

# How A Licensed Products Business Achieved 267% Higher Sales

Case studies



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**Lou**  
Founder & CEO of Bazillion Dreams

“I asked Mayan to help me find more **‘diamond products’**, and they delivered.”

## Executive Summary

Bazillion Dreams (BD) has been selling licensed products on Amazon for several years before turning to the Mayan platform. Thanks to our partnership where we optimized their campaigns while BD streamlined their inventory process, **BD generated its highest non-holiday sales month ever in March ‘21.**

## Since Bazillion Dreams began with Mayan...

267%

Higher Sales in  
2021 vs. 2020

812%

Increase in  
ROAS

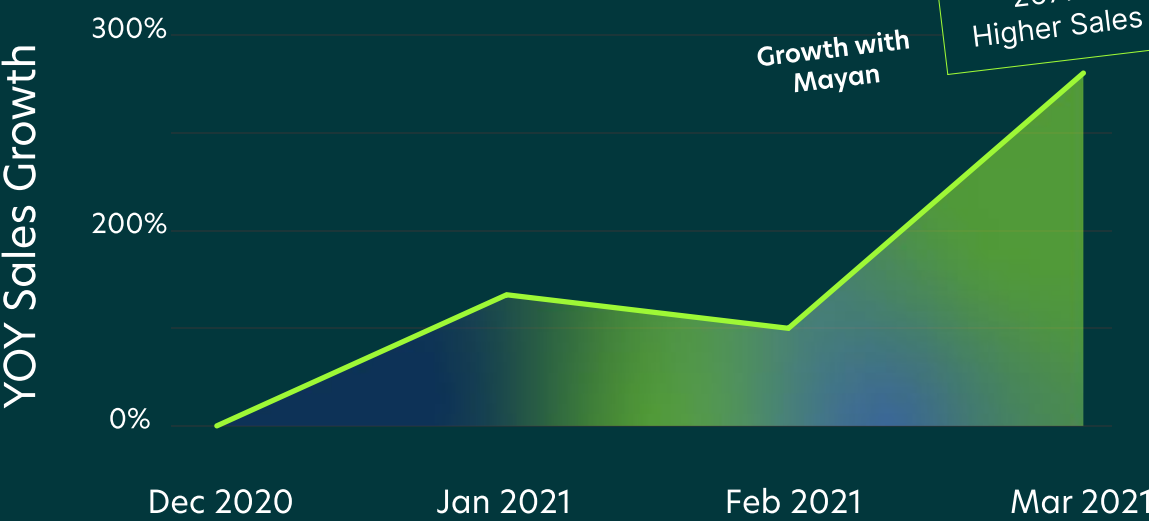
126%

Higher Sales  
for shoe products

## Results

We delivered on BD’s request to find “diamond products” -- compared to the previous two months, the performance significantly improved during our two months together with **ROAS increasing from 1.22 to 11.13, a 812% improvement.** We also delivered **126% higher sales** for the shoe products compared to the previous period.

### YOY sales growth % for Bazillion Dreams



Overall, the entire ad account was improved with optimized campaigns, allowing for increased sales. Our future plans are to continue to build upon the success we’ve attained together. The most recent three months with Mayan demonstrated significantly higher sales growth (year-over-year, or YoY), with **March ‘21 generating 267% higher sales vs March ‘20.**

## Challenges

When selling licensed products, one of the biggest challenges for sellers is **competing for the Amazon Buy Box**, and BD was no different. Additionally, BD had over 10,000 SKUs in its Amazon store, so **identifying new high-selling products was also a challenge.**

Before Mayan, BD had worked with several Amazon partners. While some products essentially sold themselves due to their exclusivity, **BD was interested in finding new “diamond products”** that were undervalued and deserved more ad spend.



## How Mayan Helped

Our Mayan technology revamped various campaigns to add more volume and fix previously-mismanaged campaigns. Specifically, we identified certain shoe products that could grow in sales with improved campaigns.

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