

CASE STUDY



About JumpOff Jo

JumpOff Jo is a family lifestyle company that creates products for infants, kids, and the home, with a few fun items for Mom and Dad.

Background

JumpOff Jo launched on Amazon in 2018 with Kaspian as their exclusive Amazon seller. At the time, JumpOff Jo was entirely new. They had no presence online or offline.

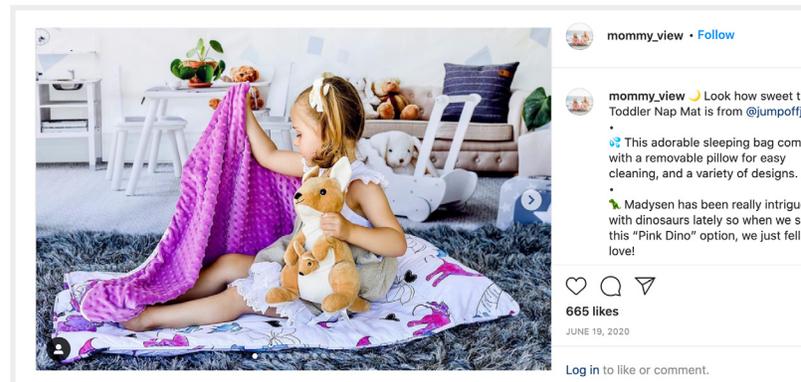
The Challenge

JumpOff Jo was launching their brand from scratch. Amazon has grown increasingly saturated over the years, and brands could no longer expect success by simply joining the platform. We needed to create a comprehensive strategy that would rapidly and sustainably grow their brand.

Our Strategy

1 Grow Awareness

Shoppers didn't know JumpOff Jo, so our first goal was to establish credibility. To do so, we created brand accounts on social media and began to engage consumers organically. We worked with JumpOff Jo to create strong, family-focused branding, including a brand voice, slogan, and artwork. We also launched social media ads to generate traffic for new listings and partnered with large and small influencers to engage tight-knit communities centered on parents.



2 Drive Sales

At the same time, we launched the brand on Amazon. Our SEO experts conducted keyword research and built the listings from the ground up, using original photography and graphics created by our Creative Services team. We also recognized the importance of customer reviews, so we enrolled JumpOff Jo in Amazon's Early Reviewer Program.

On the paid marketing side, we launched Amazon coupons and a mix of sponsored ads to begin capturing market share, using our proprietary Amazon ad management software to drive continually improvements.

3 Continued Growth

The work didn't stop after a successful launch. We continually sought new ways to strengthen JumpOff Jo's online presence.

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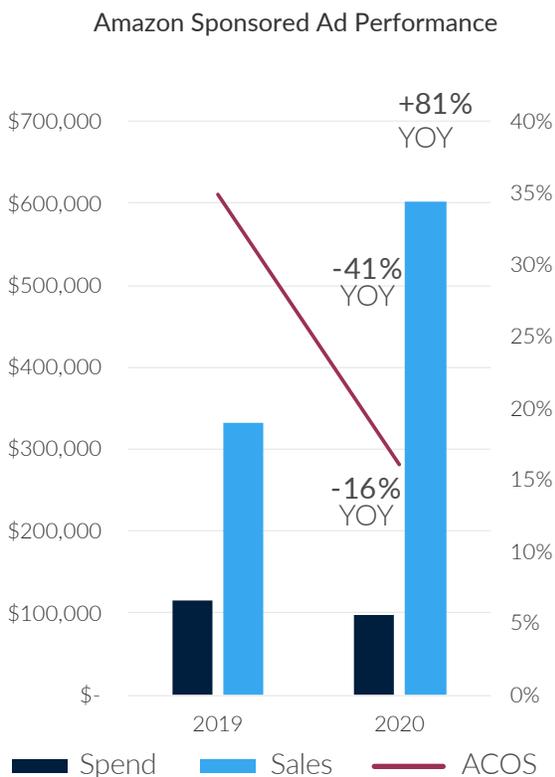


We created A+ Content pages for dozens of listings, built an easy-to-navigate Amazon Store, nurtured an ever-growing social media following, expanded their brand to Walmart's and Target's online marketplaces, and more.

Our Results

By the end of 2018, JumpOff Jo was reaching 30K brand name searches on Amazon per month, amassed hundreds of followers on social media, and was profitable enough to expand multiple profit lines.

In the years since, we've delivered the following results.



Brand Growth

- 62% sales increase YOY
- 60+ product lines launched
- 9K+ product reviews
- 2 new marketplaces added

Amazon Advertising

- 16% average ACOS
- 81% advertising sales increase YOY
- 16% ad spend decrease YOY

Amazon Brand Store

- \$250K+ attributable sales
- 9K+ units sold
- 60K+ visitors

Amazon Coupons

- \$24K+ attributable sales
- 4.1 return on ad spend

Social Media Ads

- 1.5MM+ impressions
- 13K clicks

Influencer Marketing

- 100+ influencers networked
- 50+ active micro influencers

Social Media Channels

- 2,300+ followers