



COCOFLOSS

Cocofloss is an e-commerce retailer that specializes in luxury dental floss. Its products feature polyester filaments to help consumers floss better, while simultaneously whitening and freshening teeth. Cocofloss started working with Logical Position (LP) in 2017 to manage its pay-per-click advertising, search engine optimization and paid social campaigns. In January 2019, Cocofloss launched its Amazon advertising with LP.

GOALS

Cocofloss managed Amazon ads in-house in 2018 but didn't generate the performance it anticipated. The company knew Amazon was an important place to advertise, so it started working with LP to improve its total sales and return on ad spend using the platform. LP created Amazon search campaigns to increase Cocofloss' overall advertising presence on Amazon and targeted products similar to dental floss to make sure Cocofloss showed up for the right searches.

RESULTS

Cocofloss' Amazon ads campaigns generated a 78% increase in total Amazon store sales and an 82% increase in return on ad spend. Even better, Cocofloss saw 533 new-to-brand orders in the first three months of launching with LP, which amounted to \$13,000 in new-to-brand sales coming directly from Amazon. Cocofloss entrusted LP to manage the rest of its digital marketing strategies, and our approach with Amazon has proved that we achieve amazing results, no matter what the platform.



78%

Increase in Amazon Store Sales



82%

Increase in ROAS



533

New-to-Brand Orders



\$13K

in New-to-Brand Sales



Logical Position has helped take our Amazon Advertising to a whole new level! Not only did they achieve our efficiency goals, they blew our volume forecasts out of the water. We couldn't be happier with what the Logical Position team has done for our brand and establishing our presence in the Amazon marketplace.



- Team Coco Floss