

FACTOR-A/DEPT.



Barilla Pesto Week

# Encouraging Pasta Lovers to Purchase Pesto

How FACTOR-A/DEPT® drove Barilla pesto sales on Amazon through this green initiative

# Barilla Pesto Week 2019

In early summer 2019, FACTOR-A/DEPT® developed a unique advertising strategy to boost impressions and stimulate sales for Barilla in the German Amazon Marketplace. Barilla is renowned for its delicious and versatile pasta selection, but we decided to shine the spotlight in a different direction and feature one of pasta's favorite companions: pesto.

Pesto Week gave us the chance to focus our advertising efforts on Barilla's pesto selection, highlighting the variety of options and inventive ways to use pesto, beyond the pasta bowl. The results speak for themselves.



## Barilla Pesto Week 2019 in Numbers: Pesto ASINs

+38%

Impressions

+93%

Avg. CTR

+166%

Clicks

+351%

Revenue



## The Challenge?

Barilla is a well-known and trusted brand, but we wanted to introduce their lesser known products to shoppers looking for innovative ingredients, not just for pasta.

## Our Solution

Pesto Week was a one-week event composed of a variety of advertising campaigns and deals designed specifically to drive traffic to Barilla pesto products. We focused **Sponsored Products** and **Sponsored Brands** campaigns on a set of pesto ASINs and strongly invested advertising efforts into those products for one week.



# Setup

The Sponsored Advertising setup of the Pesto Week Campaign was as follows:

## **24 Sponsored Products** Campaigns for **12**

### **Pesto ASINs**

16 x Core // 8 x Pantry

## **6 Sponsored Brands** Campaigns for **14 Pesto ASINs**

3 x Core // 3 x Pantry

## Timeline





# Results

- Pesto products show a significant performance improvement during Pesto Week (calendar week 24) in comparison to all campaigns
- Pesto sales have **increased more than threefold** and account for **60% of weekly Sponsored Ad sales** in calendar week 24
- Pesto campaign **spend is up 1.5x** and accounts for **57% of total spend** in calendar week 24

## Pesto Week Sponsored Advertising Figures:

	Barilla Total	Pesto ASINs Only
Impressions:	+21%	+38%
Clicks	+54%	+166%
Ø CTR:	+26%	+93%
Revenue:	+42%	+351%
Ø CPC:	+8%	-7%
Expenses:	+66%	+149%
ACoS:	+17%	-45%

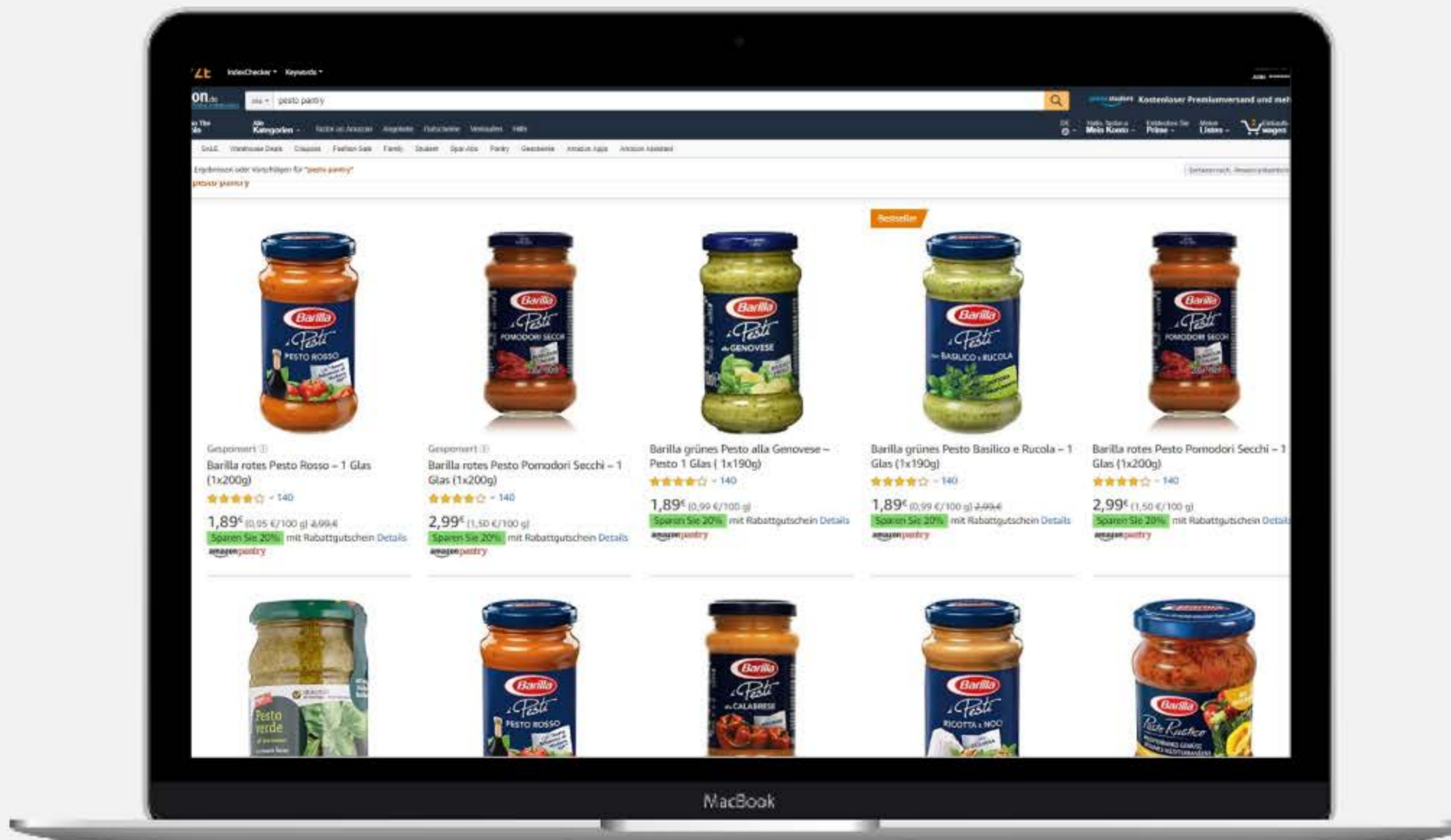
# Wrap-Up

## Small Focus, Big Benefit

With the support of FACTOR-A/DEPT®, Barilla was able to maximize their presence on Amazon during Pesto Week 2019. Not only did they see an increase in pesto ASIN figures during this week, but also in overall sales, impressions, revenue and more thanks to the concentrated Sponsored Advertising efforts.

## An Event of Their Own

This advertising event demonstrated that brands don't need to wait for events like Black Friday or Prime Day to build specific campaigns and drive sales. With the help of the advertising experts at FACTOR-A/DEPT®, Barilla gained a 3x sales increase in their pesto products from an event that was all their own.



# About FACTOR-A/ DEPT®

Since 2015, FACTOR-A/DEPT® as the core of Dept Marketplaces, has been supporting leading manufacturers and brands in all operational issues on Amazon - always with the aim of generating sustainable revenue and market share growth as well as a higher degree of transparency for vendors on Amazon. This is achieved by integrating consulting, operational implementation and the use of proprietary technology solutions, building a personalized strategy for each brand.

FACTOR-A/DEPT®’s range of operational services includes product data and content, Amazon advertising and vendor account handling. The international, 130-strong FACTOR-A/DEPT® team is based in Cologne.

## FACTOR-A/DEPT®

FACTOR-A/DEPT® offers brands and manufacturers a combination of intelligent software and agency services to create the decisive edge for more sales on Amazon.

Our Services: Full Control of Your Amazon Growth			
Strategic Consulting			
SEO, Content & Branding	Paid Advertising		Retail Management
Keyword Sets  SEO Content  Premium A+ Content  Brand Stores  Image Optimization	Search Advertising	Demand Side Platform	Account Handling  Case Management  Review Management  Action Plans  ARA & VC Analysis
	Sponsored Products Improve product visibility	Drive Awareness	
	Sponsored Brands Increase brand awareness	Build Consideration  Drive Conversion	
	Sponsored Display Ads Drive shoppers to products	Build Brand Loyalty	
BI and Tooling: (Market) Analyses, Monitoring and Reporting			

More than 350 leading brands trust FACTOR-A/DEPT®





For more information, or if you have any questions, please contact us:

**FACTOR-A/DEPT.**

info@factor-a.com  
+44 2035140297  
www.factor-a.com