



AJ DeZines, a seller on Amazon.in offers a wide range of children's apparel with focus on ethnic wear. In a crowded marketplace, with several sellers to compete with, the company recognized that it needed a cost-effective way to showcase its products and make them more visible to shoppers and hence adopted **Amazon Sponsored Products**.

Starting off from advertising 50 products, today **AJ DeZines**, runs a Sponsored Products campaign for nearly every product in its portfolio.



Advertised
Products

1k



Return on
Investment

19x



Improved Search
Ranking



New ad
creation in

<2m



Concurrent
campaigns

100

REACH OUT TO THE RIGHT SHOPPERS IN 2 MINUTES

AJ DeZines began by using the feature of Sponsored Products called automatic targeting that proved to be effective and very easy to set up. Through this feature, Amazon automatically displays the ads to relevant shopper searches and so that the product is made visible to high purchase intent shoppers who are looking for specific or related products.

“Setting up a Sponsored Products campaign is straightforward and easy. I set up campaigns myself in just few minutes without any special expertise and the results have been extremely satisfactory.”

Abhishek Jain,
Proprietor, AJ DeZines

BOOST RANKING AND ROI

When AJ DeZines decided to expand its portfolio on the online marketplace, they utilized Amazon Sponsored Products to help launch new products that would help scale up the business. This decision of expanding the product portfolio on Amazon.in was based on the potential of the marketplace, and the results of using Sponsored Products that lead to an incremental sales of over 2X and an ROI of 19X (1900%). “Being a businessman, sales is an extremely important parameter of success and Sponsored Products has helped us exceed our business goals with flying colors. The benefits have been multifold. Apart from great incremental sales numbers, Sponsored Products has helped our search ranking improve drastically, skyrocketing us to the number one position for certain keywords even on natural searches,” says Mr. Jain.

QUICK & MEASURABLE RESULTS

Another important aspect of any advertising product is to be able to check the performance of your campaign and make changes to it at any point in time. Sponsored Products provides in-depth reporting that captures the number of ad views, clicks, sales, spend and the advertising cost of sales.

“We also owe the success of our campaigns to the fact that we have access to the campaign manager dashboard where we can check campaign performance, make changes to the keywords selected, increase or decrease our bid and optimize our campaigns at any time. This sort of flexibility and control is something we have experienced only on the Amazon marketplace,” says Mr. Jain.