

INTELLIGENTLY CAPTURING MARKET SHARE

TARGETING KEY COMPETITOR KEYWORDS

LAWN, GARDEN AND PEST CONTROL GIANT SCOTTS MIRACLE-GRO WANTED TO BOOST ITS TOMCAT BRAND'S MARKET SHARE ON AMAZON...

Scotts Miracle-Gro realized its Tomcat brand was losing market share to competitors on Amazon and wanted to reclaim that share – and related revenue growth – in the mouse trap category. Our “challenge” was to increase category share so Tomcat was better positioned to see revenue growth as the category expands. As a result, we also shifted away from focusing on return on ad spend (ROAS) as the main KPI.

The Strategy

By using competitive intelligence tools, Acronym determined category share for mouse traps on Amazon and identified key competitors. We then crafted a media strategy to reclaim category share from competing brands. We targeted competitors with campaigns on product detail pages and built in-market prospecting through Amazon DSP that targeted competitors' top keywords, like “mousetrap,” and “humane mousetrap.” We increased bids on these keywords and targeted competitors' key product detail pages with Product Display Ads. Once again, we abandoned ROAS as a KPI and shifted to category share.

In just 3 months!

12%
INCREASE IN
MARKET
SHARE

The Results

In October 2019, Tomcat's category share was 5% for mouse traps on Amazon. By November, it was 10%. And, in December, it reached 17%.



Oct. +21%
Nov. +10%
Dec. +27%

Tomcat sales substantially increased YoY