

How Orange Insoles Elevated Their Amazon Presence



KEY METRICS



37%
Lower ACOS



27.9%
Conversion Rate



2x
Campaign Efficiency

Stepping Up On Amazon

The eCommerce landscape is filled with businesses looking to stay a step ahead of the competition. Look no further than Amazon to see brands stepping all over one another to get in front of high-intent buyers and grow their businesses. It can be a race to the bottom, if not handled properly. Here's how Logical Position (LP) helped [Orange Insoles](#) find renewed footing under our Amazon Ads management.

ABOUT ORANGE INSOLES

Based in Michigan, Orange Insoles manufactures and supplies high-support shoe insoles that alleviate pain at the root of the problem. Their proprietary heel-support design provides comfort and improves alignment to keep people upright and living their best lives.



The LP team has been with us from the beginning and has become a major asset. We trust them to take care of the things that are most important to us. Whether it's specific marketing initiatives or broader strategy concepts, we know that our brand reputation and bottom line are top of mind. They've become a valuable partner to our business and are great at what they do. The numbers speak for themselves!

— Owen Keenoy, Business Development Executive, Orange Insoles

Business Objectives

- Improve account efficiency and decrease ACOS
- High contact management to adjust budget allocations
- Monitor new keyword testing closely for a quick pivot



Business Challenge

With any long-standing client-vendor relationship, there will always be competitors gambling with your business with promises they can't meet. Here's a brief timeline of our history of helping Orange Insoles win online.

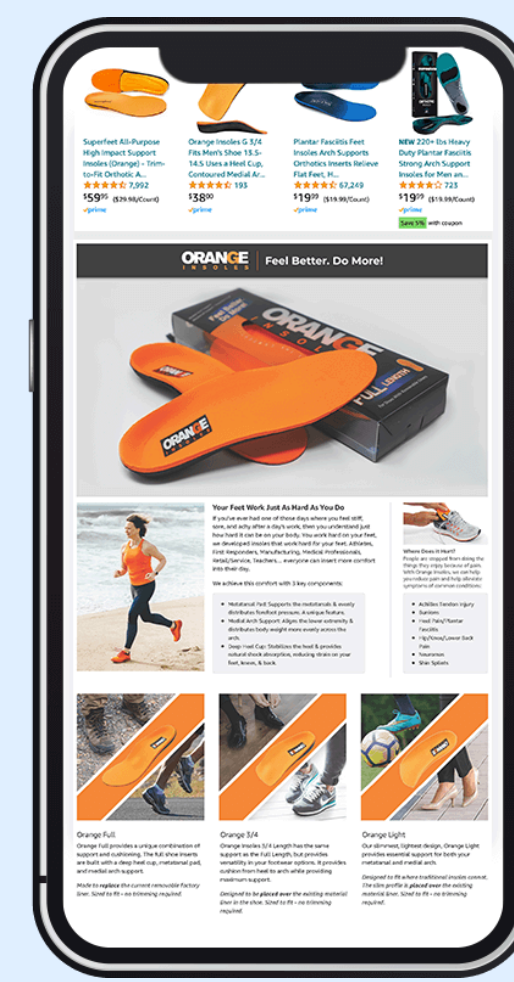
- Sept 2019 – Orange Products hires LP to manage Google Ads profitably
- Dec 2020 – LP services expand to manage Amazon Ads and scale business
- Nov 2023 – Orange Products, LLC explores new opportunities with an alternate agency that over-promises keyword harvesting capabilities
- March 2024 – Orange Products circles back to LP to retain us once again for PPC and Amazon Ads management



Approach

The long-term relationship LP had already established with Orange Products enabled the team to quickly spring into action in support of the account with the following action items:

- ☑ Targeting keyword variations to identify new converting terms
- ☑ Eliminating campaign redundancies and low performers to preserve budget
- ☑ Aligning demand capture opportunities with offline promotional features on radio
- ☑ Verifying the competitive price checkmark on Amazon to build consumer trust
- ☑ Targeting lower-funnel keywords to increase conversions



RESULTS

ACOS 10.62%	REDUCTION IN AD SPEND 42%	CONV. RATE 46%	CLICK THRU RATE 0.28%
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IMPACT

Whether your insoles are orange or the grass seems to be greener, it's all good. We understood when Orange Products chose to explore new opportunities, but we were happy to partner with them again when they returned. Moving forward, our relationship couldn't be more grounded.

Tips For Achieving Similar Results

- 🔗 Test and re-test new strategies and keyword targets (measure twice cut once)
- 📺 Leverage parallel marketing campaigns such as influencers or local news coverage
- 🔄 Establish promotional synergy to amplify cross-channel impact
- 📢 Leverage PPC for demand generation and increase Amazon conversions

Is your business ready to hit the ground running? If so, [reach out today](#) for a complimentary, no-obligation, account audit and campaign review.

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