



CASE STUDY

UNLOCKING PRIME DAY POTENTIAL: THE KEY TO SCALING CREATOR CAMPAIGNS

LARGE ELECTRONICS RETAILER
DRIVES \$200K+ IN REVENUE



OVERVIEW:

Acceleration Partners had been running the large electronic retailer's creator program for over four years, delivering consistent results. But when it was time to unlock new growth, the team knew it was time to test a new strategy — and the results speak for themselves.



STRATEGY:

Historically, Acceleration Partners had pitched to the client to promote Amazon Prime Day, testing a variety of creators through smaller-scale Prime Day campaigns. It wasn't until they saw Acceleration Partners' success executing Amazon campaigns for other clients that they recognized the team's expertise in the space. This success built trust in the approach, prompting the client to move forward with a larger-scale Prime Day creator campaign.

After reviewing several pitch ideas and observing the team's results with other clients, they felt confident in the strategy and were ready to scale the initiative. They were eager to leverage the team's proven track record to maximize their success during Amazon Prime Day.



RESULTS:

In July 2024, the client tested thirteen unique creators, who ran twenty-seven campaigns posted within 48 hours for both Prime Days, totaling \$86k in spend. The campaign achieved a **2.31x Return** on Ad Spend, bringing in **\$202,379 in revenue**.

The client saw this as a massive success and increased the budget for October Prime Day, achieving similar success – so much so that this is now a part of their ongoing creator strategy.

2.31X
RETURN

\$200K+
REVENUE



CLIENT TESTIMONIAL:

Working with Acceleration Partners has been a game-changer for our Instagram influencer campaigns. Their 360° strategic approach ensures we partner with influencers who not only align with our brand values but also drive performance. Their data-driven insights and proactive support have been instrumental in helping us scale this channel effectively.”



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