

KIKO'S PAN-EU EXPANSION WITH AMAZON ADS

THE PROBLEM

We have been working with Kiko since 2020, managing their Amazon advertising in a **highly competitive** category. After driving growth in the UK & US they asked Tambo to help them roll out across the EU with a **ROAS target of >4:1** across all markets.

THE SOLUTION

Selling across **multiple countries & sub categories**, an insight to action way of working was key. Tambo implemented an **always on test & learn** methodology to establish the best mix between SP, SB & SD to ROAS of 9:1 and is growing and to find the **balance between driving NTB% and total sales** at the target ROAS.

We adopted a fully **collaborative approach**, working hand in hand with the Amazon PAN-EU team to constantly review the **best budget mix and strategy per market**. Kiko have just selected Tambo to lead them across a full service Amazon scope to meet their aggressive ambitions over the next 3 years in EU9.

THE RESULTS

4 years of consecutive
YOY growth

Managing
5 EU markets (and US)
all above
4:1 ROAS target

IT as the largest
revenue market has a
ROAS of 9:1 and is
growing
96% YOY

TACOS of <5% with
Paid Sales AND Brand
Spend decreasing!

YOY Sales Growth

UK: +31%
IT: +96%
FR: +86%
ES: +48%
DE +60%



KIKO
MILANO

