

With Intentwise, Cheer Collection Doubles its Amazon Ads While Cutting Costs by 50%

Overview

Launched in 2014, Cheer Collection is a family-run, family-focused company providing high-quality products and solutions that “bring happiness” to customers’ homes.

With an expansive and always-growing collection of bedding, bath, kitchen, decor and pregnancy products and solutions, Cheer Collection has quickly become a trustworthy go-to brand for families looking to add comfort and visual appeal to their homes.

The Challenge: Cutting through the Amazon Clutter

While many customers buy directly from the Cheer Collection ecommerce site, the company also sees significant engagement and conversions via Amazon.

Recognizing the need to cut through the Amazon clutter and best engage these critical shoppers, David Berko, owner of Cheer Collection, tapped multiple vendors to help boost his visibility and success on the platform.

“No matter your brand, your products or your plans, if you’re selling on Amazon you need to heavily rely on ads,” David says. “Amazon is a world unto itself. If you aren’t leveraging ads, you’re getting lost. We kept trying to find the right vendor to help with our responsive Amazon campaigns, and we were having a hard time.”

The Solution: Intentwise’s Technology Platform and Services

After syncing up with several vendors – some on multiple occasions – David connected with Intentwise. **Their professionalism, knowledge, transparency and seamless integrations helped Cheer Collection realize an immediate boost in sales** while laying the groundwork for more substantial gains in the weeks and months that followed.

These successes, David notes, came without added resource allocation or overhead. The Intentwise technology platform and support services freed David and his team up to oversee other key areas of the business. Now, the teams meet on a regular basis to review data, wins, and next steps.

The Results: Double-digit Growth Paired with Double-Digit Cost Savings

Months into the partnership, David says Intentwise helped Cheer Collection holistically grow its Amazon ads – and the business. Unlike many vendors that focus on a specific SKU or category, Intentwise reimaged Cheer Collection’s ad campaigns, looking to improve sales across its entire collection. Today, products are selling in every category, with a consistency David and his team appreciate – and can count on. That, though, is just the beginning. Since partnering with Intentwise Cheer Collection’s sales have doubled while costs continue to decrease. With other vendors, David notes, campaign costs ranged from 40-50% of their incremental revenue. Intentwise’s efficiencies helped Cheer Collection not just hit their 30% target but get costs down to 25% while continuing to grow sales.

This holiday season, David notes, was the most successful in the company’s six-year history, and he attributes much of that to Intentwise.

“It’s usually the 80/20 Rule,” David says. “Usually, it’s 20% of product SKUs driving your sales. But that’s not the case since we started working with Intentwise. Everything is growing. All our categories and SKUs are seeing lifts. We’re selling across the board on Amazon, and we’re very pleased.”

More importantly, David says, sales are continuing to grow and, recently, Cheer Collection and Intentwise extended their partnership into Walmart and Amazon DSP campaigns.

“Intentwise knows my business and my products,” David adds. “They understand me. They’re on the ball. They know exactly what I want and where I want to go, and they always react to it. The Intentwise team knows what they’re doing and have made a tremendous difference in my business.”

How Intentwise helped Cheer Collection

- Doubled Amazon ads
- Cut campaign expenses by 50%
- Experienced strongest seasonal sales to date
- Maximized sales across all product SKUs and categories