

# CASE STUDY



## About Survivor Filter

Survivor Filter is a company with a simple goal - to provide people with access to clean water in any environment when they need it most.

## Background

Survivor Filter first partnered with Kaspian as their exclusive Amazon seller in 2019. As a Canadian brand, Survivor Filter had an established presence on Amazon Canada and sought a trusted partner to grow their brand in the US.

## Our Strategy

We sought to build brand awareness on and off Amazon, so we launched a mix of social media ads, Sponsored Product Ads, Sponsored Brand Ads, and a Deal of the Day. We also provided content updates, marketplace compliance assistance, and launched Survivor Filter on Walmart.com.

## 2020 Results

When we partnered, Survivor Filter was selling five-figures per month. In 2020, we grew Survivor Filter's sales to six figures per month.

- 292% sales growth YOY
- 33% of sales from marketing
- 14% avg. ad ACOS
- 45% reduction in ACOS YOY
- 2MM+ social impressions
- 100K clicks from social ads
- 57% higher sales WOW after Deal of the Day

## Survival Filter Amazon Sales



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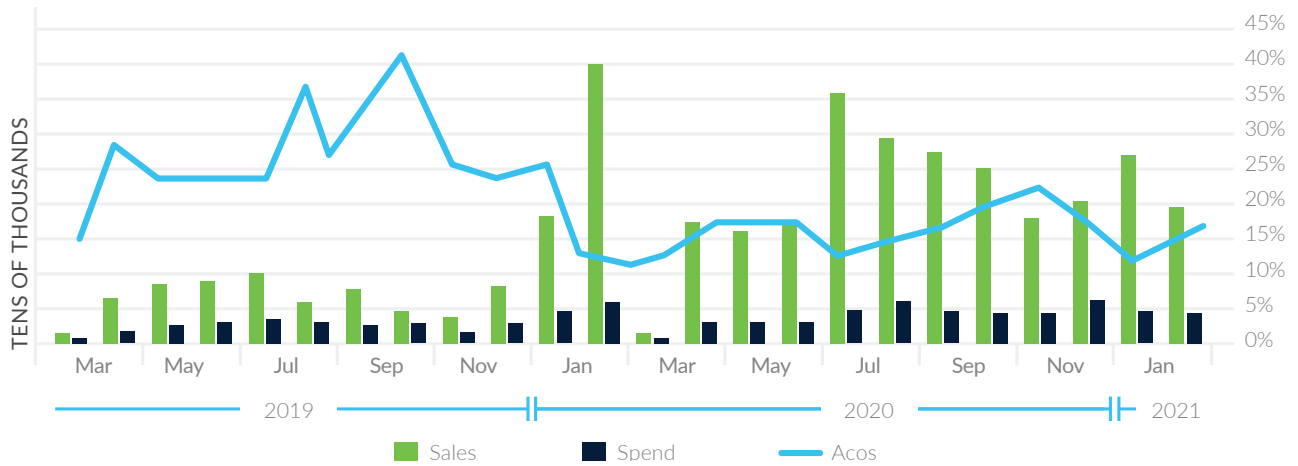


“Kaspian has been a professional and easy to deal with partner that has allowed us to focus on developing new products while they help us scale and manage the complexities and challenges of selling on Amazon. I can't recommend them enough.”



- Mark Zakaid, Founder, Survivor Filter

## Survivor Filter Amazon Advertising



## Survivor Filter Deal of the Day

