now one of our earliest successes on the Amazon channel.



Increase in revenues



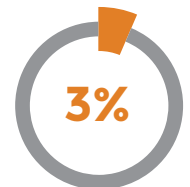
Increase in impressions



Increase in click volume



Increase in conversion rate



Increase in cost of revenues



Contact us to learn how Finch can automate, scale, and optimize your Amazon channel. Request a free expert analysis of your existing account or ask us how to get started.

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Finch is an award-winning marketing technology platform and one of the fastest-growing private companies in the U.S. Learn more at [www.finch.com](http://www.finch.com).

