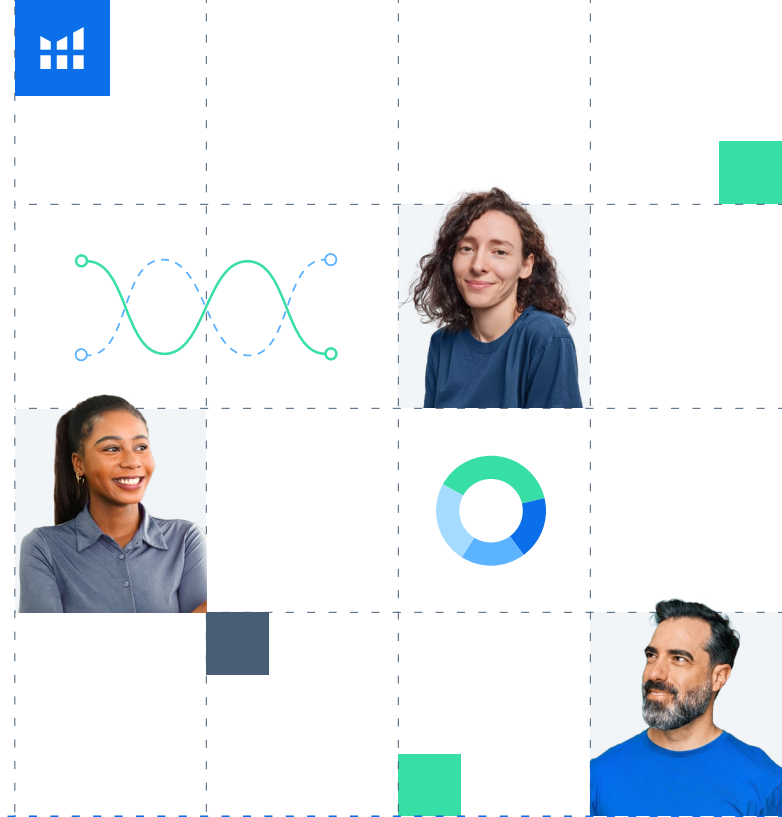
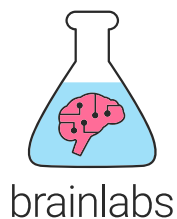




How One Agency Prepared for Prime Day Success with Market Tracker 360



Brainlabs is dedicated to helping businesses achieve their digital marketing objectives and grow their online presence.



brainlabsdigital.com →

About Brainlabs

Brainlabs is a global digital marketing agency, built around clients who want transparent partnerships, specialist expertise and market-leading growth

They work with a wide range of clients in various industries, from startups to large enterprises, providing customized marketing solutions that are tailored to meet each client's unique needs and goals. They are dedicated to using data science, automation, creativity, and innovation to help businesses achieve their digital marketing objectives and grow their online presence. Their strategic integration of process automation allows the team to prioritize and focus on strategy, forecasting and decision-making to support client growth. With over 800 employees led by an exceptional team with experience across industries, their culture has earned them awards such as the Sunday Times Best Places to Work and The Times Top 50 Employers for Women.

The Challenge

Brainlabs required market intelligence data to create a marketing strategy for their new and existing clients.

There was a need to understand market opportunity, competitor trends, category size information and growth trends to understand the client's market potential. Validating this data set against the client's existing marketing strategy helps Brainlabs properly assess overall brand health and guide the client's roadmap for expansion.

Their Strategy

Brainlabs used the Helium 10 suite in conjunction with Market Tracker 360 to understand where to allocate advertising dollars based on historical market trends.

With 2 years of historical keywords and market insights, coupled with the ability to create markets with unlimited ASINs provided visibility into market trends which informed planning and strategy. Reda, Account Director at Brainlabs, shared "Keywords are the building blocks of everything we do. They are the foundation of Amazon businesses, product sales whether paid or organic and that is why we must create markets based on them."

Brainlabs wanted to put \$50k in additional advertising spend against promotions in April 2023 to bring in more conversions. When the team performed keyword research using the Helium 10 tool suite, they found that the sponsored keywords were trending down. To further understand if they should invest in April, the team wanted to understand if the market was also trending down. Using Market Tracker 360, they confirmed that April consistently saw a decreasing trend in the last 2 years, giving them confidence that they should not invest in April as demand was lower. They decided to reallocate this spend to May and June ahead of Prime Day when the demand was stronger.

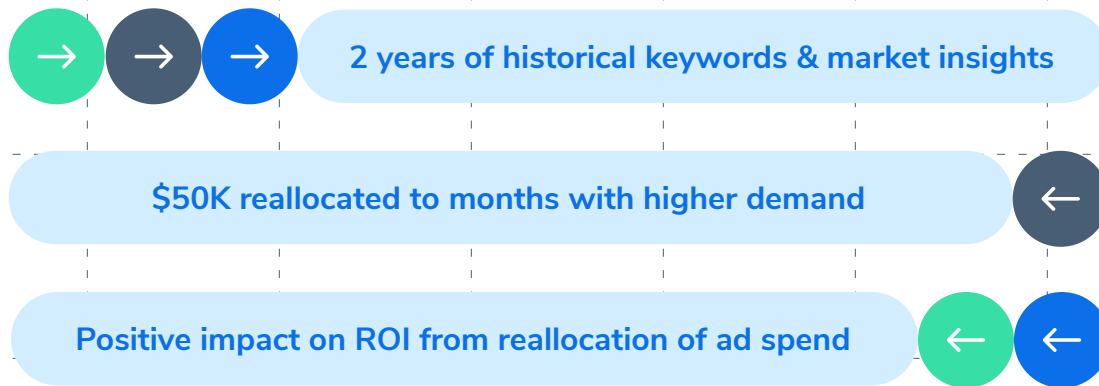
Two years of historical keywords and market insights as well as the ability to create markets with **unlimited ASINs provided visibility into market trends which informed planning and strategy**

- ✓ The team performed keyword research to find that **sponsored keywords did not perform as well in April** as other months
- ✓ They confirmed using Market Tracker 360 that April consistently **saw a decreasing trend over the past two years**
- ✓ The team reallocated advertising spend to May and June **when demand was stronger**

The Results

The data confirmed that advertising would not be as impactful in the month of April due to declining keyword traffic and market trends.

They were able to save \$50k in advertising dollars in April which could have negatively impacted their ROI. They decided to reallocate this spend to the months leading up to July's Prime Day, giving them a better chance for success and return on investment.



“Keywords are the building blocks of everything we do. They are the foundation of Amazon businesses, product sales whether paid or organic and that is why we must create markets based on them...This is the importance of Helium 10. **Without access to this level of data, we are driving in the dark**”

Reda Ahmed
Account Director, Brainlabs

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Your Amazon Business!

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