

APPLIANCE REMANUFACTURING LEADER, CORECENTRIC SOLUTIONS, LEVELLED-UP ITS AMAZON ADVERTISING EXECUTION, WHILE IMPROVING ACOS BY 15%

THE NEED: Finding a technology partner to take CoreCentric's Amazon advertising execution to the next level

Gage Anderson (eCommerce Manager) and Dave Powell (Executive Director Of Technology) at CoreCentric, were excited about the growth potential of Amazon's marketplace. However, they recognized that staying competitive requires CoreCentric to manage the Amazon advertising channel in a more sophisticated way. They were looking for a partner that offered both a technology platform and Amazon advertising expertise to help them transition into the next phase of growth.

Manually executing Amazon advertising was not just time-consuming, but CoreCentric was also not getting the most out of its ad spend. The rapidly evolving Amazon advertising features made it hard for Gage and the team to keep up with best practices.

15%
REDUCED
ACOS

50%
SAVED
TIME

ABOUT CORECENTRIC SOLUTIONS

Industry:
APPLIANCE PARTS

Location:
Chicago, Illinois, USA

CoreCentric partners with product manufacturers, service centers, and consumers to repair and renew appliances and parts. Established in 1995, CoreCentric is a leader in reverse logistics for the appliances industry. CoreCentric operates as a 3P seller on the Amazon Marketplace.

THE SOLUTION: Intentwise's Amazon Advertising Optimization Platform combined with training and support services

CoreCentric chose Intentwise for its unique combination of a technology platform and support services. Intentwise executed the engagement in two phases. Phase 1, which lasted six months, involved Intentwise restructuring the account and providing a fully-managed service. Day-to-day management was transitioned back to CoreCentric in Phase 2.

The CoreCentric team now leverages the Intentwise platform to manage Amazon advertising. The platform continuously surfaces performance improving recommendations. Recommendations span bid management, keyword optimization, product optimization, and more. Also, the Intentwise platform's automated rules capabilities have helped CoreCentric save a great deal of time in executing day-to-day tasks.

THE RESULT: A 15% ACOS improvement in 60-days. Dramatically improved agility and sophistication of managing Amazon Advertising

Within 60-days of using Intentwise, CoreCentric's advertising cost of sales (ACoS) was reduced by 15%. Corecentric's team has implemented an Intentwise published operational checklist to manage Amazon advertising effectively. Bid management and account optimization are more efficient and automated than ever before. Regular consultations with the Intentwise customer success team help CoreCentric keep up with best practices, leverage the Intentwise platform effectively, and keep advertising performance on target. CoreCentric is now able to operate the Amazon advertising channel with much greater agility and sophistication than before.

"The Intentwise platform assists us in being more efficient in managing our Ad spend. They are constantly enhancing the platform by adding requested features and functionality. This is a great platform with a great support team behind it"

Gage Anderson,
eCommerce Manager