



How Adtomic helped Sunken Stone drive brand visibility for their client in a crowded category.

OVERVIEW

In 2018, iRise Organics turned to Sunken Stone, a San Diego based performance agency, to help expand their brand awareness and sales through secondary channels. iRise was unfamiliar with marketing beyond their own website, and they knew they needed to grow their brand in the Amazon space.

Sunken Stone did extensive work with iRise, optimizing their product pages and researching keywords. And Sunken Stone knew they could rely on Adtomic from Helium 10 to efficiently and effectively automate, manage and optimize the advertising efforts iRise would need in order to grow.

EXECUTION

Adtomic's tools helped Sunken Stone quickly set up, restructure, and scale campaigns for their client. They used Adtomic's Campaign Builder to quickly deploy five Sponsored Products campaigns, and they employed Adtomic's automated approach to campaign management, instead of creating them manually, one by one. Throughout the duration of each campaign, Adtomic's platform automatically referred to Sunken Stone's benchmarks

and suggested the removal of certain keywords based on target conversion rates and ACOS (advertising cost of sales).

Following the initial success of the Sponsored Products campaigns, Sunken Stone also launched Sponsored Brands campaigns, and a year later, created an Amazon store to further promote iRise Organics brand and help maximize visibility of its product.

Looking at keyword performance in the Sponsored Products campaigns, Sunken Stone was able to identify and target relevant search terms from the start, which drove conversions and increased sales. Adtomic helped Sunken Stone measure the performance of exact match keywords and identify which should be moved to broad match. The team optimized these campaigns on a biweekly basis to ensure the changes that were made had enough time to create an impact.

“Adtomic’s advertising platform has been a game changer for a small company like ours. Their automated tools and capabilities help scale our campaigns, so we can focus on high-level strategies and analytics to help grow our clients’ brands. It’s imperative that we dedicate time to experiment with Amazon’s advertising solutions, so having certain tasks automated gives us the ability to do exactly that.”

– Justin Nguyen, Advertising Manager, Sunken Stone

RESULTS

With the help of Adtomic’s automation tools, Sunken Stone reached countless new customers and delivered over 4.5MM impressions with a 12% ACOS for their client, iRise. Since launching in September 2018 as a new brand on Amazon, iRise Organics’ sales increased 7x per month with advertising contributing to over one-third of the monthly sales, on average.

Since initially launching on Amazon, iRise Organics has increased its monthly spend on Sponsored Products by 6x, and they have seen over 1,000 orders from new customers, based on new-to-brand metrics.

Want to learn more? [Here’s the full story](#)