

# Demand Generation Meets Product Innovation and Order Fulfillment

## KEY METRICS



**66%**

Revenue Increase YoY



**228%**

ROAS Increase



**+10k**

Order Increase

## Let's Drink To That

Wine has an ideal beverage temperature for consumption, which can be at odds with warm summer outings in the sun. Once the wine has been poured into a glass, it's susceptible to heat increases that can compromise the flavor profile. For years, wine lovers have circumvented this with ice cubes or tolerated it for libation's sake. In this case study, we cover our impact with an industry-first product, VoChill, which keeps poured wine chilled for optimal consumption.

### ABOUT VOCHILL

Texas-based [VoChill](#) is the brainchild of husband-and-wife duo Randall and Lisa Pawlik. It was dreamt up and eventually launched in 2020. The solution to warming beverages was to keep the wine at the right temperature without disrupting the wine-drinking experience. The product vision was to accentuate the wine glass without altering the beauty of the wine itself.



## Challenge

As a new brand entering the crowded market of wine accessories, VoChill struggled to build brand awareness with audiences that didn't know who they were. As a young startup, the business needed to generate valuable revenue quickly to stabilize cash flow, making Amazon Advertising Solutions the ideal fit for its brand.



## Strategy

With a small product line offering, there was little room for segmentation. Instead, we built single keyword ad groups to isolate the top-converting search terms and funnel more budget into those campaigns. Without historical data to reference, this provided valuable insights for our team to understand which search terms converted and which ad placements impacted sales.

From there, we split campaigns between branded and non-branded terms to isolate users new to the brand from those already familiar with VoChill. This and negative keywords allowed us to aggressively pursue first-time buyers and introduce VoChill to a larger audience.

Of all the advertising channels available; Amazon has been the backbone of new customer acquisition because the platform is designed to convert.



### Sponsored Products

As the highest-converting ad type, these put the brand in the best possible position and consumed nearly 80% of the total budget. These ads were leveraged for brand protection in parallel with offline PR initiatives to capture queries, prevent buyers from getting distracted, and keep shoppers engaged within the brand funnel.

### Sponsored Brands

We used strong creative in these placements to build their lifestyle brand on Amazon by selling the experience. This ad type also leveraged award and feature acknowledgments from publications like Oprah and Shark Tank, increasing engagement and brand authority.

### Sponsored Brand Video

Dynamic video creative grabbed attention and "stopped the scroll." Multi ASIN campaign correlated the videos to specific products. Brand video for Top of Search served as a spotlight ad above the listing. Vertical video was leveraged for mobile to align with social media deliverables.

### Sponsored Display

This technique was used during the gifting season to retarget audiences that had landed on VoChill's page but didn't purchase. We remarketed on 7, 14, 30, 60, and 90-day windows, getting less aggressive as we move further away.

### Custom Ads

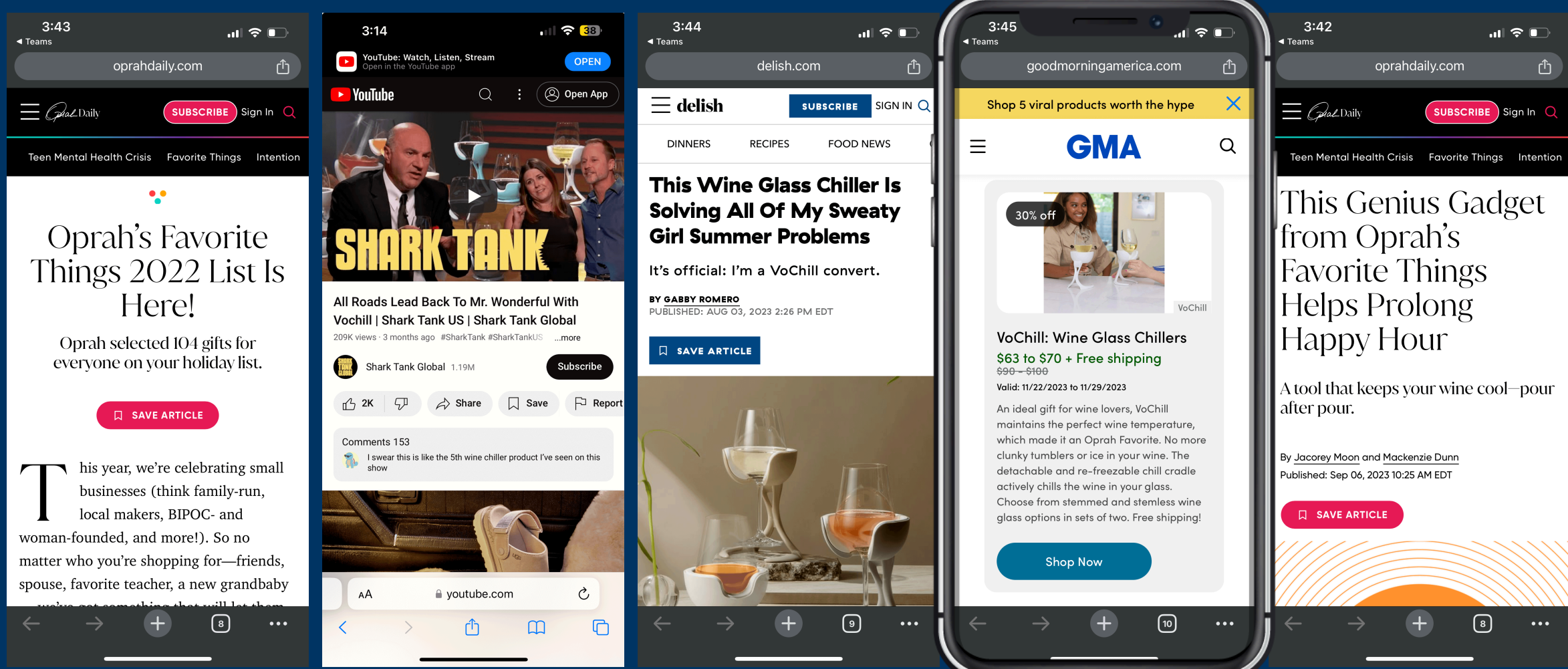
VoChill's strong visual appeal is highlighted with custom creative matching various wine types with specific seasons and locations—for instance, summer rosé by the pool and a winter cabernet in the dining room.

### Follow (shopping experience solution)

Brand-tailored promotions reinforced lifestyle appeal, which drove remarketing efforts.

## NATIONAL COVERAGE

Alongside our campaign wins, VoChill earned the following media placements.



## RESULTS

By consistently monitoring the KPIs mentioned above to determine campaign health and vitality, we've sustained explosive growth for VoChill and helped them carve out a definitive niche in the wine accessories market. Ultimately, however, we focus on the following KPIs to guide account optimizations and meet the needs of the business:

### ROAS

This number started at 2.39x and grew to over 10x ROAS. With limited resources, the initial results served as proof of concept for increasing ad spend with a flexible budget.

### Purchase Rate increased by 50%

This resulted from intentional brand building, increasing visibility, and pushing the best creative assets to put the right messaging in front of their various audience segments.

### Sales

Revenue increased by 66% year over year. We managed inventory to stay ahead of demand by promoting SKUs with high stock levels.

### Branded Search Impressions

Branded search volume increased by 56% for "VoChill Wine Glass Chiller." Impressions grew from 10,575 to 67,297 when comparing August '23 year over year.

## Impact

- **Signaled Next Steps:**  
Built confidence in the campaign by analyzing New to Brand and Conversion Rate metrics to build from.
- **Incorporated Lifetime Value:**  
By evaluating 'repeat purchase behavior,' we determined the likelihood of shoppers returning for additional products and adjusted bids accordingly.
- **Leaned on Promotions:**  
Drew new interest through promotions such as holiday shopping, Mother's Day, Prime Day, etc., to fill re-marketing audiences.
- **Optimized for a Longer Buying Journey:**  
Based on our learnings, we created multiple touchpoints for VoChill's longer-than-usual lead time to conversion, leveling the campaign expectations and maintaining direction.



## Tips For Achieving Similar Results

- Invest in high-quality creative assets to make your brand stand out
- Use loose match automations to find new converting keywords
- Move high-converting terms to manual campaigns to gain better control
- Increase budget around busy times and optimize for remarketing campaigns to keep your brand top of mind during high purchase periods

Is your business ready to sip from the sweet cup of victory? If so, reach out today for a complimentary campaign consultation and free account audit to put your brand in a position to win.

[Learn More](#)