

Elevating the Doctor Squish Squishy Maker to a Best-Selling Toy on Amazon



Services Provided

Digital Media Strategy & Execution

Amazon Ads

Meta Ads

TikTok Ads

The Story

Social media content creator Doctor Squish made a name for herself with extremely popular videos of her playing with all things squishy, slimy and fidgety. Over the years she's amassed a huge following online, with over 3.4 Million YouTube subscribers and 3.7 Million TikTok followers. In 2022, Doctor Squish partnered with toy maker BOTI to create the *Doctor Squish Squishy Maker Station*, a DIY toy kit that allows people to make Squishes from their own home. Given our extensive experience promoting toys & games, as well as licensed products, BOTI tasked Canspan BMG with the planning, strategy, and execution of a paid media campaign to support the launch of the new product on Amazon.com & Amazon.ca.



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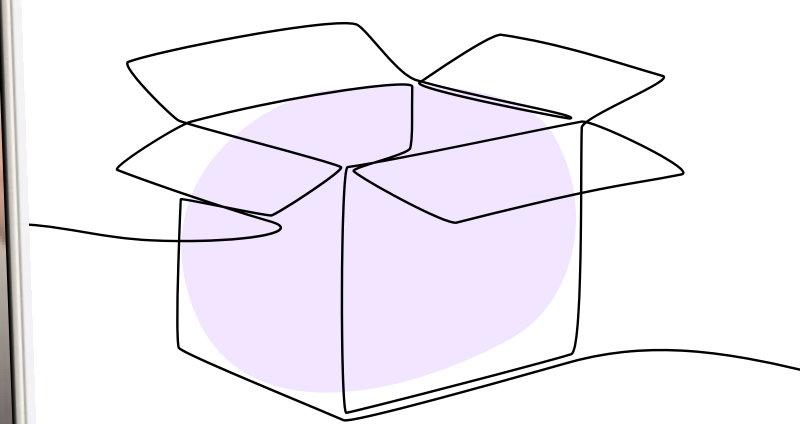
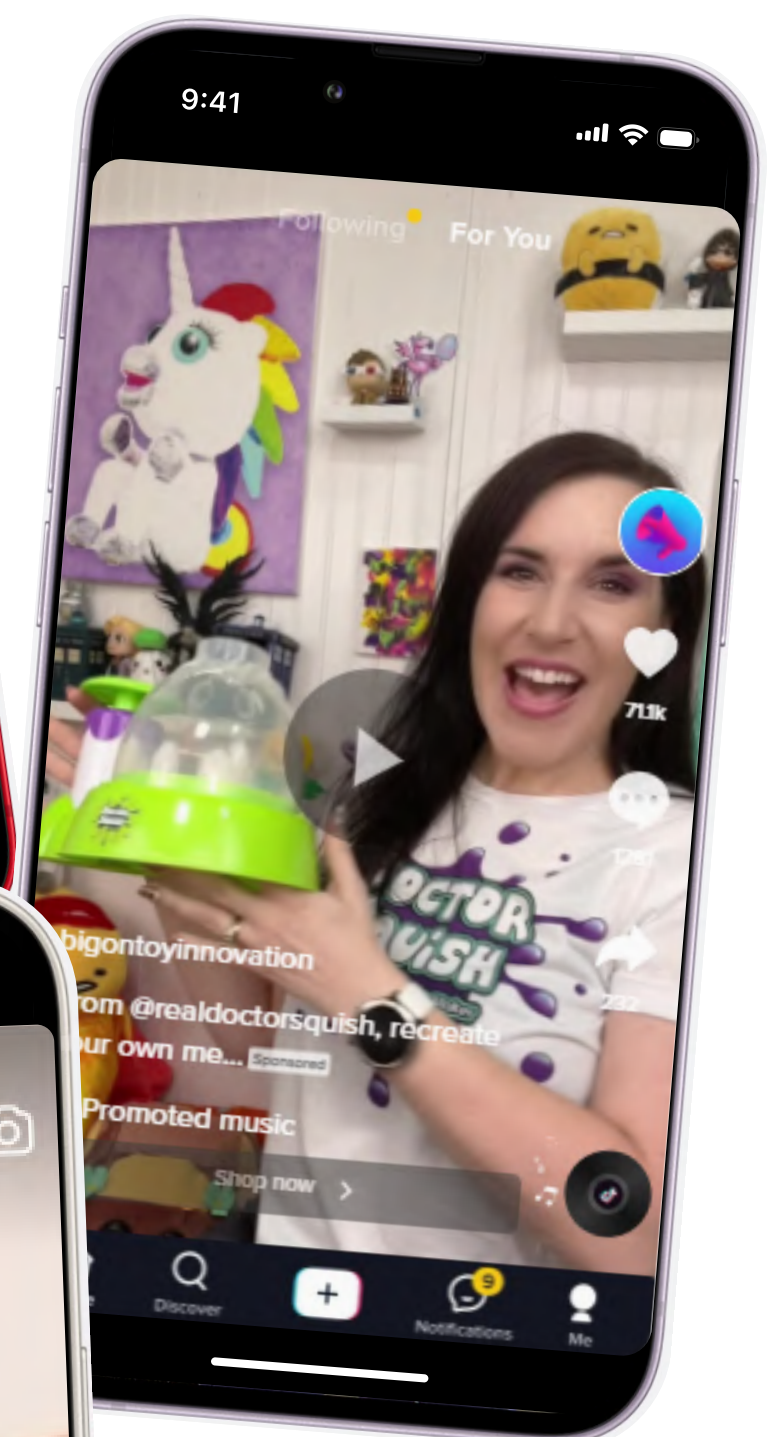
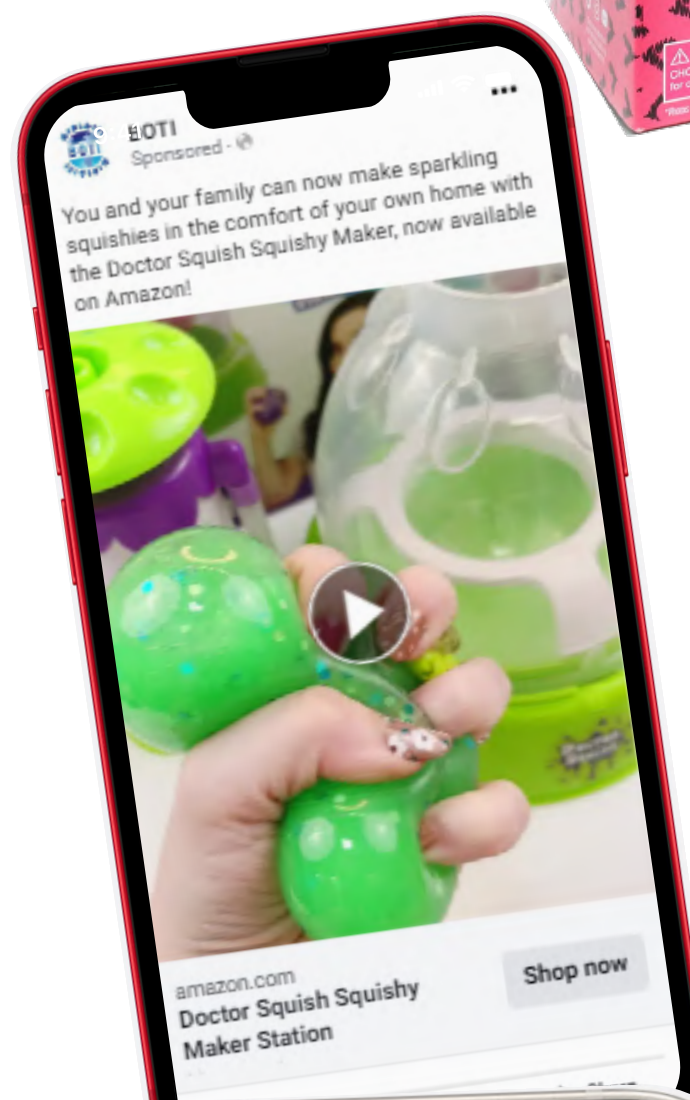
"We trust Canspan's expertise across all platforms to help us meet our objectives. Their exceptional campaign performance, budget management, communication, and insights set them apart from others."

The Strategy

Canspan BMG developed a paid media plan involving a combination of Paid Social & Amazon on-site advertising to drive sales on Amazon.

Meta Ads & TikTok Ads were the platforms leveraged in the Paid Social strategy. Across both channels, engaging video creative was sourced from Doctor Squish to promote the toy which helped result in Click Through Rates well above toy industry benchmarks. Throughout the entirety of the campaign, there was ongoing A/B testing of video ads in order to maximize performance and keep ad content fresh. For audience targeting, one part of the strategy was to target parents using a variety of high-performing interest segments layered in with additional interests/demographics. Additionally, using a targeting approach that Canspan BMG employs for licensed products, there was a segment of the campaign designed to reach Doctor Squish fans, who unsurprisingly engaged very well with the ads and clicked through to Amazon at high rates.

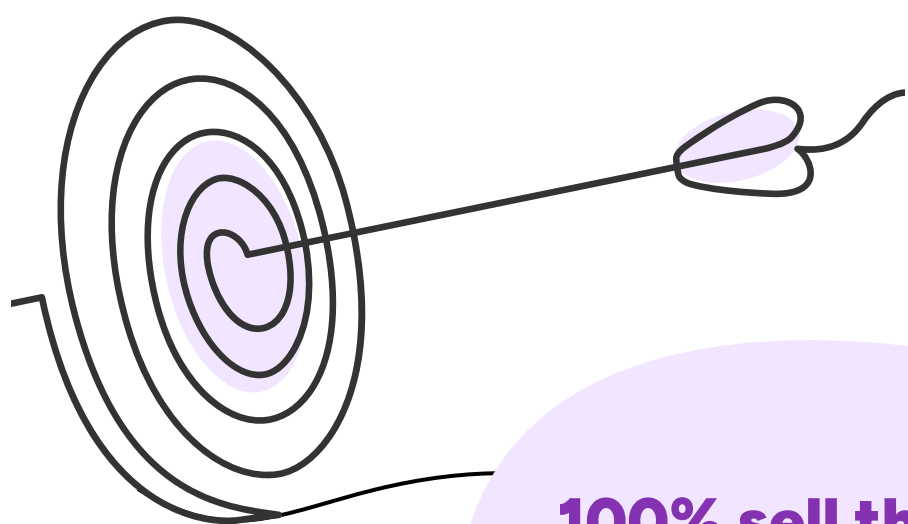
Amazon on-site advertising was used as a lower funnel strategy to target high intent-shoppers as they were searching for related products. A combination of Sponsored Product Ads & Sponsored Brand Video ads were included in the media mix, with a particularly high ROAS generated when targeting shoppers looking for products in the Slime & Putty toys category. In addition to product category targeting, keyword targeting was also used and CPC bids were optimized on an ongoing basis to maximize product page traffic and ROAS.





The Results

During the holidays, the Doctor Squish Squishy Maker was consistently among Amazon's Best Seller lists in the Toys & Games category, and by December the item had sold out in both the USA and Canada.



100% sell through
earlier than expected

#1 Best Seller
in Slime & Putty Toys
category

Top 100 Best Seller
in entire Toys & Games
category

Ad Performance Highlights



276,000+ Brand Impressions

6,000+ Clicks

805% ROAS



1,600,000+ Brand Impressions

87,000+ Link Clicks

4,000+ Social Engagements



960,000+ Brand Impressions

29,000+ Link Clicks

66,000+ Social Engagements

