

JENNIFER FROM EARTHLITE DECREASED ACOS AND GAINED DEEPER INSIGHT INTO AD PERFORMANCE

The Need: A Simpler Way to Manage the Data from Multiple Vendor Advertising Accounts

Jennifer Greune manages the key e-commerce accounts for Earthlite, the world's leading vendor of professional-grade massage tables, oils, and other related products. It is a preferred brand at leading international hotel chains and spas and actively sells its products in over 120 countries. Amazon's e-commerce platform is a vital component of Earthlite's sales success, and that success is driven by paid ad campaigns. But managing multiple Amazon Marketing Services accounts, tracking changes, and lowering the cost of her ad spend was a major challenge.

To get the most value from her Amazon advertising, Jennifer monitored a number of key metrics at both the campaign and even product level, such as ad spend, revenue, and number of clicks. But pulling the data was time consuming and frustrating even within a single Amazon ad account, and she was managing five. She knew there was more she could be doing to increase the return on her company's marketing efforts, but there were so many variables than she could possibly track, she just didn't have the time or specific knowledge to know which ones she should be focusing on.

Jennifer needed a simple dashboard from which she could manage multiple accounts, an easy-to-grasp overview of each advertising campaign, and a way to sort through all the data to extract the most value from her ad spend.



The Solution: In-House Ad Management with Intentwise's AI-Based Ad Optimization Platform

When Jennifer first went searching for Amazon advertising tools, most of what she found was geared towards sellers only rather than vendors like Earthlite, but the advertising options, and therefore analytics needs – are quite different. When she found Intentwise, she was relieved to have found a solution that solved both vendor and seller needs.

Its simple interface was nothing short of a relief. With the Intentwise platform, she could just type in the name of any product and immediately see how the campaigns had performed in the last 90 days, 60 days, or any other period she wanted. And all five accounts could be managed from one interface.

But she uses the Ad Optimization Platform for more than just reporting. Intentwise guided Jennifer on how to fully leverage their tools to stay in control of, and fully optimize, her campaigns. Together, they set up automation rules so Jennifer didn't have to manually execute every campaign tweak, and they set up customized alerts so she could always be aware if any of her campaigns needed her attention.

ABOUT EARTHLITE

Industry: Professional Massage Tables

Location: California, USA

Earthlite is proud to be the world's #1 brand in massage tables and supplies! Earthlite continually searches for ways to make their products better, at the lowest possible price, while maintaining environmental policies. Earthlite currently operations across 5 geographic marketplaces on Amazon.

"I think their customer service is phenomenal, and they always go the extra mile. They are very patient and willing to spend their valuable time on their customers and I am super impressed by that" – *Jenny Greune, Global Amazon Account Manager, Earthlite*

5
COUNTRIES
LAUNCHED

50%
SAVED TIME

22%
REDUCED ACOS

48%
INCREASED
REVENUE

8%
REDUCED CPC

Ongoing Support

What Jennifer didn't realize when she signed up for the platform is how much support she would get from the Intentwise team. "I think their customer service is phenomenal, and they always go the extra mile," she said. "They are very patient and willing to spend their valuable time on their customers, and I'm super impressed by that."

And it's not just technical support that Intentwise provides. They also help her understand how to do more with the platform. "I get a lot of value from my talks with them. They update me about improvements and new tools on the platform. All of these conversations gave me the benefit of truly understanding my campaign structure, and my understanding of Amazon advertising overall."

New Capabilities

As Earthlite's needs evolved, Intentwise has evolved with them. From the time Jennifer first signed up with Intentwise, she was impressed with how the team consistently rolled out new capabilities and features, several of which were based on her feedback. For example, Jennifer really wanted a bird's eye view of how the entire Earthlite budget was being spent, encompassing all products, campaigns, and markets. Intentwise incorporated this overview into its platform, with a user-friendly interface. Jennifer appreciated being able to get everything she needed in one place.

And every time there was an Amazon advertising update, Intentwise would update its platform as well to take full advantage of the new features and take the time to explain the changes to Jennifer.

The Results - A Relationship Driven by Mutual Success

With Intentwise's clear interface, automation rules, customized alerts, and suggestions, Jennifer could spend less time on basic account management and reporting and more time thinking strategically about her campaigns. And the Ad Optimization Platform gives her the deep insight into Earthlite's ad spends to do just that. Since using the platform, Jennifer has seen a noticeable decrease in ACOS, which has made everyone in her company happy.

INTENTWISE ADVANTAGE

- ✓ Achieve stellar results with in-depth recommendations
- ✓ Effortlessly monitor and analyze performance
- ✓ Save valuable time with automation
- ✓ Leverage Amazon advertising expertise on-demand
- ✓ Benefit from a high-touch customer support that is unparalleled in the industry