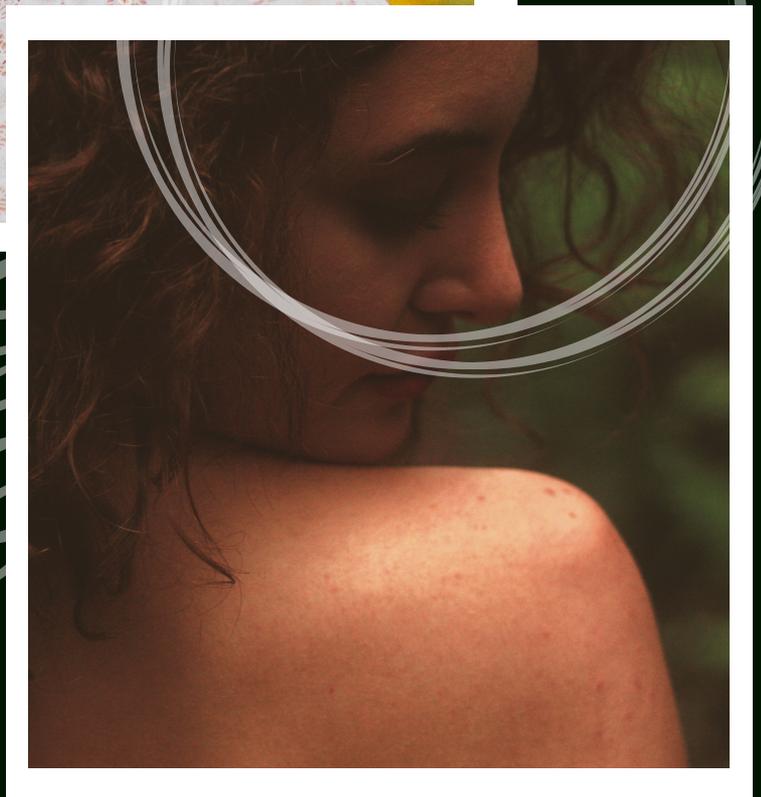
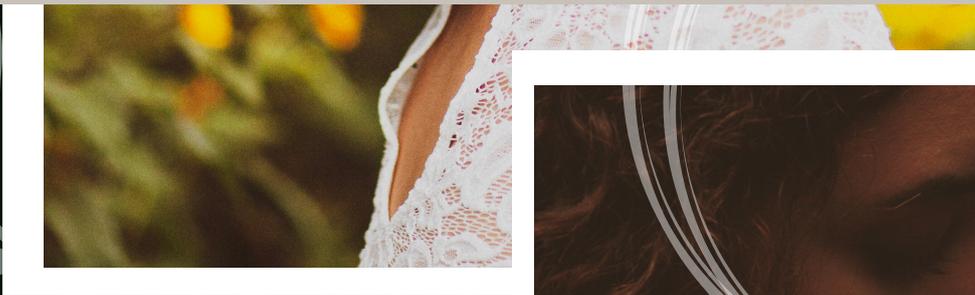
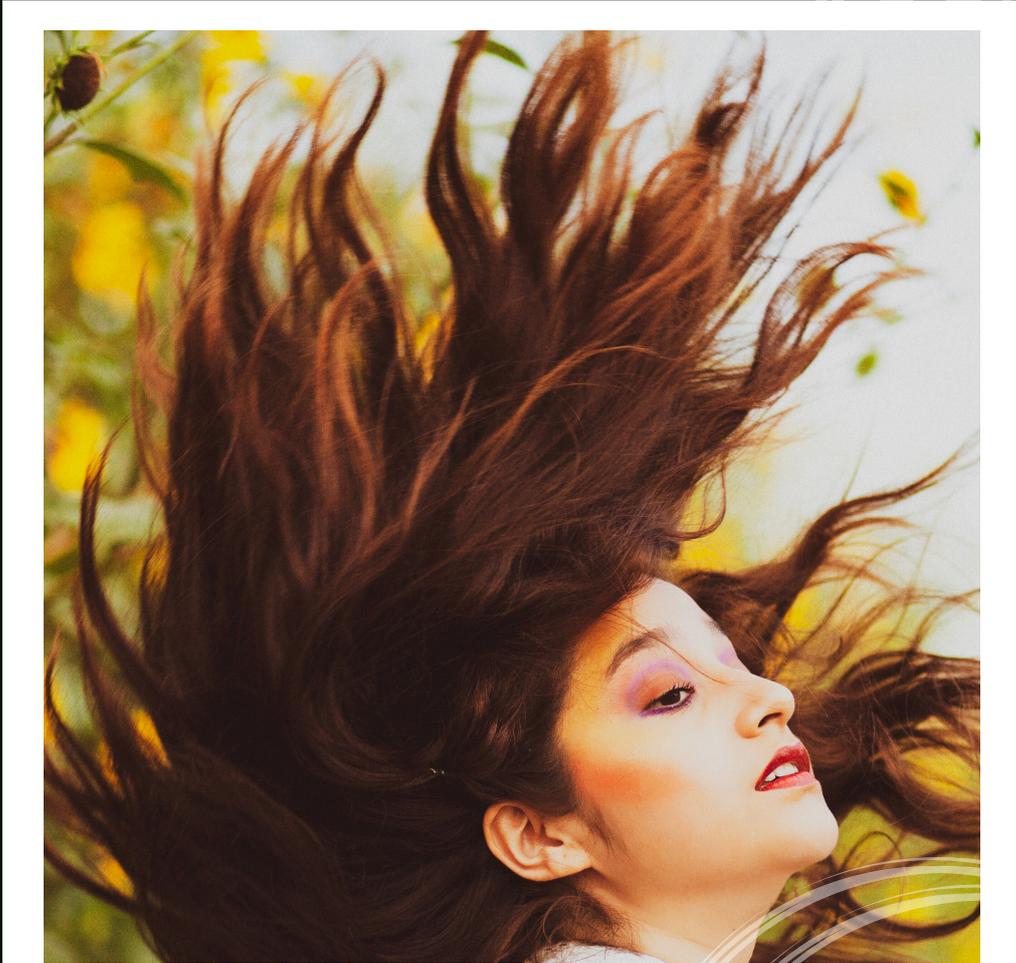


# Parad'or

PURE. PROVEN. POWERFUL.



# Pura d'or

Joins hands with Techniek to increase amazon sales by 391%



# Overview

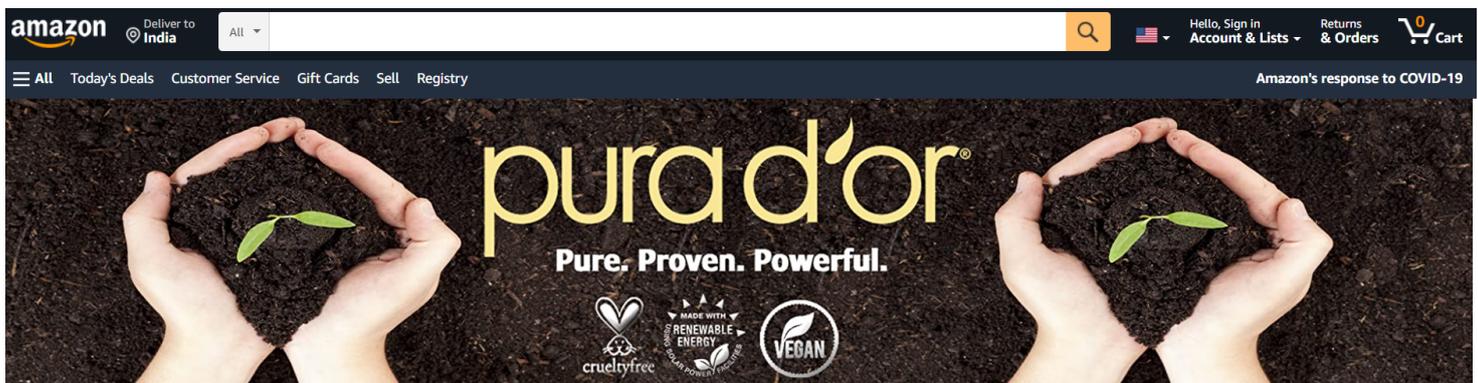


Pura d'or is the leading company in hair thinning therapy with the vision of transforming people's lives through crafting organic, natural & plant-based products that are minimalistic and sustainable for Mother Earth. The company is dedicated to serving its customers the healthiest and the purest products, manufactured from natural ingredients from around the world. Their main focus is to inculcate environment-friendly and natural manufacturing. The company partnered with Techniek to increase profitability and use amazon DSP to scale their business.

# Better Together

## PURAD'OR + TECHNIEK'S AMAZON CREATIVE TEAM

Before partnering with Techniek, Purad'or was experiencing rapid growth and approached us with the goal of maximizing visibility and volume to solidify organic rank for core keywords. Purad'or's goal was to amplify organic positioning by pushing sales at an initially low ACoS and then scale profitability once ranking was solidified. The company decided to work with Techniek to overcome their time constraints and lack of bandwidth and to discover new opportunities, find new keywords and optimize their performance.



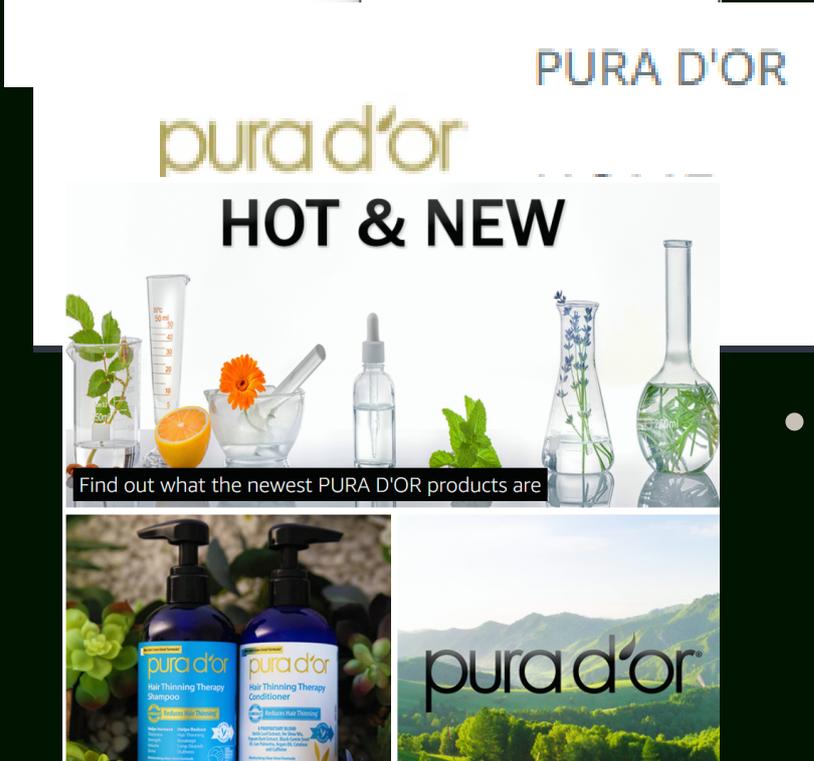
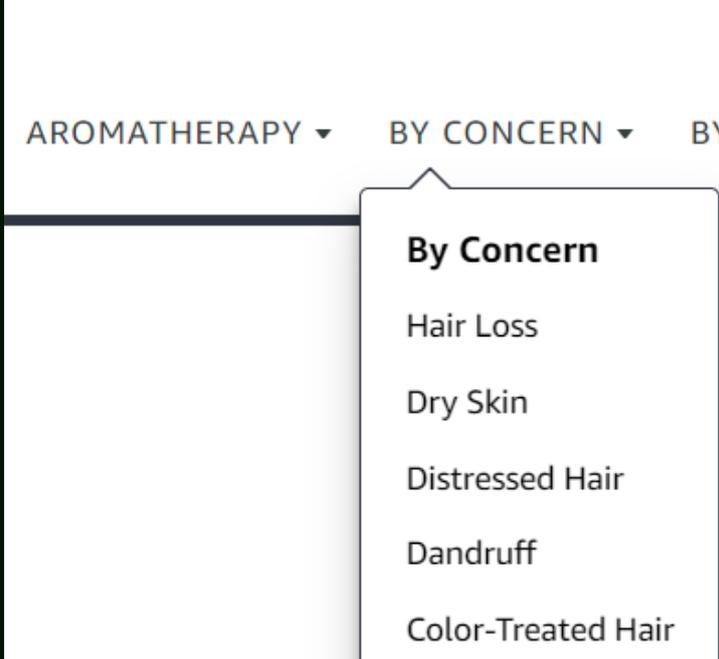
PURA D'OR > Skin Care

purad'or

HOME ALL PRODUCTS TOP SELLER HOT & NEW HAIR CARE SKIN CARE BATH & BODY AROMATHERAPY BY CONCERN BY PRODUCT MORE + Follow



# Areas for improvement



- Reconstructing the campaigning strategy. Pre-Techniek campaigns were not using best practices such as 1:1 structure or separating broad, phrase, exact match types
- We suggested slight modifications in the content such as adding a “By-Concern” menu for making it easier for the customers to find the specific product they’re looking for and having the Purad'or brand name at the beginning of its product titles.
- Implemented microscopic changes and optimizations throughout the account including Seller Central & the Advertising Console.

# Target Areas

- SOLIDIFY ORGANIC POSITIONING
- SCALE PROFITABILITY WITH LOW ACOS
- USE DSP TO CONTINUE SCALING BUSINESS
- INTEGRATE LIFESTYLE IMAGES

# Goal 1

## SOLIDIFY ORGANIC POSITIONING



Our foremost concern was to boost Purad'or's organic positioning. In order to achieve this, we targeted our efforts on their best-selling ASINs that included its "Original gold-label Shampoo" and "Deep moisturizing Conditioner".

As a result of our new campaigning strategy and microscopic changes, we obtained the first organic placement for two critical keywords relative to these two products and were also able to secure the "Best-seller" badge for these top-performing ASINs.

# Goal 2

## SCALE PROFITABILITY WITH LOW ACOS



ORIGINAL GOLD LABEL SHAMPOO



DEEP MOISTURIZING CONDITIONER



ARGAN OIL



CASTOR OIL



ESSENTIAL OIL SET



SCALP SERUM

Techniek also succeeded in amplifying sales volume each quarter with remarkable year-over-year growth (391% increase in sales) while managing to maintain a low ACOS. The company witnessed a 20% increase in total sales from Q1 2019 in comparison to Q2 2019 and a +20% increase from Q2 2019 vs Q3 2019.

# Goal 3

## USE DSP TO CONTINUE SCALING BUSINESS

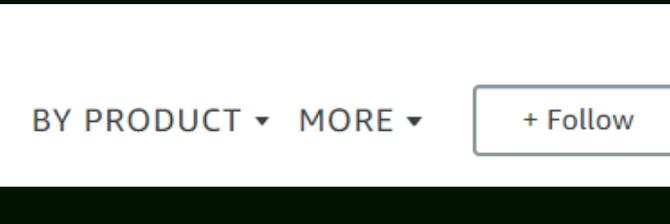
Techniek grasped Amazon DSP retargeting with one of Purad'or's ASINS. As we expanded our retargeting efforts for another best selling ASIN while implementing competitor audience retargeting simultaneously, we could easily identify Purad'or's competitors and target them directly.



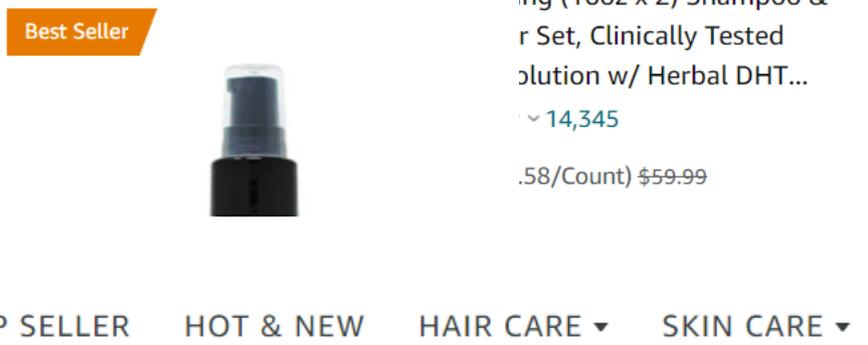
Best Seller



PURA D'OR Biotin Original Gold Label Anti-Thinning (16oz x 2) Shampoo & Conditioner Set, Clinically Tested Solution w/ Herbal DHT...  
14,345 reviews  
\$59.99 (Count)



BY PRODUCT ▾ MORE ▾ + Follow



Best Seller



PURA D'OR > All Products

purad'or

HOME ALL PRODUCTS TOP SELLER HOT & NEW HAIR CARE ▾ SKIN CARE ▾

By looking after the needs of Purad'or, Techniek is able to align its efforts to these needs and achieve the growth, efficiency, and reach required to meet and exceed their goals.



PURA D'OR Organic Rosehip Seed Oil (4oz / 118mL) 100% Pure Cold Pressed USDA Certified Organic, All Natural Anti-Aging Moisturizer...  
4 Ounce  
★★★★★ ~ 11,448  
\$14.99 (\$3.75/Fl Oz)

# Goal 4

## INTEGRATE LIFESTYLE IMAGES

People believe what they see, therefore we featured lifestyle image banners of people using Purad'or Products and getting satisfactory results.



Including such images helped to intrigue customers to buy and use Purad'or Products.