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German Merchandising Company Experiences Major Revenue Increases While Operating at Target Cost of Sales from Granular Campaign Insights

The **FINCH** Platform Automates Complex Amazon Advertising Campaigns and Offers Unparalleled Insights into Campaign Performance for EMP

CHALLENGE

EMP, a musical and pop culture clothing and merchandise manufacturer, needed to execute strategy and bring direct results to their Amazon Advertising campaigns. With limited internal resources, EMP's internal marketing team focused their initiatives on ad content. They spent the majority of their time focusing on product detail pages, titles, and reviews compliant with Amazon guidelines. However, this approach left little-to-no-time for keyword strategies and campaign management.

Active in five countries, EMP needed a way to optimize their advertising cost of sales for Amazon. However, their internal team was overbooked with content responsibilities. After learning about the **FINCH** platform, EMP's marketing team realized that an automated and customized approach for Amazon Advertising campaigns was crucial for success. Additionally, the online merchandisers needed a way to understand how each campaign was performing—both individually and en masse, across multiple countries.

RESULTS OVERVIEW

Total revenue increased 1.7x YoY

Paid traffic revenue increased 3.2x YoY

Organic traffic revenue increased by 1.4x YoY

Revenue goals hit while operating a target ACOS

FINCH platform automated and optimized for 13,306 keywords YoY





SOLUTION

After receiving a complimentary audit from **FINCH**, EMP began to see immediate room for improvement. With **FINCH**'s team of experts, they determined the goals and advertising cost of sales targets most appropriate for EMP's business needs. The **FINCH** platform's insights capabilities allowed EMP to track their campaigns much more efficiently. Also, having the power of automation freed up EMP's marketing team's daily activities, so they could focus on driving strategy and interpreting campaign results through the **FINCH** platform's insights.

FINCH's team of experts uploaded EMP's Amazon campaigns into the **FINCH** platform. The **FINCH** experts set customized advertising cost of sales (ACOS) targets; meanwhile, the **FINCH** platform restructured all of EMP's campaigns. Not only were the custom ACOS goals crucial for EMP, but also the insights capabilities from the **FINCH** platform allowed EMP to manage the daunting task of optimizing campaigns across five countries.



The **FINCH** platform gave us the insights we needed for our many campaigns. We represent numerous musicians, film, and television shows. Therefore the need for tracking and campaign insights is extremely crucial. The **FINCH** platform's insights capabilities allowed us to understand what was going on from both a granular and big-picture perspective. We were able to optimize for individual SKUs that needed to coincide with band tours and film releases. Not to mention, we had a lean, internal team whose resources were exhausted. We needed big-time help. Only the **FINCH** platform could allow us to free up our workflow through automation and give us the power of having in-depth, campaign insights to track our progress. Not to mention, it helped us operate at a very healthy cost of sales. ”

Lars Bartels,
Marketplace Manager

Caroline Offergelt,
Online Marketing Manager

EMP experienced significant revenue growth while operating at a target cost-of-sales. The **FINCH platform revitalized EMP's Amazon campaigns. The **FINCH** platform offered insights into the channel, allowing EMP to view their paid media spend and strategy more holistically. Additionally, the **FINCH** platform's automation capabilities increased channel efficiency, allowing EMP to focus on driving strategy for their business.**



OUTCOME

The **FINCH** platform dramatically-increased revenues for paid campaigns; additionally, EMP also saw a significant increase with organic campaigns, due to the success of the paid campaigns. Having the power of the **FINCH** platform's insights allowed EMP to target from multiple perspectives (including placements and targeting) more strategically. EMP was able to promote merchandise items by identifying trends across the pop culture industry and advertising the right products at the optimal time. The **FINCH** platform's granular structure allowed EMP to custom-target its optimal buyers across an extremely-complex SKU count.

The **FINCH** platform automated and optimized keyword expansion for over 13K keywords. Organic revenue increased by nearly 1.5x during EMP's first year with **FINCH**. Paid revenue increased by 3.2x, while organic revenue also increased by 1.4x. The **FINCH** platform made daily bid adjustments and keyword optimizations, ensuring overall success. Most impressively, EMP was able to operate at a stable target ACOS. Total Amazon orders received nearly doubled. Paid orders increased 3.31x and organic orders increased 1.6x after utilizing the Finch Platform.



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