

# CASE STUDY

# MPS DELIVERS ROI FOR NATIONAL, CATEGORY-LEADING BRAND



## JACK LINK'S COMES TO MPS TO TAKE AMS TO THE NEXT LEVEL

### A+ PAGE DESIGN



 <b>Delicious, Tender Meat</b> Whether you're craving new flavors or just want a tasty treat, Jack Link's Beef Jerky is the snack you need. Sometimes the same old protein snacks –ough, almonds, cough – leave you in a food rut. Jack Link's USDA approved meat comes in tons of flavor varieties that leave you satisfied, and never bored.	 <b>Perfect On-The-Go Snack</b> Throw it in your gym bag, purse, or carry-on – anywhere you need a quick pick-me-up. Unlike other protein sources, like yogurt or shakes, Jack Link's jerky doesn't require any prep work and won't need to be refrigerated until you've opened the package. If you can make it last that long.	 <b>Keeps You Full And Focused</b> Perfect for packing into your kid's lunch or your own, storing at your desk or in your car, Jack Link's Beef Jerky keeps you and your family satisfied. With plenty of protein to avoid those afternoon stomach rumblings, while low in fat, calories and carbs to ensure a healthy treat.
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 <b>VARIETY PACK</b> <a href="#">Click Here</a> These convenient Original and Teriyaki flavored beef jerky snack packs are perfect for lunches, parties, gym bags and any other place you reach for an on-the-go snack. Each bag is 110 calories, a great way to monitor your caloric intake while still eating a filling and high-protein snack.	 <b>TENDER BITES</b> <a href="#">Click Here</a> Tender bites of Teriyaki beef steak for melt-in-your-mouth flavor. With only 90 calories per bag and 10 grams of protein, you can fill up on this snack with zero guilt. Keep a package stashed wherever hunger might strike.	 <b>SNACK PACKS</b> <a href="#">Click Here</a> These lunch packs add extra protein to any school or work lunch. Not only does the Original flavor taste great, but at only 50 calories and 8 grams of protein, this is a smart addition to any meal or snack.	 <b>TURKEY</b> <a href="#">Click Here</a> Ready to try something new? Our Turkey Jerky is a great alternative protein to beef, with the Original mesquite smoked flavor you love for a delicious 80 calories and 13 grams of protein. Welcome to the lighter side of jerky.	 <b>STEAKS</b> <a href="#">Click Here</a> A monster appetite requires a monster snack. That's where our Jumbo Beef Steak comes in. The "original meat bar" has a whopping 12 grams of protein and convenient, individual snack-size packets mean you can take this satisfying snack with you anywhere.	 <b>PORK</b> <a href="#">Click Here</a> Our Korean BBQ Pork Jerky is a great alternative protein to beef, with flame grilled flavor for a delicious 90 calories and 11 grams of protein. Welcome to the end of your flavor rut.
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Jack Link's, the largest meat snack and beef jerky company in the United States, came to Marketplace Strategy (MPS) looking for assistance in taking its well-performing Amazon presence to the next level.

To begin, MPS designed and implemented an advanced-level strategy designed to earn additional market share and expand overall sales in Amazon's growing grocery category.

This included the additional optimization of Jack Link's' product pages by using research to uncover potential high-opportunity keywords, and incorporating them into page copy.

Additionally, MPS created a series of new, expanded A+ Pages with revamped and expanded design and branding elements, product comparison charts, frequently asked questions and more.

Most notably, MPS refined and restructured Jack Link's' Amazon Marketing Services advertising strategy, which had previously consisted of simple, keyword-focused campaigns. The new, in-depth AMS strategy involved campaigns aligning with complementary products, targeting competitors, and addressing more detailed product searches.

The program produced a 12:1 ROI and further expanded Jack Link's' position as a top player in their category on Amazon and throughout North America.

# 12:1 ROI