

CASE STUDY



About UB Toner

Designed by a woman for women, UB Toner offers the latest and easiest way to increase day-to-day strength. The simple, ingenious product design enables upper body toning in just 10 minutes per day.

Background

UB Toner has partnered with Kaspian as their exclusive Amazon seller since 2017. From the beginning, we set out to grow their audience and sales. In 2020, they tasked us with continuing to grow their sales while increasing advertising efficiency, setting a target ACOS of 15% or less.

Our Strategy

Throughout our partnership, Kaspian has run Amazon advertising campaigns for UB Toner. In 2019, we added social media ads to the mix, to cultivate a community of fitness enthusiasts. We also launched influencer marketing campaigns on Facebook, Instagram, and YouTube to generate fresh assets and grow brand awareness.

2020 Results

We achieved UB Toner's target ACOS, averaging 13% in 2020. We also drove strong sales growth every month, with sales soaring in the months after gyms closed across the nation. Our social media efforts also paid off. Even 3 years since it published, our YouTube influencer content continues to bring new customers to UB Toner.

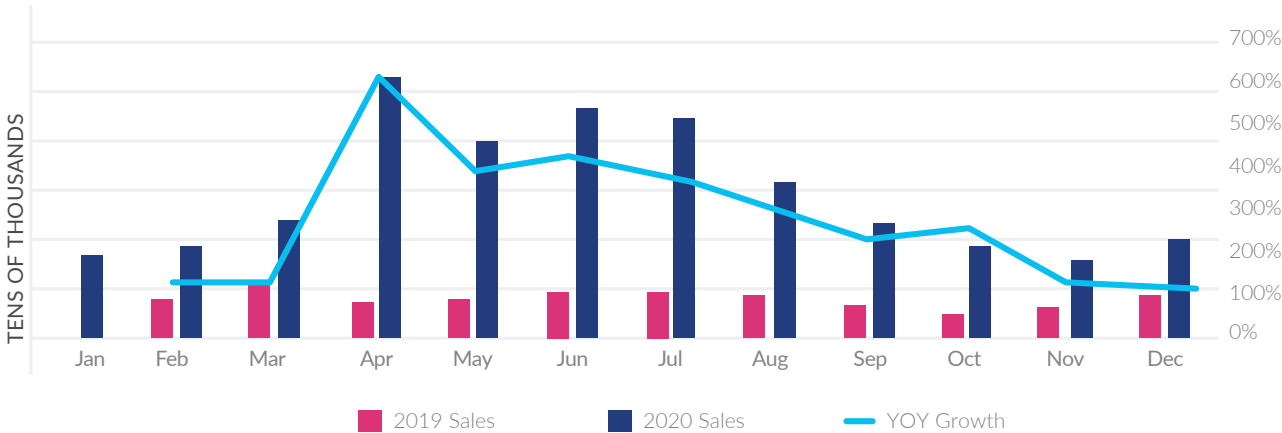


- 300% sales growth YOY
- 111% ad sales growth YOY
- 13% avg. ad ACOS
- 27% reduction in ACOS YOY
- 950K+ social impressions
- 900K YouTube views from influencer campaign
- 800+ YouTube comments

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UB Toner Amazon Sales



UB Toner Amazon Advertising

