

Amazon Sponsored Products: Torro Cases



We started our business from scratch just last year, and thanks to Sponsored Products we already rank 5th or 6th on the 1st page of the search results

Company Information: Torro
Powered by: Amazon Sponsored Products

Torro Cases are continuously increasing sales through using Amazon Sponsored Products.

Based in Newcastle, Torro Cases have huge ambitions to become the go to brand for stylish, genuine leather phone and technology cases. Since using Amazon Sponsored Products the two owners, Naomi and Kyley have seen continuous growth in their sales, as well as in an increase in ranking and brand awareness.

"Amazon is a massive global brand, one of the most trusted brands in the world, and we thought, well why not, why not put our trust in Amazon."

The business

Naomi and Kyley established Torro Cases when Kyley was pregnant and Naomi was looking for ways to boost her income. Their business boasts a beautiful range of stylish leather cases for iPhones, iPads, and HTC and Samsung phones. They use only the finest materials for their products and are a small business with large ambitions. As Naomi says, "we are looking to the future and hopefully Amazon can get us there, we would love to get a warehouse to keep all our stock in."

Working with Amazon Sponsored Products

Naomi explains how the relation between Torro Cases and Amazon has matured, "we started off with sponsored products. It took off so much that we then went to Amazon Fulfilment. The increase in sales was unbelievable. We put our money into something where we could see instant results, and we can monitor as well."

Ease of use

Both Naomi and Kyley find Amazons Sponsored Products simple to use. "It is easy to create campaigns," explains Kyley, "you load them up, put the details in, devise a budget, and your cost per click, and then you are away."

The ease of use coupled with the brands growth plans means Naomi and Kyley are one step closer to realising their business dreams.

"With Torro, we want it to be the go to brand. Amazons Sponsored Products has helped us, and supported us to do this."

Return on Investment

The growth Torro Cases has seen through working with Amazons Sponsored Products has been unprecedented.

Naomi explains, "The cost of click is affordable, for every £1 we spend we are getting a £13 return."

The reason they have achieved such a strong ROI is simple in their view, "we get more clicks, which in turn creates more sales. We then increase our ranking, which then, as well, increases our sales off the back of that. Then, if you can imagine, we have 12 products with sponsored products, so we are increasing our sales all the time."

Amazon Sponsored Products are also helping to drive brand awareness and engage their customer base. Kyley concludes...

“ It really does get your brand and product out there; **it brings your customers to you.** It is a bit like advertising in the shop window as opposed to the back shelves.

Naomi and Kyley, Torro Cases. ”

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

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