

## Amazon-Driven Success in Educational Toy Sales

In a declining children's toy sales market, the client confronted the reality of a challenging industry landscape. The objective was clear: carve out growth and market share despite the prevailing downturn.



### THE OBJECTIVE

The primary goal was to drive brand awareness while maintaining a positive Return on Advertising Spend (ROAS), ensuring that every dollar invested yielded tangible results. In a declining category, the client aimed to grow market share and quarter-over-quarter growth by reaching new audiences at a low cost, mainly targeting the Educraver parent segment - those deeply interested in educational toys and programs for their children.

### THE SOLUTION

By leveraging Amazon DSP, Choozle drove down CPM costs quarter-over-quarter, utilizing third-party data in conjunction with Amazon's exclusive retail data for a robust awareness campaign.

The campaign also employed various other targeting tactics, including in-market moms, resonate third-party audiences, Educraver audiences, lookalike audiences built on past brand store and product page visitors, LiveRamp toy third-party audiences, and retargeting audiences. Lookalike audience targeting drove a 3.2% ROAS across all formats, highlighting the precision and strength of Amazon's targeting capabilities and data. What set this campaign apart was the unique ability to merge third-party audiences from various partners with Amazon's exclusive retail data, creating a purposeful push for awareness.

Flexibility in budget allocation and the strategic targeting of specific audiences played a pivotal role in the campaign's overall success, ensuring a positive ROAS across all ad formats. Notably, in an awareness-focused campaign, the results extended beyond visibility, driving significant sales. Half of these purchases came from entirely new customers to the brand. Amazon's capabilities allowed the client to achieve their campaign goals by building awareness, attracting new customers, and delivering optimal value in the programmatic space.

### KEY RESULTS

ROAS:

**5.9%**  
DISPLAY

**3.2%**  
ALL CHANNELS  
(VIDEO, DISPLAY, AMAZON)

**15%**  
LOWER CPM  
THAN COMPETITIVE DSPs

**48.5%**  
INCREASE IN NEW  
CUSTOMER SALES

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