

HOW JONATHAN EXPANDED GLOBALLY AND CUT KIDORABLE'S ACOS

The Need: Increase Amazon Sales with Efficient Ad Campaigns

Jonathan Domsky is the President of Kidorable, a popular online seller of rain and winter gear for children. Started in 1997, the company sells its products through e-commerce sites worldwide. Jonathan had been using Amazon as a sales platform for over ten years and now in over 9 countries. While he experienced some initial success, sales suddenly began dropping by up to 40%, and he didn't know why.

Jonathan first hired an Amazon consulting firm to manage his accounts for him. Initially, he found them to be great strategists, but they were expensive and Jonathan wasn't satisfied with the level of client service. He encountered many broken promises, major delays and, after a few months, stopped seeing an ongoing return in his investment. He was especially frustrated by the common attitude that Amazon marketing was more of an art than a science. Jonathan had a hunch that Amazon advertisements didn't have to be this mysterious black-box model that he was being sold and that with the right tools he could unlock his own success. Eager to find a solution that worked better for his company, Jonathan started discussing other options with Intentwise's founder, Sreenath Reddy.



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

Jonathan's biggest concern when searching for a solution was protecting his time. While he was highly motivated to turn things around, as President of a growing company, he just didn't have additional hours to spare each week adjusting his ads. He was thrilled to find that the Intentwise AAO platform, which is powered by Artificial Intelligence and machine learning, was just the tool he needed to bring his Amazon marketing in-house.

To get him started, Jonathan had monthly check in calls with the Intentwise team. These calls not only taught him how to use the app but helped him understand how to develop his own inhouse process and expertise. That was tremendously valuable until Jonathan felt ready to continue on his own.

Intentwise demystified the entire process making it practical, logical, and easily controlled. With automation of routine marketing tasks, timely and actionable diagnostics and recommendations to accelerate sales, and simple tweaks to optimize campaigns, the Intentwise AAO platform greatly increased the efficiency of Kidorable's ad program by laying out the most beneficial actions Jonathan could take on a daily, weekly, monthly, and quarterly basis.

It allowed Jonathan to spend as little as 15 minutes optimizing his campaigns each week rather than the several hours it otherwise would have – an amount of time that is totally manageable. And it allowed him to optimize aspects of his campaign he never would have thought to adjust.

"The Intentwise Ad Optimization Platform has allowed me to spend our money more strategically and build our Amazon presence with confidence" – Jon Domsky, CEO Kidorable

“There have been about half a dozen things that I have asked them whether the app does or could someday do and every single one of them is now part of the app.” – **Jon Domsky, CEO, Kidorable**

5
COUNTRIES
LAUNCHED

40%
SAVED TIME

26%
REDUCED ACOS

ABOUT KIDORABLE

Industry:
Kids Apparel

Location:
Illinois, USA

Kidorable is a popular online seller of umbrellas, backpacks, rainwear, winter wear and towels for infants and children. Started in 1997, the company sells its products through e-commerce sites worldwide.

Ongoing Support and Updated Features

Jonathan also values Intentwise’s commitment to customer service. He reaches out to the team periodically whenever he has questions and wants their expertise. Just knowing support is a phone call or email away is a tremendous benefit.

Intentwise is not just responsive when it comes to questions about how to use their tools; they have actually developed new features and capabilities for its platform based on Jonathan’s feedback. “There have been about half a dozen things that I have asked them whether the app does or could someday do and every single one of them is now part of the app.” Jonathan said. “For example, I wanted to be able to look at the performance of keywords over multiple time periods simultaneously for comparison purposes, so I could determine whether a performance boost or decline was particular to a given month or whether it’s an actual trend and they did that for me.”

The Results –Decreased ACOS, Increased Confidence

“The Intentwise AAO platform has allowed me to spend our money more strategically and build our Amazon presence with confidence,” Jonathan says. Getting data-driven insight into the most profitable actions along with the support to help him carry them out, enabled Jonathan to finally achieve the quantifiable success he was seeking. Over the first three month period, he was able to cut Kidorable’s ACOS in half, and he continues to lower ad spend and increase revenue. Best of all, he’s done it using small, manageable increments of time each week.

WHY INTENTWISE

- ✓ 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