

# How Auris Optimized Ads with Mayan - and Freed Up Time to Acquire Another Business

With Mayan, Auris Grew 50%+ Annually... in 2021 and 2022.

Case studies



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**Jay S**  
Founder & CEO of Auris

"Mayan **pushed forward my advertising and total sales** so that I could focus on other parts of my businesses."

## Executive Summary

Auris' business in 2020 was an undisputed success, generating half a million in revenue mainly from one product alone. However, with competitors entering their section of the consumer electronics space and with the need to diversify revenues, Auris utilized Mayan's managed advertising service with Machine Learning-driven technology in February 2021 to grow the business. **This gave Jay from Auris the opportunity to buy a new business, which Mayan is now managing as well.**

## After Partnering with Mayan:

**60% YoY growth** in sales in 2021, projected **52% growth** so far in 2022

153%

Sales Growth  
in July

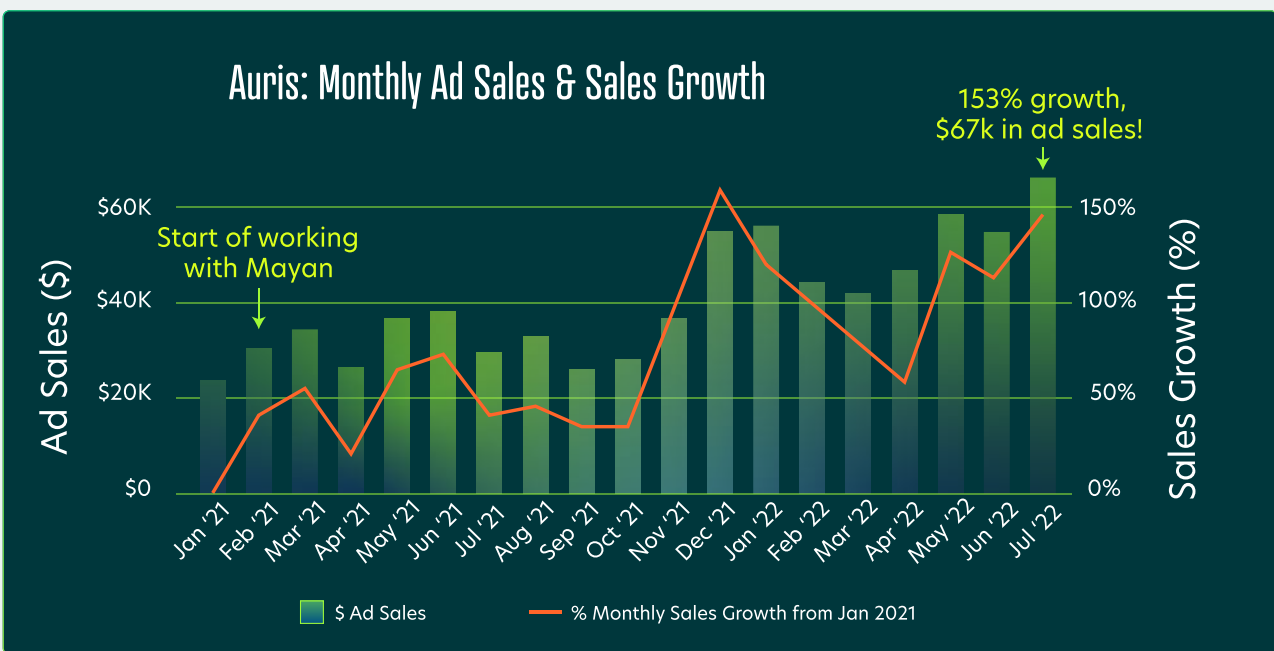
\$67k

Ad Sales in July

5+

ROAS Within First Month  
for Newly Launched  
Products

## Results



Mayan helped Auris generate a **60% year-over-year growth in sales in 2021, followed by a projected 52% growth thus far in 2022.** In addition, thanks to increased revenues and profits from Auris, **Jay was able to purchase another burgeoning Amazon business in a different industry**, where we at Mayan have also generated strong returns for that new business in the initial months.

## Challenges

At Mayan, our challenge was that Auris' existing campaigns were already some of the most well-optimized that we had ever managed, and Auris' account did not have the typical quick wins that are seen from when we first begin working with a new customer.

Additionally, Auris was launching new products throughout the next year, and they wanted to balance out the sales between the two color variations of the original parent ASIN.



## How Mayan Helped

Using the powerful combination of Mayan's PPC Experts and Machine Learning-driven technology, Mayan was able to optimize Auris' advertising.

It is not easy to see product-level data on Amazon Seller Central. However, **Mayan's dashboard and reporting** identified areas of opportunity. Our technology and experts identified that **the black variation of the product consistently drove nearly 90% of the sales**, along with higher click-through rates, conversion rates, and lower ROAS metrics across nearly all campaigns.

COO, ORIGINAL ACCOUNT  
MANAGER FOR AURIS



**Chris Compean**

MIT 2011, 8+ years experience  
of data analytics

### FEATURES USED FROM MAYAN PLATFORM:



**Reporting & Analytics**



**Automated Full  
Campaign Creation**



**Keyword Generator Tool**

By using our Machine Learning-driven tools such as **Keyword Generator Tool** and **Automated Full Campaign Creation**, we separated the campaigns to focus on the black variation to allow for further growth of the revenues and profits.

For the newly-launched products, we delivered a **highly-profitable 5+ ROAS within a month of launch** to allow for significant growth. In addition, we helped the sales growth across several other countries of all Auris' products throughout our years of working together.

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