

## TEIKA AI STUDY

# Value of the Teikametrics Bidder: Larger Brands **Increased Sales 27%** with Steady Conversion Rates in First 60 Days

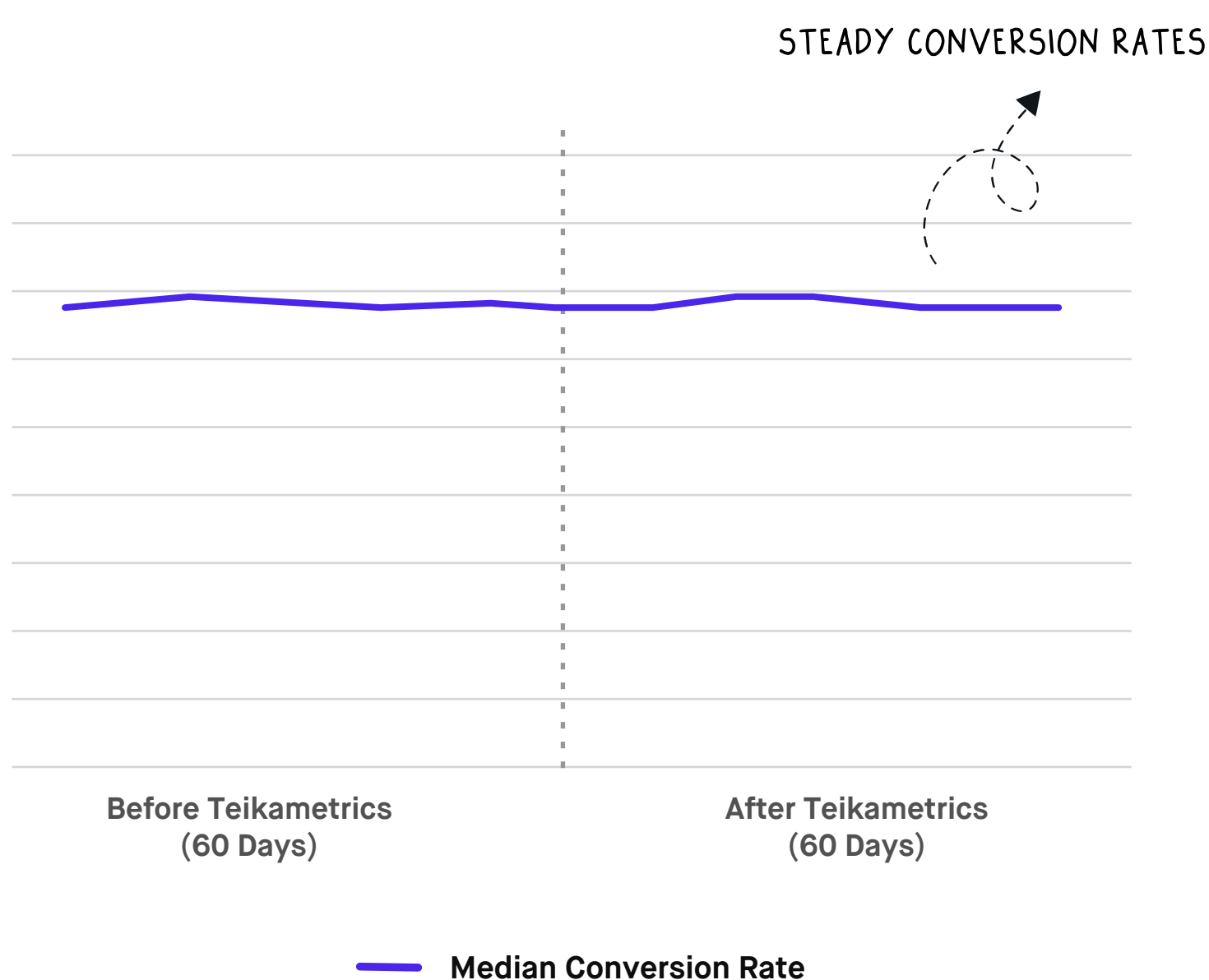
Larger brands on Amazon typically have honed their advertising strategy over a number of years. But if growth begins to plateau, it's important those same brands find any new advantage they can to break past that stagnation. Better bidding technology can make a major impact here.

A new analysis shows why larger brands are turning towards Teikametrics and our bidding engine. Teikametrics helps the vast majority of these brands drive significantly more revenue in a matter of months, even if they are large, active advertisers prior to signing on with Teikametrics.

Last year, more than 1,000 brands that had already been spending \$1,100 or more on advertising in the prior 60 days signed on to Teikametrics to optimize and automate their bids.

Just 60 days after turning on Teikametrics and our bidding technology, those same sellers experienced **median sales jumps of more than 27%** from the previous period.

**While most of these sellers did spend more when they came to Teikametrics, the spend was justified by our ability to keep conversion rates consistent as they scaled across new keywords and products.**



For larger brands selling on Amazon, this analysis shows how Teikametrics' bidder can meaningfully improve the ability to **grow sales on the marketplace without sacrificing performance on other key metrics**. Our software and bidding technology, together with our team of expert analysts, can put you in the best position possible to push past any stagnation and drive new sales growth.

## METHODOLOGY

This analysis is restricted to more than 1,000 Amazon sellers using Teikametrics for the first time in 2020. The data examined spans both the 60 days prior to using Teikametrics, along with the first 60 days using the platform and associated bidder. For ease of comparison, sellers were grouped according to their pre-Teikametrics advertising spend amounts.