

# CASE STUDY **HOW MPS MAKES THE MOST OF INCREMENTAL BUDGET AND DRIVES RESULTS**

FEATURING A LEADING GLOBAL CONSUMER PRODUCTS COMPANY

## CLIENT BACKGROUND

The client, a leading global consumer products company, partnered with MPS in June 2020. Within the first month of the partnership, the client approached MPS with incremental budget. The extra spend supported two air purifier products with a surplus of inventory.

**“MPS is extremely knowledgeable of Amazon and other marketplaces. This really shines when they walk us through the numbers. We really enjoy hearing their voices as they help us understand what is working and what is not.”**

- *Leading Global CPG Brand*

## JUNE PERFORMANCE *BEFORE* INCREMENTAL BUDGET ADDED TO STRATEGY

### SEARCH ADVERTISING

**\$0**

SEARCH ADVERTISING SPEND

**\$0**

SEARCH ADVERTISING SALES



The client had a goal of increasing conversions and driving a lift in sales. To start, MPS performed market and category research, finding the air purifier category to be highly competitive. Many businesses needed these products as they reopened amid the coronavirus. And, demand was likely increased by wildfire season in the US.

To be as efficient as possible, MPS strived to serve the maximum number of ads by using a variety of campaign types and targeting tactics. This strategy allowed the client to sell-through the excess inventory and increase revenue.

**JULY PERFORMANCE**  
*AFTER INCREMENTAL BUDGET ADDED TO STRATEGY*

**SEARCH ADVERTISING**

**\$104,146**

SEARCH ADVERTISING SPEND

**\$972,300**

SEARCH ADVERTISING AD-ATTRIBUTED SALES

**DSP**

**\$86,070**

DSP SPEND

**\$984,640**

DSP AD-ATTRIBUTED SALES

**+121%**  
**MoM**

MPS allocated a large portion of the incremental budget toward non-brand and generic keywords. This way, search ads were served to those shopping for air purifiers, but not actively using the brand's name in their search queries.

Then, MPS allocated the remainder of the additional budget toward DSP efforts. The primary focus was on upper-funnel tactics to drive awareness and consideration. During these campaigns, MPS monitored performance daily and made real-time targeting and budget adjustments.

**FINAL THOUGHTS**

Although most of the budget was allocated to search advertising, using a smaller amount for programmatic advertising paid off for this client.

Supplementing search advertising with DSP made it possible to reach shoppers throughout the funnel, move inventory, and increase sales. MPS continues to work closely with our clients to identify opportunities to reach their inventory and sales goals.

*When combining both search and programmatic advertising data, the client saw the final cumulative numbers below.*

**\$190,216**

**SPEND**

**\$1,956,949**

**SALES**

**\$10.29**

**RoAS**