



Case Study | Decoration

# Amazon DSP for acquiring new customers

## Initial situation

Our client is an up-and-coming manufacturer of high-quality decoration products that wanted to expand its presence on Amazon and attract new customers. The company was looking for an effective advertising strategy to stand out from competitors and target potential customers.



## Goals

The main objective of the DSP campaign was to attract new customers for the brand on Amazon and to increase brand awareness. Compared to Amazon PPC (Pay-Per-Click), DSP should enable deeper targeting and improve performance in terms of brand awareness and customer loyalty.

## Measures

**1. Target group analysis: Identification of the most relevant target groups based on the buying behavior and interests of potential customers.**

**2. Creative design: development of appealing advertising content that highlighted the uniqueness of "FictiDecor" products.**

**3. Targeted Delivery: Leverage the Amazon DSP platform to deliver ads specifically to the selected audiences.**

**4. Monitoring and optimization: Continuously monitor campaign performance and adjust strategy to achieve the best results.**



# Outcomes

**+40%**

Increased brand awareness on Amazon.

**+1.500 new customers**

Customer acquisition on Amazon during campaign period.

Improved customer retention through targeted advertising to relevant audiences.

Increased visibility of the brand in the competitive environment.

## Key takeaway

Compared to Amazon PPC, Amazon DSP offers deeper targeting and allows brands to spread their message across different Amazon platforms. DSP is particularly well-suited for brands looking to strengthen their branding and retain customers over the long term, while PPC is more focused on immediate sales and click generation.

**1. Amazon DSP is a powerful form of advertising to attract new customers and build brand awareness.**

**2. DSP can be a valuable complement to Amazon PPC, especially when long-term customer loyalty is the focus.**

**3. A well-thought-out Amazon DSP strategy is a must for brands that want to succeed in ecommerce.**



### About eBazaaris

Since 2016, eBazaaris provides brand owners with a comprehensive approach to evaluating, developing and managing ecommerce marketplaces and social media platforms in Europe.

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