

# CASE STUDY



## Background

Kali Audio was founded in January 2018 by some of the professional audio industry's most passionate individuals. They knew that breaking into the Electronics category would be tough, so they partnered with Kaspian as their exclusive Amazon third-party seller to launch their channel.

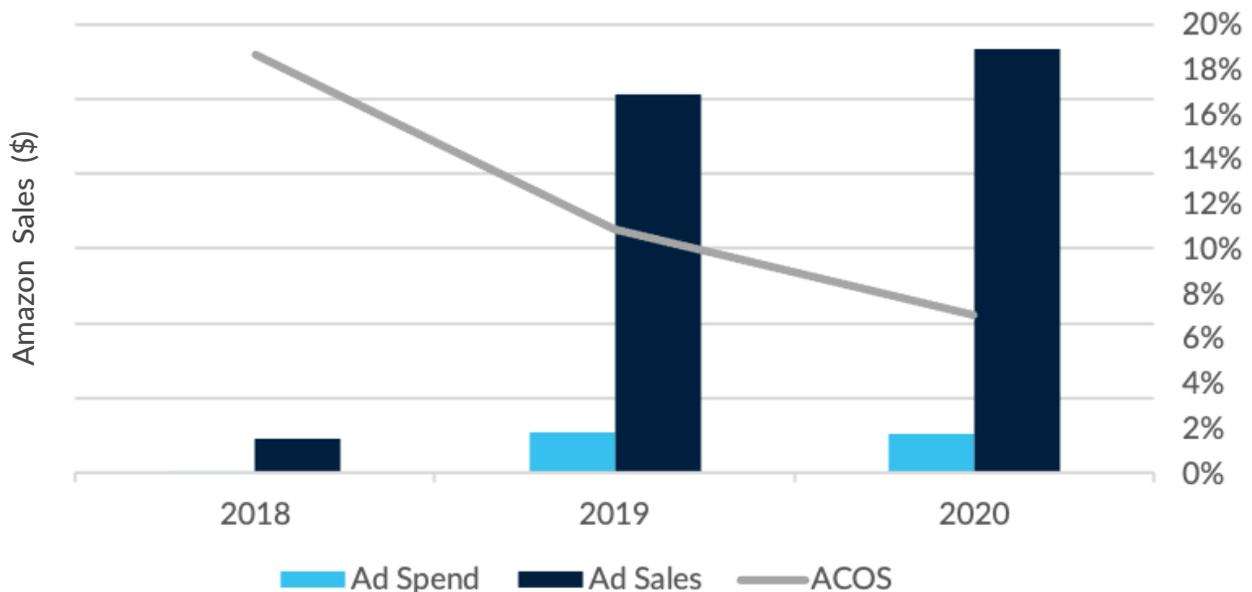
Starting from scratch, Kaspian worked with Kali Audio to build a secure and robust Amazon presence in the highly competitive niche of studio monitors. In 2019, Kali Audio's sales grew over 1,000% year-over-year as the brand rocketed to success. In 2020, Kali Audio's growth stabilized as they reached their competitive growth zone.

Throughout 2020, we've continued driving steady sales growth for Kali Audio, while improving marketing performance across the board.

## 2020 Amazon Advertising Results

- 12% Sales Growth YoY
- 7% Avg. ACOS, a 3% reduction YoY
- \$0.49 Avg. CPC, a 50% reduction YoY
- 5% Reduction in Ad Spend YoY

## KALI AUDIO AMAZON ADVERTISING



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We also deployed marketing efforts beyond Amazon to jumpstart Kali Audio's product launch, including influencer marketing and social media ads.

## Influencer Marketing

We strategically partnered with influencers in the DJ space to support Kali Audio's launch on Amazon. Through the influencers' recommendations to their loyal followers, we were able to gain traction with a highly-relevant, niche audience.

## Social Media Ads

We helped Kali Audio launch with a bang through running social ads on Facebook and Instagram. We collaborated closely with Kali Audio to define their ideal target audience on Facebook.

Over the course of a year, we achieved the following results for social media ads:

**30K+**

*Clicks to  
Amazon Listing*

**2MM+**

*Impressions*

**3%**

*Click-Through-Rate*