

# Top Food Brand drives ad efficiency at Amazon, Walmart

Case Study: Fortune 500 Food brand with over \$10 Billion in annual revenue



## THE PROBLEM

- Brand was already using a competing retail media software platform, but budgets were running out in the morning and campaigns weren't active during periods of peak demand.
- Brand was limited in its dayparting ability with old partner. Brand team also had no means of understanding how their automated campaigns were run and couldn't see the true drivers of performance.
- As a result, strategy for daily budgets could not be improved over time with input from the team.



## THE SOLUTION

### Get Granular with...

CommercelQ's integrated retail ecommerce platform

### Key Feature – Hourly Bidder:

Brand was able to scrape data for every hour daily to ensure that daily budgets were optimized to last longer and match key periods of high demand even if those periods were only a couple hours long. Example tactics:

- Adjusting bids based on hourly sales patterns taken straight from Amazon Marketing Cloud data
- Using an integrated insights dashboard to evaluate the business and direct strategic change with clarity

# Brand reduced wasteful spend by matching budgets with shoppers

## THE RESULT

After 1 month of hourly bidder...

**12%** Reduction in CPCs as brand captured key periods after competing brands ran out of budget

**+7%** Clicks due to alignment with high demand

**+34%** Impressions despite reduction in wasteful ad spend



Instead of running out of budget at 10am, campaigns stayed live till 5pm, capturing key shopping periods that were previously missed.

Formerly, campaigns would overspend at midnight when they went live that day.





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