

Teikametrics Flywheel

SPONSORED BRANDS

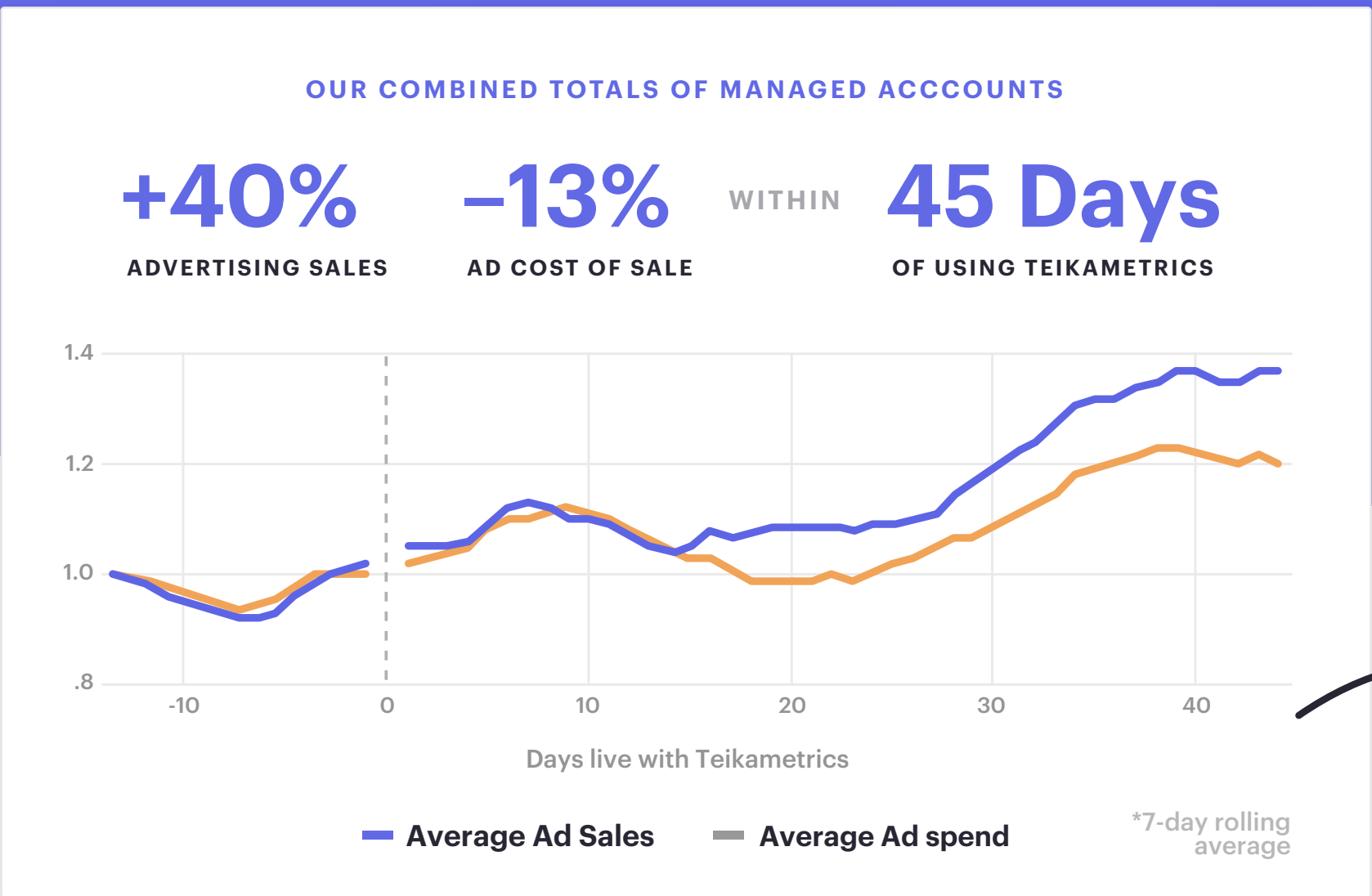
SPONSORED PRODUCTS

SPONSORED DISPLAY

What we do

Teikametrics optimizes your Amazon ads for maximum sales and profitability

Teikametrics Flywheel ensures every advertising dollar spent on Amazon advertising goes to what matters most: growing your business and increasing profits.



OUR ALGORITHM CONTINUALLY CHANGES BIDS TO INCREASE PROFIT AT A LOWER ACOS!



Maximize Profit: Margin-Aware Bidding

Ensure you always pay the right price for every click. With our margin-aware algorithmic bidding, you're always in control of your advertising profitability.



Drive Incremental Lift: Brand vs. Non-Brand

Differentially set the value of clicks by Brand and Non-brand keywords. We'll run discovery-focused A/B tests to measure the true lift of your advertising.



Manage Product Lifecycle: TACOS over ACOS

We do things differently. We don't just base performance on advertising sales, we look at your account hollistically to understand every aspect of its success.

OUR GROWING LIST OF INDUSTRY-LEADING BRANDS



R A Z E R™

MARK CUBAN COMPANIES



NUTRIBULLET.

ROCKPORT



SWANSON™

Top 50 Amazon Marketplace Seller

-40%

QUARTER OVER QUARTER DECREASE IN ACOS

+3%

QUARTER OVER QUARTER RETAIL REVENUE

What Swanson Health is saying

“ After years of using traditional digital agency services in an attempt to scale Amazon Advertising, we turned to Teikametrics for a technology that is purpose-built to optimize for profitability as well as the support of their Analyst team. Teikametrics' software is notably robust, and their analysts have helped us both maximize profitability and truly understand the incremental value of our Amazon Ads. They are a valued partner and we really appreciate the flexibility of their software and service model. ”

Corey Bergstrom, President of Swanson Health

What Green Gobbler is saying

“ I remember vividly telling Teikametrics that we were averaging 2,000 orders per week and that my goal is to double that number. As of today, we are averaging 4,500 orders per week. We couldn't be happier that we partnered with Teikametrics and what the effects of their team and system have had for our success! ”

Matt Sternberg, Owner of Green Gobbler



Growing brand on Amazon

+174%

YEAR OVER YEAR RETAIL REVENUE

+614%

YEAR OVER YEAR AD REVENUE AT CONSTANT ACOS

Technology

- Hourly bid changes to maximize keyword efficiency and visibility
- Margin-aware algorithmic bidding
- Product-level profitability metrics and reporting
- Holistic reporting on total Amazon advertising performance (TACoS)
- Automated keyword discovery and negation
- Proactive account notifications and alerts

TECHNOLOGY + EXPERTS = SUCCESS

Teikametrics connects the scale and power of robust data science technology with the know-how of expert analysts to achieve more than either can achieve on their own.

Expert Analysts

- Our experts leverage your business objectives to achieve optimal results in alignment with your unique goals
- Strategy execution for every product, at every point of its lifecycle
- Continual campaign audits, optimization tactics, and management checks
- Individualized, custom reporting
- Incremental lift testing

R A Z E R™

“Teikametrics' sophisticated approach to ad management, automation data science, and deep expertise has allowed us to conquest additional market share while optimizing within a given budget. I highly recommend them to anyone looking to scale their business on Amazon.”

Razer, Flywheel Client



POWER PRACTICAL

“Mark Cuban Companies' managing director introduced us to Teikametrics. I did a little research and was sold within about 20 minutes.”

Caleb Light, Vice President of Sales at Power Practical



Contact us at Amazonpartners@teikametrics.com for 3 free months of Sponsored Brands advertising optimization!