



BRAND EXPAND

Brand Expand 2025 Case Study
From Launch to Takeoff:

What We Learned from 8K+ Campaigns

Explore data-backed strategies that help marketplace sellers launch smarter and scale faster.





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This **case study covers key insights** and validated performance data from Brand Expand's top-performing campaigns across major marketplaces.

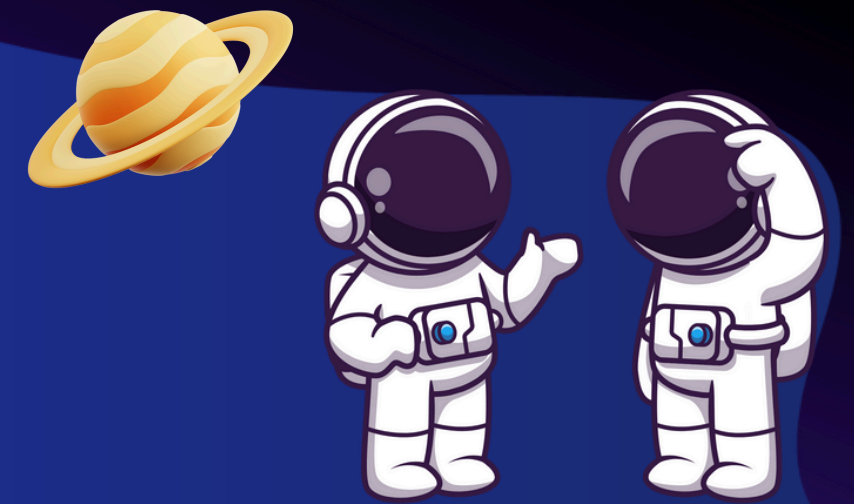
Here's what you'll find:

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Short on time? Review our **Star Slides** for fast, actionable tips and quick wins!



About Us



At Brand Expand, **we fuel your eCommerce growth** by leveraging our omni-channel tech platform with an exclusive shopper network to **boost traffic, sales, feedback, and search optimization** for brands on **Amazon, Walmart, Target, TikTok, Etsy, Chewy**, and more.

With over **1M orders and 1.3M monthly shopper visits** to our partnered marketplace, we target high-intent shoppers to purchase, review, and provide feedback summarized with AI to accelerate sales and conversions. The result is **explosive growth for your brands**.



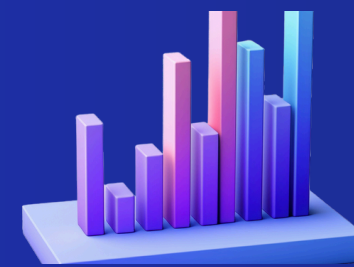
10,000+
marketing
campaigns



1M+ orders from
our shopper
network



8X ROAS
average across
8k campaigns.



15–50X ROAS
of top 10%
of campaigns



1.3M+ customers
visit our deal site
every month



\$50M+ sales
boosted for agencies
and brands

Executive Summary

From Launch to Lift-Off: Insights from 8,000+ Marketplace Campaigns

About the report:

This report is built on a comprehensive analysis of over 8,000 real-world campaigns launched by sellers across today's leading marketplaces. It uncovers the trends, behaviors, and performance drivers behind the most successful sellers using Brand Expand's data-backed strategies.

Our research dives into:

- What top-performing sellers are doing differently
- How launch strategies evolve through each product lifecycle stage
- Which categories generate the highest return on investment (ROI)
- How consistent relaunching and external traffic impact long-term success

By analyzing verified data from our platform, including ROAS, STR (Sell-Through Rate), campaign setup, and category-level performance, **we offer a clear and comprehensive snapshot of what works in 2025 and beyond.**

We also include insights on enterprise-level brands using Brand Expand for scaled, multi-marketplace expansion.

Methodology:

Data in this report was gathered from **8,000+ real campaigns** launched through Brand Expand between January 2024 and May 2025. This includes performance insights by product stage, category, and campaign setup. All metrics like ROAS, STR, ACoS, and Seller Ranking improvement are calculated based on verified campaign results.

Who It's Built For

- Brand owners looking to accelerate product sales and improve keyword rankings
- Private label sellers and brands seeking faster market penetration
- Ecommerce & Marketplace agencies wanting to deliver proven results for clients across multiple marketplaces

For more information, specific data requests, or to reach the report's authors, **please contact us at success@brandexpand.io**

Executive Summary

Challenge:

Online sellers are up against higher CPCs, a shrinking organic review rate, and increasingly competitive product categories. **Positioning online products in front of high purchase intent shoppers requires more than just good listings.**

Solution:

Brand Expand is an **omnichannel launch engine** that combines:



Verified
external traffic



Search term
targeting



Strategic campaign
sequencing based on
product lifecycle



Post-launch automation
(EvergreenBX™)



Results from 8,000+ campaigns:



8.11X

Avg ROAS



51.25X

Top 10%
Campaign ROAS



+60.57%

Avg BSR
Improvement



260 Units

Avg number of
units over 30 days

Product

Lifecycle Performance





Product Stage	Avg Campaigns	Avg Units over 30 days	Duration Per Campaign	Avg ROAS	BSR Lift
Honeymoon (0-6 weeks)	2	228	10 days	5.8X	+56.57%
New (6-16 weeks)	3	200	11 days	6.64X	+57.76%
Growth (17-52 weeks)	3	211	12 days	5.39X	+47.18%
Mature (52+ weeks)	4	219	10 days	7.65X	+41.15%

Summary:

- **Honeymoon** and **New** stages are most algorithm-sensitive, launch quickly to capitalize on early momentum.
- **Mature** and **Growth** stages benefit from relaunches (2-4x per year) for consistent growth.

Top 10% ROAS

Campaigns Performance Drivers



Top 10% ROAS Campaigns Performance Drivers

Top Campaigns (10% ROAS Leaders)

Avg Duration: 8 days

**Avg monthly
Relaunches per SKU: 3**

Avg Units per Launch: 85

Avg ROAS: 51.25X

Avg ACoS: 100%



Sell-Through Rate (STR) Insight:

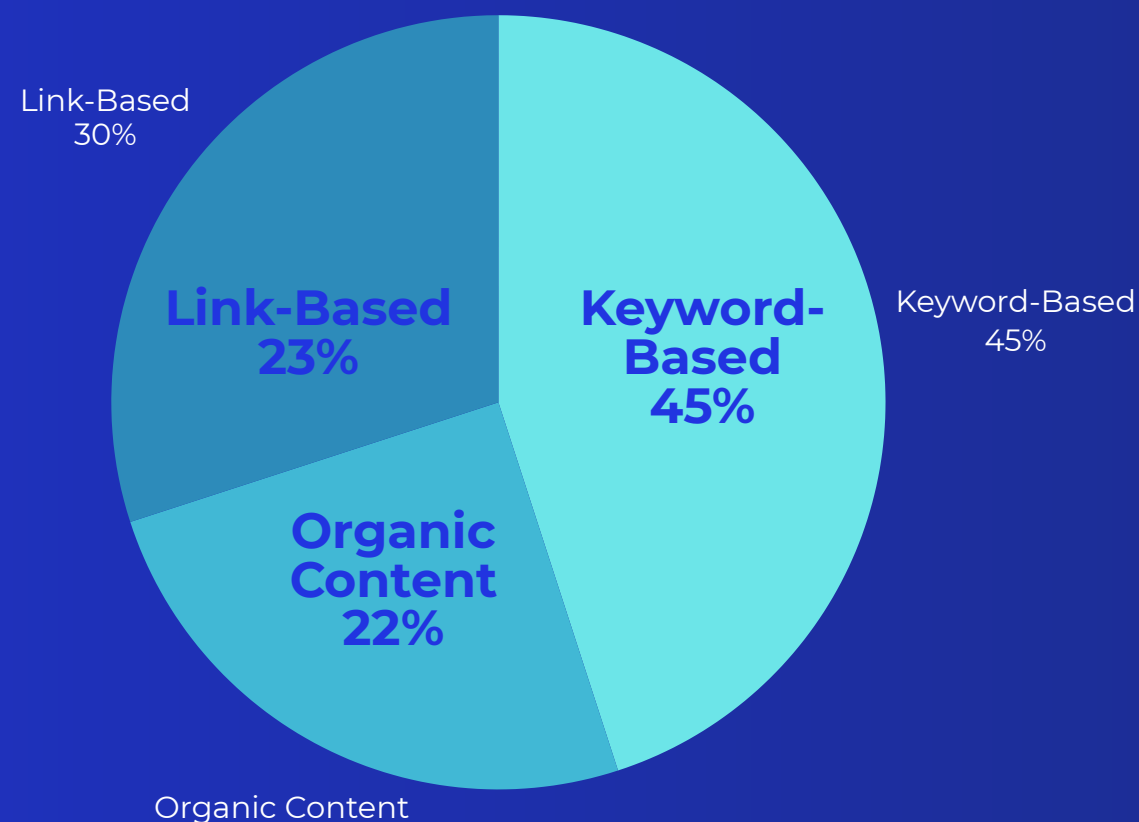
Top-performing campaigns exhibited STRs **above 87%**, indicating high offer resonance and demand alignment during launch windows.

RBF (Repeat Buyer Frequency):

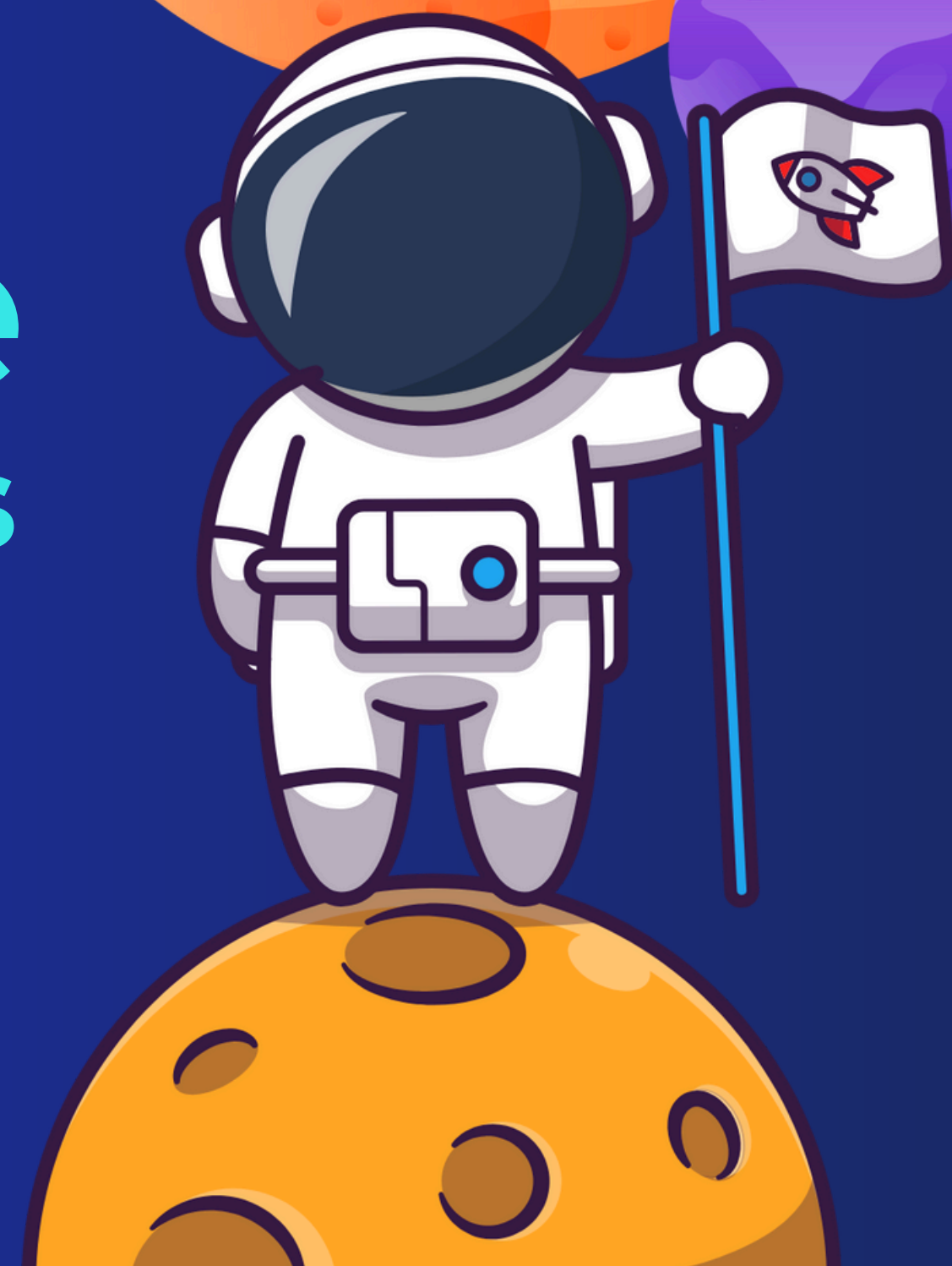
- **Consumables**
(Supplements, Pet, Beauty): 14-30 days
- **Durable Goods (Auto, Office):** 30+ days

Insight:

Keyword focused campaigns paired with predictable product cycles generated **top-tier returns**.



Most Competitive Product Categories



Most Competitive Product Categories

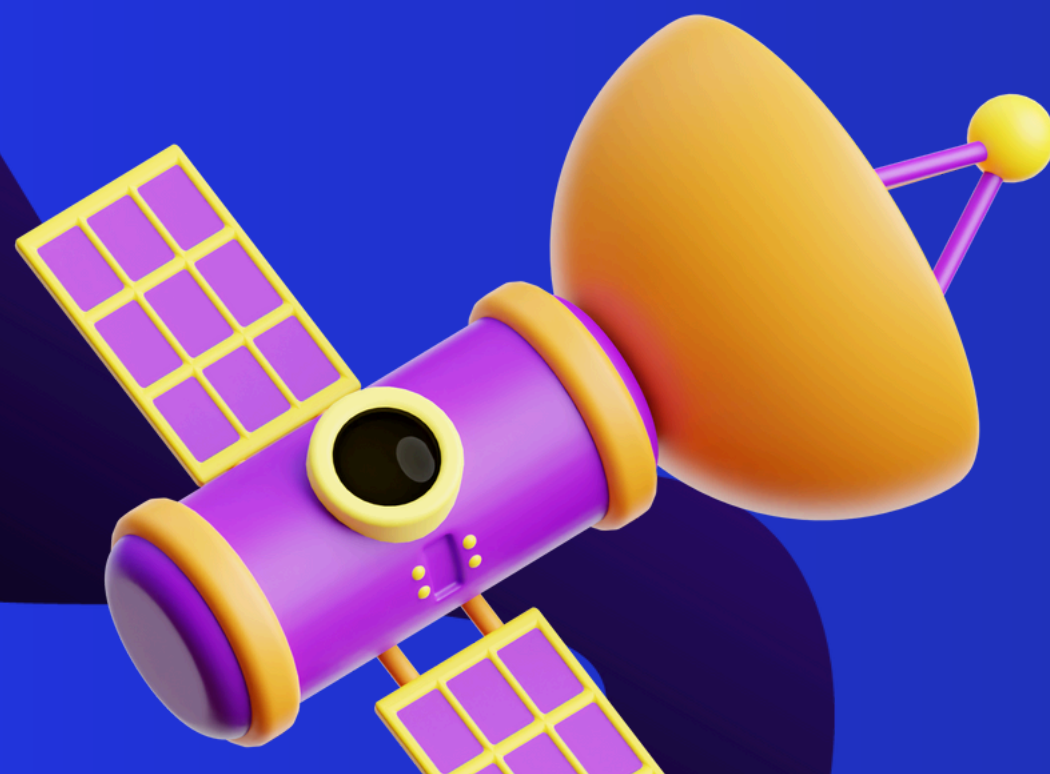
Category	Total Units Scheduled
Supplements	167,977
Beauty & Personal Care	135,601
Health & Household	76,563

Campaign Setup by Category (Top 10% ROAS)

Category	AVG ACOS	Avg. 30 Day Units	Avg ROAS
Home & Kitchen	94%	224	68.17X
Health & Household	91%	237	51.01X
Beauty & Personal Care	100%	317	50.73X
Supplements	100%	282	36.10X

Observation:

High-volume categories tolerate **higher ACoS (90–100%)** in exchange for velocity and BSR lift.



Relaunch

vs. Sporadic Launches



Relaunch

vs. Sporadic Launches



Launch Type	Avg BSR Lift
Consistent Relaunch	41–58%
Sporadic One-Time	<30%

Conclusion:

Structured relaunch schedules (every 4–6 weeks) outperform sporadic bursts. Sellers who planned 2–4 launches per product **saw stronger, sustained visibility.**



EvergreenBXTM

and Post-Launch Lift



Launch Playbook

(Data-Validated)





Launch Playbook

(Data-Validated)

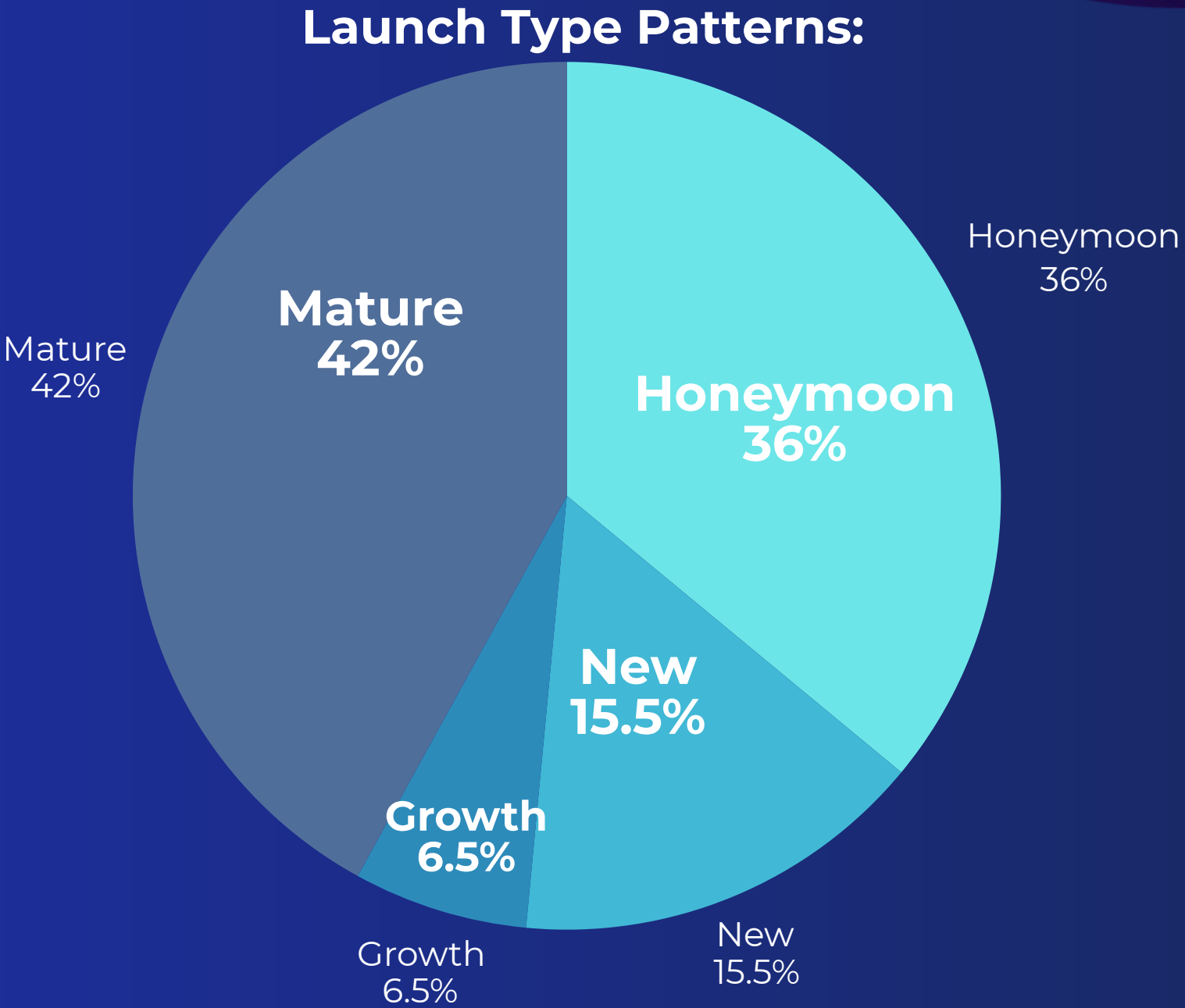
Stage	Avg Total Units	Duration	Relaunch Cadence
Honeymoon	75–80	7–10 days	1–2 campaigns
New	70–75	10–12 days	Every 2–3 months
Growth	80–85	12–14 days	Quarterly relaunch
Mature	70–75	10–12 days	Seasonal relaunch

Optimization Checklist:

- **Listing:** Keyword-optimized title, A+ content, quality images, 10+ reviews
- **Campaign:** Clear KPIs, competitive unit volume, conversion-ready page
- **Strategy:** Align timing with lifecycle + target keywords

Launch Behavior in the Top 10%

Launch Type Patterns:



Average Duration: 8 Days

Category Spotlights





Supplements

Avg ROAS: 36.1X
ACoS tolerance: 100%
Avg units/launch: 282
Duration: 30 days
RBF: 14–30 days
BSR Gain: +58%



Beauty & Personal Care

Avg ROAS: 50.73X
ACoS tolerance: 99%
Avg units/launch: 317
Duration: 30 days
RBF: 14–30 days
BSR Gain: +80.6%



Health & Household

Avg ROAS: 51.01X
ACoS tolerance: 91%
Avg units/launch: 237
Duration: 30 days
RBF: 14 days
BSR Gain: +72.5%



Home & Kitchen

Avg ROAS: 68.17X
ACoS tolerance: 94%+
Avg Units/Launch: 224
Duration: 30 days
RBF: 14–30 days
BSR Gain: +74.1%



Toys & Games

Avg ROAS: 27.8X
ACoS tolerance: 97%+
Avg Units/Launch: 350
Duration: 30 days
RBF: 14–30 days
BSR Gain: +68.7%



Pet Supplies

Avg ROAS: 11.67X
ACoS tolerance: 99%+
Avg Units/Launch: 300
Duration: 30 days
RBF: 14–30 days
BSR Gain: +54.5%



Grocery & Gourmet Food

Avg ROAS: 11.3X
ACoS tolerance: 97%+
Avg Units/Launch: 180
Duration: 30 days
RBF: 30 days
BSR Gain: +90.4%



Automotive

Avg ROAS: 3.8X
ACoS tolerance: 100%+
Avg Units/Launch: 204
Duration: 30 days
RBF: 30 days
BSR Gain: +83.7%



Electronics

Avg ROAS: 32.2X
ACoS tolerance: 98%+
Avg Units/Launch: 230
Duration: 30 days
RBF: 30 days
BSR Gain: +71.4%

Our Buyer Network

Accelerate Sales & Gain Real
Buyer Insights

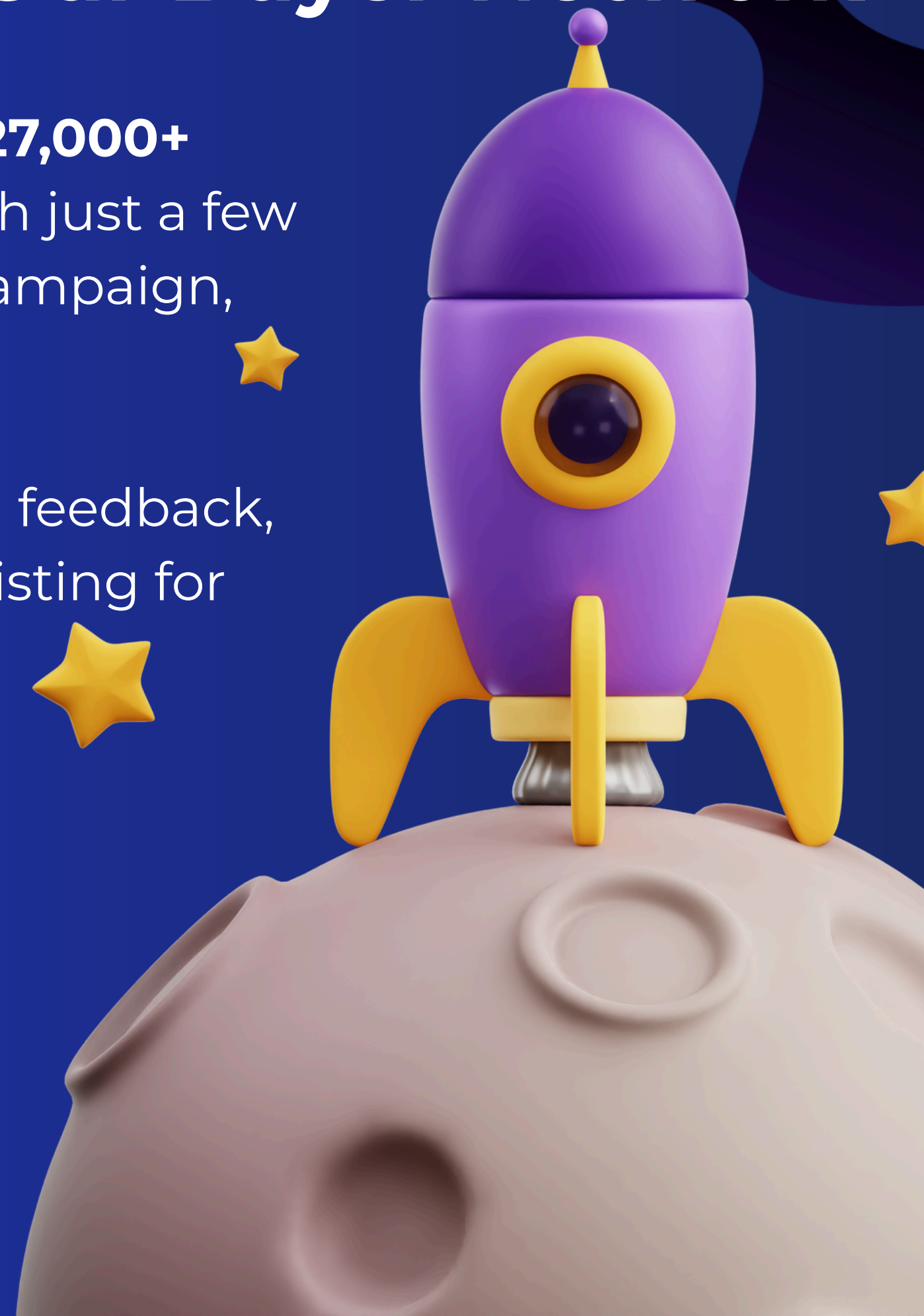


Brand Expand campaigns tap into a curated network of **27,000+** **high-intent U.S.-based** shoppers ready to take action. With just a few clicks, sellers can import their product, launch a verified campaign, and go live within minutes.

Our buyers don't just purchase, they provide meaningful feedback, improve keyword search velocity, and help optimize your listing for better conversions and stronger organic performance.

Key Benefits:

- **Instant access** to high-converting external traffic
- Actionable review and **conversion feedback**
- **Sales boost** and enhanced keyword traction
- Full-funnel shopper insights, **from click to conversion**
- **100% U.S.-based**, verified buyers



Key Takeaways





Top 10% Campaigns Set the Pace: Elite performers average **51.25X ROAS**, maintain sell-through rates (STR) above **87%**, and average **2.7 campaigns** every **1–3 months**, demonstrating a balance between consistency and execution.



Optimized Listings Amplify Returns: Keyword-optimized titles and bullets, A+ content, quality images, high-converting listing, and 10+ reviews (4.3+ rating) have **compounding effects on ROAS**.



Evergreen Campaigns Create Long-Tail Value: Beyond initial launch, the system maintains **60–85% of sales volume post-campaign**, helping brands achieve lasting and compounding growth.



Launch Frequency Wins: Launching **2–4 times** per product lifecycle, especially timed with keyword trends or seasonal moments, yields significant gains in **BSR** and **ROAS**.



All Launch Types Dominate: High-performing campaigns use the **ideal launch size** to drive optimal campaign results. No single launch type is proven to outperform another (e.g. organic vs. link).



Product Category & Desirability Drives ACoS: Supplements and Beauty & Personal Care products perform best at **100%+ ACoS** while unique products like Toys & Games, Home & Kitchen can offer **<100% ACoS**.

Example

Launch Breakdowns



Category: Supplements, Electrolyte Tablets

Product Lifecycle: Honeymoon

Product Price: \$15.60

Estimated Total Cost: \$811.80

Estimated Total Revenue: \$4,765.27

Subscription: Free

ACoS: 100%

Campaign Duration: 12 days

Units Scheduled: 36

Launch Setup: Uniform, 3 units/day

Launch Type: Link

Number of Relaunches: 14 following initial launch

Example #1



5.87X
ROAS



89.41%
BSR
Improvement



Category: Home & Kitchen, Queen Sheet Set

Product Lifecycle: Honeymoon

Product Price: \$39.97

Estimated Total Cost: \$2,5717.38

Estimated Total Revenue: \$13,472

Subscription: Free

ACoS: 100%

Campaign Duration: 7 days

Units Scheduled: 549

Launch Setup: Uniform, 75 units/day

Launch Type: Link

Number of Relaunches: 2

Example #2



5.46X
ROAS



102.9%
BSR
Improvement

Category: Electronics, Kids Smart Watch

Product Lifecycle: Honeymoon

Product Price: \$129.99

Estimated Total Cost: \$3,559.95

Estimated Total Revenue: \$20,897

Subscription: Free

ACoS: 100%

Campaign Duration: 6 days

Units Scheduled: 26

Launch Setup: Staircase, increasing from 3 to 6 units/day

Launch Type: Keyword, low competition (314 monthly clicks)

Number of Relaunches: 1

SEO Improvement: From position 78 to 4

Example #3



5.87X
ROAS



175%
BSR
Improvement

Category: Home & Kitchen, Sheet Set

Product Lifecycle: Honeymoon

Product Price: \$37.40

Estimated Total Cost: \$9,345.19

Estimated Total Revenue: \$72,984

Subscription: Free

ACoS: 100%

Campaign Duration: 19 days

Units Scheduled: 211

Launch Setup: Staircase, increasing from 7 to 19 units/day

Launch Type: Link

Number of Relaunches: 2

Example #4



7.81X
ROAS



56.67%
BSR
Improvement

Category: Pet Supplies, Training Treats for Dogs

Product Lifecycle: Honeymoon

Product Price: \$7.98

Estimated Total Cost: \$350.70

Estimated Total Revenue: \$3,847

Subscription: Free

ACoS: 100%

Campaign Duration: 5 days

Units Scheduled: 37

Launch Setup: Staircase, increasing from 5 to 12 units/day

Launch Type: Organic, 1 long-tail keyword

Number of Relaunches: 1

Example #5



10.97X
ROAS



13.16%
BSR
Improvement

Category: Beauty & Personal Care, Sunless Tanning Lotion

Product Lifecycle: Mature

Product Price: \$28.00

Estimated Total Cost: \$489.30

Estimated Total Revenue: \$8,122

Subscription: Free

ACoS: 100%

Campaign Duration: 4 days

Units Scheduled: 14

Launch Setup: Uniform, 3 or 4 units/day

Launch Type: Keyword, 5 used (low competition/monthly clicks)

Number of Relaunches: 18

SEO Improvement: Starting average position of 23, finishing 16



16.6X
ROAS



45.15%
BSR
Improvement

Category: Pet Supplies, Dog Chews

Product Lifecycle: Honeymoon

Product Price: \$24.95

Estimated Total Cost: \$319.99

Estimated Total Revenue: \$2,560

Subscription: Free

ACoS: 100%

Campaign Duration: 1 day

Units Scheduled: 10

Launch Setup: Uniform, 10 units/day

Launch Type: Link

Number of Relaunches: 14

Example #7



8X
ROAS



27.53%
BSR
Improvement

Category: Food and Beverage, Coffee Pods

Product Lifecycle: Honeymoon

Product Price: \$12.49

Estimated total cost: \$1,112

Estimated Total Revenue: \$10,897

Subscription: Free

ACoS: 100%

Campaign Duration: 4 days

Units Scheduled: 160

Launch Setup: Staircase, increasing from 15 to 65 units/day

Launch Type: Keyword, 5 used (low competition)

Number of Relaunches: 2

Example #8



9.8X
ROAS



183.27%
BSR
Improvement



THANK YOU

Ready to Launch?

Apply Brand Expand's proven framework and scale smarter.

Grow faster. Launch smarter. **Scale sustainably.**

EXPAND YOUR BRAND TODAY!



BRAND EXPAND
Success Team
SUCCESS@BRANDEXPAND.IO

 Discover more at: BRANDEXPAND.IO

