

Groupe SEB achieves more success through sponsored ads

Background

Groupe SEB is not a traditional company. While they are still a family run business, they operate in over 150 countries and focus on identifying new trends as a way of staying ahead of the curve. This strategy extends to selling on Amazon as well.

In order to help increase their sales on Amazon Germany, Groupe SEB started using sponsored ads in 2016 for their brands like Tefal, Krups, and Rowenta. "We saw this as a way to quickly boost products with low organic visibility but also to leverage the existing portfolio and increase sales across the whole portfolio," Yashar Nategh, E-commerce D-A-CH at Groupe SEB, said.

Groupe SEB decided to use an agency, Metoda, to help manage its campaigns. Metoda has an e-commerce background and developed an approach focused on an optimal bidding strategy that used all three ad products – Sponsored Products, Sponsored Brands, and Product Display Ads – combined with focused keyword targeting to help Groupe SEB reach its goals. As Stefan Bures, CEO of Metoda, said "Amazon has millions of items on its website, therefore discoverability is key for a brand. We are constantly evaluating their advertising products and utilise sponsored ads to help drive sales when our data indicates there is additional potential."



KRUPS
Tefal
ROWENTA

Success Highlights*



170%
Sales increase



137%
Increase in impressions



740% to 1220%
ROAS increase

**Data from Groupe SEB comparing results from February-April 2017 to February-April 2018*

Numbers don't lie

From February to April 2017, Groupe SEB had a ROAS of 740% without the help of the agency. After working with Metoda, Groupe SEB was able to achieve a ROAS of 1220% during the same period in 2018. Groupe SEB not only saw ROAS increase, but also saw ad attributed sales increase by 170% and ad impressions grow by 137%. Metoda was able to generate increased visibility for Groupe SEB's products while driving sales more efficiently than had previously been done.

Tips for success

Metoda incorporated a few key tips to drive a successful sponsored ads strategy for Groupe SEB:

- Promote the right products: consider elements like best-in-class product detail page content, great reviews and in-stock availability as this will help drive clicks and sales.
- Increase or decrease keyword bids based on campaign results to meet your goals for Sponsored Products and Sponsored Brands campaigns. This optimization could improve the chances your ads show in the best placements to relevant customers.
- Product Display Ads will target specific product detail pages as a way to reach relevant shoppers. Metoda recommends targeting detail pages where your advertised products have a better price, better features, etc., to better reach those relevant shoppers.

Stefan Bures says their clients expect that Metoda will continue to evolve their tools and expertise. Groupe SEB are continuing their sponsored ads activity in 2018. As Yashar Nategh, said "Sponsored ads provides an easy and effective way to increase visibility for products."



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Stefan Bures, CEO of Metoda