



## GET TO KNOW US:

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## YAMAHA CASE STUDY: BUILDING UP YOUR BRAND ON AMAZON

The successful project with Yamaha has shown how effective a holistic approach can be when it comes to Amazon optimization. Two years ago, when the manufacturer was looking for an agency that could take over their PAN EU account, the goal was to maintain or even improve their previous performance. Together with the client, we achieved growth of 300% within one year and were able to exceed the previous year's performance even in 2020, despite the Covid crisis.

As part of the holistic approach for Yamaha, we took over the content creation for the main portfolio in a first step and, based on an extensive SEO analysis, optimized the product data and subsequently also operated in the area of Search Advertising.

A special challenge came up when the product launch of the new soundbars had to be carried out, whose category on Amazon was already a highly competitive market. Here, we also started optimizing their content and beyond Search Advertising we also switched to DSP campaigns and integrated them into our strategy. Within our holistic approach, we were able to ensure a successful market entry through category review, account handling, portfolio monitoring and ongoing-optimization. A+ and B+ content convinced the Amazon customer of the product USPs, while advertising campaigns drew attention to the product. For the two soundbars we were able to increase sales by 600% and 200% within one year between 2019 and 2020.

After the success of the product launch, we are now looking forward to the next challenge of boosting the new category "Earphones" and achieving new results.

## WHO ARE WE?

Hi, we are Dept - an international digital agency with more than 1,200 experienced thinkers and doers, which unites one thing: A 100% digital DNA. As an agency we combine creative excellence with a strong understanding of technology and data. This way we are always one significant step ahead of others. We create digital experiences that inspire customers and move companies forward.