

TT Fone Increases Sales with Amazon Sponsored Products



£57 of sales generated for every £1 spent by TT Fone on Amazon Sponsored Products

Company Information: TT Fone
Powered by: Amazon Sponsored Products

“Amazon Sponsored Products helps us to put our product in front of millions of Amazon customers and start generating the exposure we need.”

Ravi Daryanani, Director of TT Fone, says Amazon Sponsored Products is the best way to ensure people seeking basic mobile phones will see his product. “Whenever there’s a new product out there that we really want to promote we can use Sponsored Products to put it in front of peoples’ faces. We can make sure our product is always going to be on that first search page.”

Ravi was impressed with the results of his first campaign and has been using the program ever since. “Before using Amazon Sponsored Products we found that if a customer typed in a certain keyword our product wouldn’t turn up on the search page. Our first two Sponsored Product campaigns did really well and seemed to really promote some of our products that we weren’t getting enough sales on.”

Easy to Implement

Ravi says Sponsored Products is as simple to set up as it is effective. “I was able to make my first campaign within five or ten minutes, it was nice and easy. I don’t have a marketing or analytical background so it’s a good thing that Sponsored Products is really intuitive and easy to read.”

Running and monitoring the campaign couldn’t be easier, says Ravi. “The campaign manager dashboard gives you an overview of all of your adverts and how they’ve performed. It tells you exactly how much revenue you’re generating from each campaign and gives you a really good opportunity to make new campaigns and understand which keywords are doing well.”

Excellent ROI

“ I’ve noticed that for **every £1** we’re spending on Sponsored Products, **we’re generating around £57 of sales.** In one of our newest campaigns **that’s gone up to £76.** ”

Ravi, Director of TT Fone

“It’s not expensive and the rate of return is brilliant. The product sells itself anyway because it’s a great product, but just getting it in front of people’s eyes is what we need to do. Using particular keywords we can manage to do that with Sponsored Products, which really helps our business.”

“I would tell anyone who’s already on Amazon and selling on Amazon to definitely look at Sponsored Products.” – Ravi Daryanani, Director, TT Fone

Ravi plans to harness the power of Sponsored Products to generate even more sales in the future. “At the moment we’re only using Sponsored Products for the UK site, but our plan going forward is to really try to promote our products throughout Europe. Amazon Sponsored Products gives us the opportunity to do that.”

To learn more, please visit:
<http://sp.amazon.co.uk>

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