



Basket Lady witnessed the power of running ads on Google and Amazon simultaneously



The challenge

JumpFly's client, Basket Lady, **wanted to pause their Google ads and only run on Amazon** because they were not seeing the same returns on Google as they were on Amazon.

JumpFly stressed the importance of coverage on multiple platforms.

The test

JumpFly paused Basket Lady's **top spending Google Ads campaign for 11 days** to see the impact it would have on their Amazon results.

The results

Basket Lady's Amazon's **sales fell by over 37% and their ACoS jumped by over 31%** compared to the prior three month's average. **Their ACoS was the highest it has been in the three plus years** they have been running Amazon ads.

The conclusion

While customers will buy direct from a website, **many are researching and will eventually purchase on Amazon due to security, familiarity, and Prime's free and fast shipping.**

Featured solutions:

Campaign Type:

- > [Sponsored Products](#)
- > [Sponsored Brands](#)

Targeting:

- > [Automatic](#)
- > [Manual](#)

Amazon Best Practices:

- > [Amazon Storefront](#)
- > [Negative Keywords](#)
- > [Sponsored Products Budget Cap](#)
- > [Search Term Report](#)
- > [Waterfall Strategy](#)
- > [Keyword Match Types](#)

“ The importance of a unified advertising strategy can't be stressed enough. Testing our theory was enough for us to know that paid search goes hand in hand with sales on Amazon, strengthening overall business.”

—Nikki Kuhlman, Account Manager, JumpFly

37%

Fall in Sales
Compared to Prior
3-Month Average

31%

Jump in ACoS
Compared to Prior
3-Month Average