

Baby Trend

QUALITY. COMFORT. STYLE



Baby Trend

JOINS HANDS WITH TECHNIEK



The company approached Techniek with the goal of gaining more granularity in their reporting so as to formulate insights and develop the required optimizations to develop a robust and holistic Marketplace presence.

Baby Trend is the inventor and exclusive manufacturer of several unique juvenile products. Their goal is to provide innovative solutions that meet the ever-increasing demands of new parents and to accomplish this, they continually tailor their products as the challenges facing families change and grow.



The Mission and Vision

- **To identify areas of improvement in Evenflo's ad strategy.**
- **To use our MobiusX proprietary technology to develop a robust and holistic Marketplace presence.**
- **To improve overall campaign and budget efficiency.**
- **To Ensure Regular Updates on the companies website.**
- **Increase the overall ROAS and CPC**



GOAL 1

Save Up To 20% On Our Fall Sale!

Save Now

To identify areas of improvement in Evenflo's ad strategy.

Baby Trend's priority was to improve exposure and ad returns for their campaigns on Walmart and the company was using Walmart's managed services for that purpose. After Techniek stepped in, it's first priority was to identify and improve Baby Trend's ad strategy.



What we did

- Categorizing products into specific groups increased the ease of browsing for the customers and led to significant increase in the store's performance.

babytrend[®]
Quality • Comfort • Style

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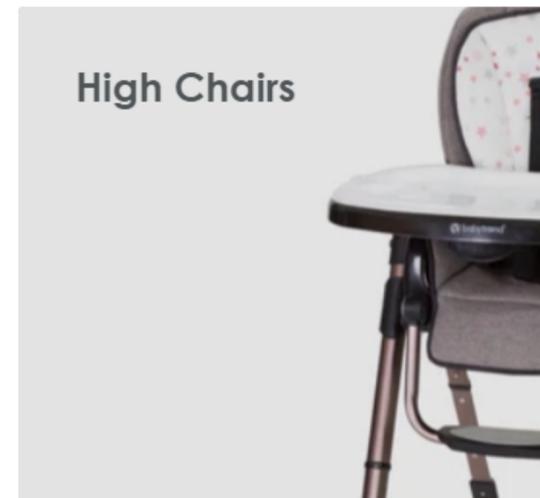
Activity Products ▾

Twins

Accessories

Support ▾

- Auction Prices: Techniek proactively tested lower bids and helped Baby trend to minimize their ad spend and get higher returns.



GOAL 2

To use our MobiusX proprietary technology to develop a robust and holistic Marketplace presence.



Techniek Started by using MobiusX to bulk upload Baby Trend's SKUs with ASINs, as a result of which they understood their catalog which enabled them to filter out the products to be advertised on Amazon. Techniek successfully leveraged MobiusX to transform Baby Trend's Amazon Marketplace channel steadily. The company's previous success on Amazon empowered them to examine their holistic Marketplace presence and explore other Marketplace options.

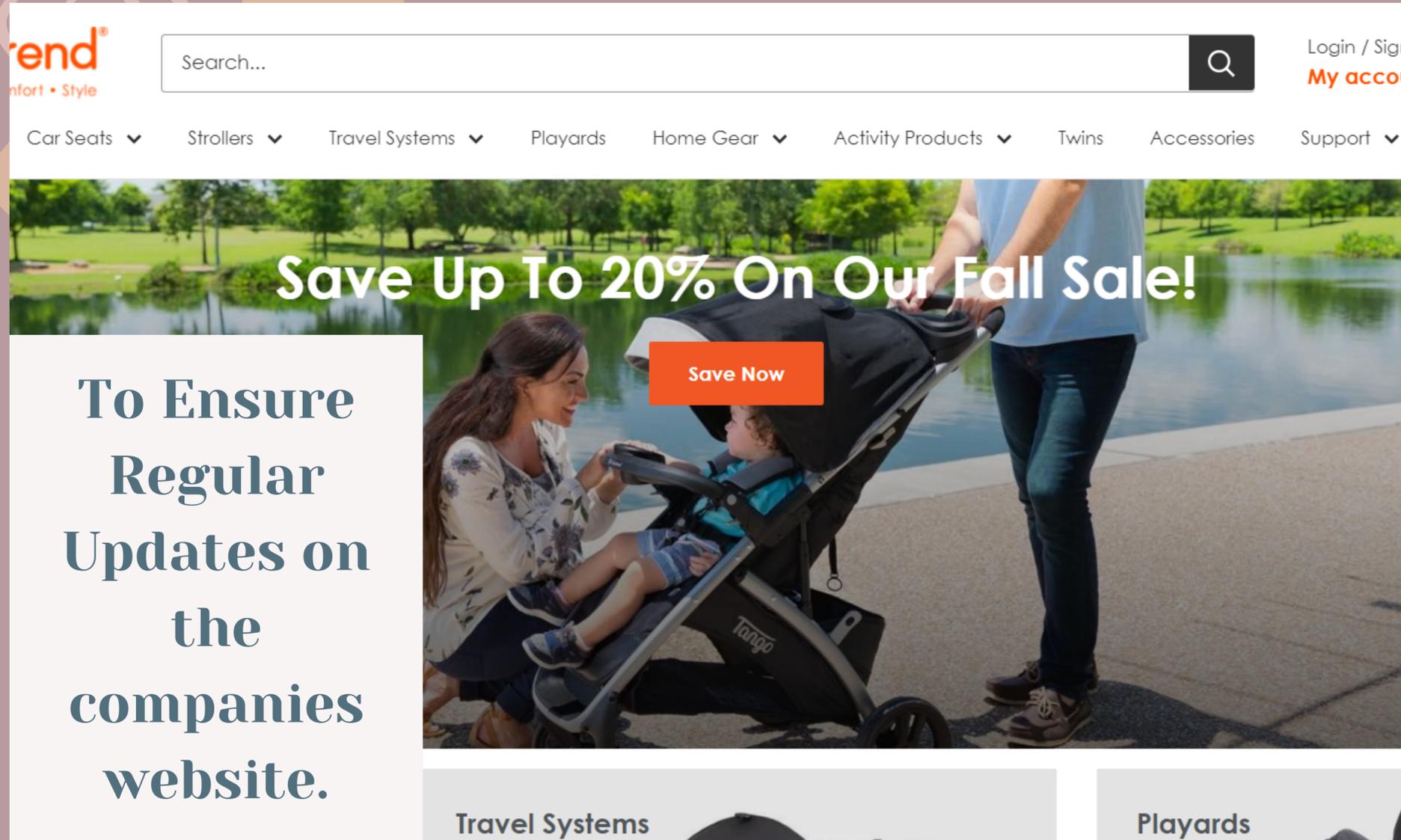
GOAL 3

To improve overall campaign and budget efficiency.



While auditing the account, Techniek identified small quick-fix opportunities to improve the overall campaign and budget efficiency. We had already built a new ad strategy from scratch to better suit Walmart's algorithms and advertising policies.

GOAL 4



To Ensure Regular Updates on the companies website.

Travel Systems



Techniek made sure that the store was updated regularly, so customers could check back often for the latest product releases and explore all the updated product options available. We also helped Baby Trend set up a friendly Customer Service Department for assistance.

GOAL 5

Increase the overall ROAS and CPC



To ensure profitable growth, Techniek incorporated breakeven ROAS numbers. Techniek helped Baby Trend to gain their Amazon presence which increased ROAS double times. This success prompted them to branch out on Walmart Marketplace. Growing their presence on Walmart yielded a ROAS of +231% and a CPC of -22%.

The Result



Techniek helped Babytrend to successfully design and deploy their Walmart store. Our expert marketing team helped them launch and advertise their product on various platforms and gain their target audience. Using effective technologies, Techniek successfully managed to yield a RAOS of +231% and reduce the CPC to -22% on BabyTrend's Walmart Store.