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CASE STUDY



Amazon Ads: Building Block for Lego India's Ecommerce Explosion!

Complete Ecommerce Management with Paid Marketing driven Hyper-Growth






ABOUT THE CLIENT

The **LEGO Group** is a privately held, family-owned company with headquarters in Billund, **Denmark**, and main offices in Enfield, USA, London, UK, Shanghai, China, and Singapore. Founded in **1932** by Ole Kirk Kristiansen, and based on the iconic LEGO® brick, it is one of the **world's leading manufacturer of play materials**. The company is committed to the development of children worldwide.



PROBLEM DEFINITION

Lego had a target to rapidly grow sales from the India geography, working alongside an agency that could handle their entire ecommerce in India. Enter Browntape as the chosen partner to further their goals.

-  Grow online sales by focusing on a rich catalog and operational efficiencies across Inventory-led and marketplace models.
-  Handle paid marketing spends to increase the sales velocity of CloudTail sales from Amazon.
-  Marketplace model handling for multiple online portals like Amazon, Flipkart, Paytm, Firstcry, etc.
-  Provide Warehouse Management to inward hundreds of thousands of products at once and to be ecom ready.
-  Regular reporting to keep APAC and India teams aligned.

SOLUTION

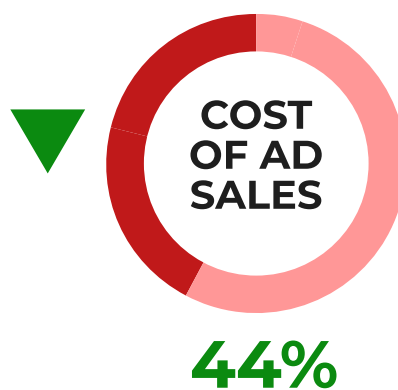
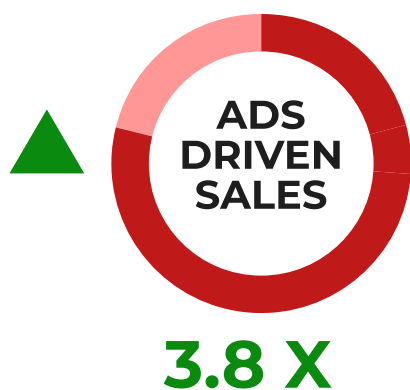
- 1 Management of Performance Marketing**
(Paid) campaigns on Amazon, Flipkart & others with creation of multiple parallel campaigns, product selection & keyword optimisations, bid management and budget (re)allocation
- 2 Listing SKUs** across marketplaces and developing the **online product catalog**.
- 3 Inventory** from all **warehouses** to be **visible online** and synchronised.
- 4 Single window** for all e-commerce ops.
- 5 Planning, coordination and reporting** between distributor's warehouse, wholesale team, Cloudtail and the APAC teams

CRITICAL SUCCESS FACTORS

- ▶ Browntape's cost effective optimisation of paid marketing campaigns ensured that the Average Cost of Sale (ACoS) was reduced drastically and the sales from ad spends increased multifold thus growing online sales tremendously. This was much appreciated by the client's team, the distributor and the Amazon Cloudtail team alike.
- ▶ The Listing and Cataloguing service ensured the online presence was of a very high quality.

OUTCOME

Browntape helped Lego achieve breakthrough results via paid promotions on Amazon & Flipkart marketplaces. Lego's Amazon sales increased 3.8 times while the ACoS dropped from 11.8% to 5.8%. This allowed overall online business to meet and exceed the growth targets set for Lego India business.



Browntape team has played an instrumental role in helping Lego grow its online sales effectively in India. They have been a great partner in strategizing and executing our online campaigns”.

AMIT KARARIA

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