MAYAN

Ready, Set, Launch: Mayan Helps Chug Buddy Discover Their Biggest Revenue Producer

Chug Buddy Grew 293% in Total Sales in Just 6 Months

Case studies

CHUG BUDDY

> "Mayan, especially Andrew, has brought **Amazon advertising expertise** to the table and helped **grow our business relentlessly**. As an **active Amazon seller himself**, he advises us not just on the ad strategy but the **overall direction of growing an ecommerce business.**"

Leon
Founder & CEO of Chug Buddy

Executive Summary

A few of Chug Buddy (CB)'s drinking-related products were ineligible for advertising on Amazon, and the company was simultaneously expanding into a new product category. Thanks to the powerful combination of Mayan's managed advertising services and proprietary Machine Learning-driven Smart Ads Platform, Mayan optimized CB's campaigns and identified areas of opportunity. As a result, Mayan accelerated CB's sales by 3x within 6 months.

After Partnering with Mayan:

In just 6 months,
293% growth in Total Sales

4+
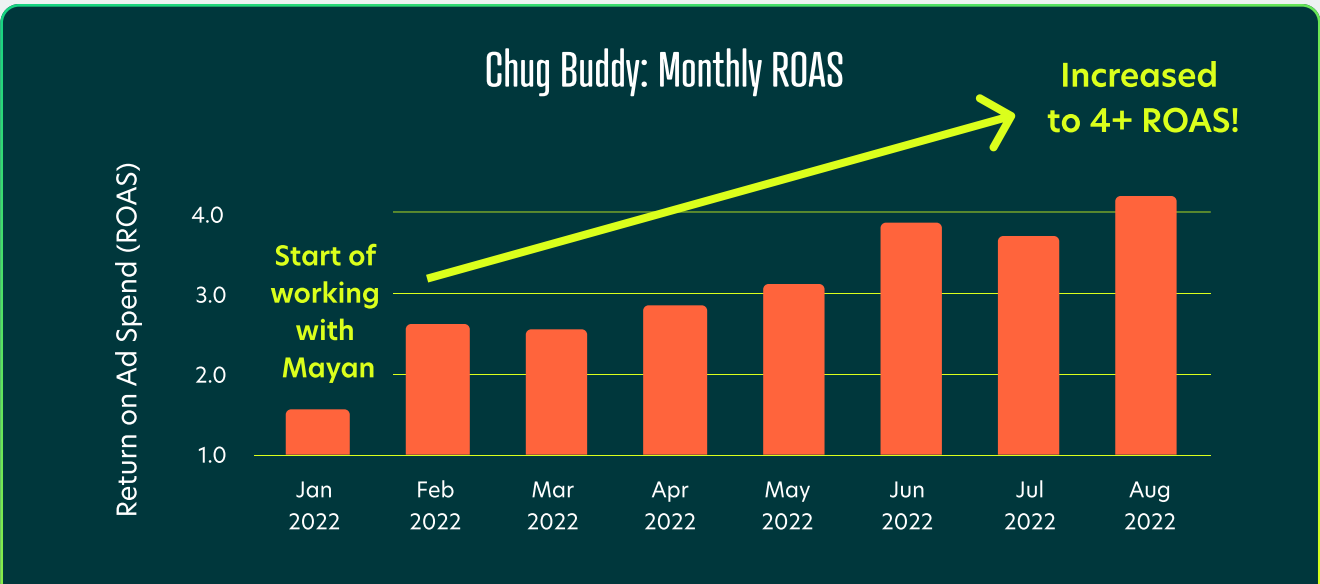Consistent increase in ROAS (previously 1-2)

980%
Increase in Ad Sales

100% YoY growth
for one of CB's products

Results

With a Year-over-Year (YoY) growth of 100%, **one of CB's products became their biggest revenue producer and responsible for most of their sales.**

Chug Buddy: Monthly ROAS

Return on Ad Spend (ROAS)

Start of working with Mayan

Increased to 4+ ROAS!

4.0
3.0
2.0
1.0

Jan 2022 | Feb 2022 | Mar 2022 | Apr 2022 | May 2022 | Jun 2022 | Jul 2022 | Aug 2022

In just six months, Mayan helped achieve a 293.26% growth in total sales. While ROAS before partnering with Mayan had been 1-2, after partnering with Mayan **ROAS grew to consistently above 4, with ad sales accelerating by 980.41%.** This impressive growth has allowed CB to deliver consistent new variation of their product lines. They are now investing more into their advertising and development of this new product.

Challenges

Most of CB's existing drinking-related products were automatically disqualified for advertising. This meant Mayan had to adopt a broader strategy that began in working with Amazon Seller Central and pinpointing those disqualifying components.

Additionally, CB was launching a new product into a category the company hadn't explored before, which required further analysis.

How Mayan Helped

Mayan took a holistic view of CB's business to tackle larger barriers, and then leveraged its Smart Ads Platform to optimize CB's advertising.

First, by **working with Amazon Seller Support,** Mayan attained an in-depth understanding of what keywords were getting flagged.

Mayan then **provided guidance on how CB could improve their listing,** thereby allowing CB to advertise at a higher percentage for all their products.

CHUG BUDDY'S CUSTOMER SUCCESS MANAGER

Andrew Laird
Multi-million Dollar Amazon Seller, PPC Expert

Mayan's Smart Ads Platform also **identified opportunities in ad and sales returns for the new product CB wanted to launch.**

Using **Day of Week Bid Optimizations,** for example, Mayan was able to significantly reduce CPC.

The **Category Targeting feature** allowed CB to identify opportunities in specific product categories.

The **Inventory Informed Ads Automation** meant that ads were automatically paused based on inventory levels, thereby helping CB maintain a high ROAS.

FEATURES USED FROM SMART ADS PLATFORM:

- Reporting & Analytics
- Inventory Informed Ads Automation
- Day of Week Bid Optimizations
- Category Targeting

As sales returns grew consistently within the new category, Mayan gradually expanded the ad budget with CB's approval. After months of momentum, CB was able to scale their new product into a series of different color and theme variations.

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