

Hitting 8-Figures on Amazon & Walmart

5 Strategies Real Brands Used



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Introduction

Selling on major marketplaces like Amazon and Walmart offers both enormous opportunity and steep challenges. These platforms give brands direct access to millions of high-intent shoppers, but they also demand constant adaptation—competition is fierce, ad costs are climbing, and tactics that succeed one quarter can flop the next.

Yet some brands don't just survive in this environment—they thrive. What sets them apart, and what can other sellers take from their success?

In this playbook, we've analyzed the strategies of brands operating at the 8-figure scale and beyond. Across very different categories and business models, five key strategies surfaced—each a lesson that any brand can apply. In the pages ahead, you'll see how these strategies played out in practice and how you can put them to work in your own business. The goal is simple: give you a roadmap for scaling profitably, whether you're defending category leadership or chasing your next big growth milestone.

Five Key Strategies to Hit 8-Figures

The following five strategies capture what consistently drives results across Amazon and Walmart, no matter the category or growth stage. Each is illustrated through real brand stories, showing how sellers turned marketplace complexity into momentum. Together, they form a playbook you can adapt to your own business to scale profitably.

1. Start with a Full-Funnel Foundation

One of the most reliable growth drivers in ecommerce is a balanced approach across the full shopper journey. Brands that scale don't just compete at the bottom of the funnel where conversions happen—they invest in awareness to reach new audiences, retargeting to stay top-of-mind, and retention to keep customers coming back.

A full-funnel foundation ensures every marketing dollar works harder by enticing shoppers from first impression to repeat purchase.

Funko's Story



Funko, the pop-culture collectibles giant, recognized that sustaining growth meant expanding reach beyond its core fan base.

Category: Collectibles and entertainment merchandise

Challenge: Funko already had strong brand recognition, but its campaigns skewed toward lower-funnel tactics. This limited new-to-brand growth and capped the brand's ability to reach fresh audiences.

Solution: Funko leveraged [Amazon Marketing Cloud \(AMC\)](#) through [Teikametrics](#) to expand beyond Sponsored Products into Sponsored Brands, Sponsored Display, and Amazon's demand-side platform (DSP). AMC revealed how ad types influenced the customer journey, guiding a mix that extended reach while maintaining efficiency.

Results: Funko achieved a **48% increase in overall reach**, a **131% increase in total purchases**, and a **44% increase in new-to-brand purchases**—proving that expanding higher in the funnel can drive both incremental reach and new customer acquisition. [Read Funko's full story →](#)

Caudalie's Story



Caudalie, the French skincare brand, discovered that breaking through in a crowded beauty category meant expanding visibility beyond Sponsored Products alone.

Category: Premium skincare and beauty

Challenge: Caudalie faced a hyper-competitive advertising environment where top placements were crowded and costly. Growth through bottom-funnel ads alone wasn't sustainable.

Solution: Caudalie expanded beyond Sponsored Products by layering Amazon DSP and Streaming TV with Teikametrics' [campaign management](#). The full-funnel strategy combined awareness, retargeting, and loyalty campaigns to **grow** visibility in a competitive category while protecting efficiency

Results: Caudalie **increased total orders by 108%**, **grew ad-attributed sales by 71%**, and **lifted conversion rate by 82%**. [Read Caudalie's full story →](#)

How to Apply

A full-funnel plan ensures you're not relying solely on bottom-of-funnel tactics, which cap long-term growth. The goal is to guide shoppers from first impression to repeat purchase.

- **Map your customer journey.** Identify where shoppers first discover, evaluate, and buy—then ensure you have coverage at each stage.
- **Balance spend.** Complement Sponsored Products with AMC, DSP, or Streaming TV for awareness, and test retargeting to recover high-intent browsers.
- **Invest in loyalty.** Retention campaigns keep existing customers active and improve lifetime value.

The key is avoiding over-reliance on conversions alone. Full-funnel brands capture demand across the journey and turn one-time purchasers into repeat buyers.

2. Keep Momentum Year-Round

For many brands, demand rises and falls in cycles—whether driven by holidays, weather, or category trends. Going dark in the off-season might save budget short term, but it erases campaign learnings, lowers ad rank, and cedes visibility to competitors. Maintaining even a light baseline of activity keeps campaigns primed to scale quickly when demand returns.

BioLab's Story



BioLab, a pool supplies company, learned that relying only on peak-season demand meant losing efficiency gains and long-term growth.

Category: Pool chemicals and maintenance supplies

Challenge: BioLab's sales spiked in summer but dropped steeply once the season ended. Pausing ads in the off-season caused campaigns to lose rank and relevancy, so each new season started with higher bids and extra spend just to regain ground.

Solution: BioLab ran always-on Sponsored Search through Teikametrics.

[Predictive-AI bidding](#) automatically adjusted keyword bids in real time as demand shifted, while [budget pacing](#) controlled spend in the off-season. The platform's match-type management supported a tiered structure (broad/phrase/exact) with stronger bids on top performers—helping preserve placement going into peak.

Results: BioLab achieved a **29% YoY increase in conversion rate**, a **44% YoY increase in units sold**, a **\$24.70 ROAS**, and a **52% YoY increase in ROAS**.

[Read BioLab's full story →](#)

Blackstone's Story



Blackstone, a leading outdoor griddle brand, saw that capturing category leadership depended on more than just riding seasonal demand spikes.

Category: Outdoor cooking and grills

Challenge: Blackstone faced intense competition during the late-spring and summer months, when outdoor cooking demand peaks. Without careful planning, ad budgets could be exhausted too quickly or spread too thin across products.

Solution: Blackstone prepared for seasonal demand by pacing budgets across SKUs, using dayparting to capture shoppers during off-peak hours, and maintaining brand coverage on top searches. [Teikametrics' bidding](#) and [pacing technology](#) powered these strategies, keeping them efficient at scale and helping the brand sustain visibility outside of peak season while entering high-demand periods from a stronger position.

Results: Blackstone achieved a **4x increase in sales** and sustained efficiency with a **\$43.74 ROAS**, including a **219% increase in ad sales YoY**.

[Read Blackstone's full story →](#)

How to Apply

Seasonal demand doesn't mean your advertising should shut off when sales dip. Maintaining continuity preserves ad rank, keeps data flowing, and sets you up for peak season.

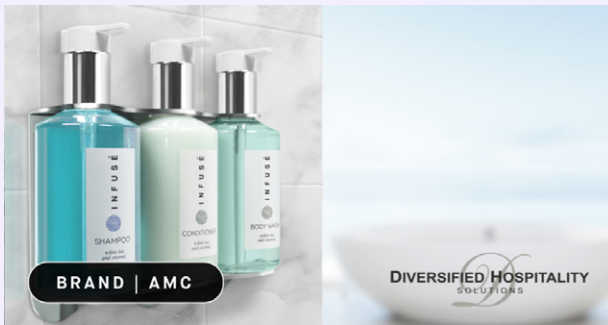
- **Run always-on campaigns.** Use automation to modulate bids in off-season so you stay visible without overspending. At the same time, AI-backed bid management helps maximize profitability during peak seasons too.
- **Plan seasonal surges.** Segment campaigns by product type and allocate budgets strategically to top performers when demand spikes.

This combination of continuity and flexibility stabilizes growth throughout the year—and gives you the strongest position when shoppers return in peak season.

3. Target Smarter, Not Broader

On Amazon and Walmart, reach alone doesn't win. Broad targeting may drive impressions, but it quickly erodes efficiency and floods campaigns with low-quality traffic. Precision targeting, powered by data, delivers higher conversion and keeps acquisition costs sustainable as competition intensifies.

DHS's Story



DHS, a hospitality supplier specializing in bulk toiletries and amenities, found that competing effectively in a crowded category hinged on reaching the right new customers, not the most.

Category: Hospitality and bulk toiletries

Challenge: DHS needed to expand reach in a crowded category without wasting spend on low-intent audiences. Broad targeting was driving impressions but not efficient conversions.

Solution: DHS used Teikametrics' [AMC integrations](#) to build custom audiences based on its target market, then expanded reach with lookalike audiences based on targeted keywords. AMC overlap reports highlighted high-engagement segments, enabling budget reallocation to the most incremental opportunities.

Results: DHS saw a **90% increase in DSP reach**, a **100% improvement in DSP ROAS**, an **18% improvement in CVR**, and a **373% lift in NTB purchases**.

[Read DHS's full story →](#)

How to Apply

Broad targeting may look like scale, but it often drives up spend without efficiency. Smarter targeting starts with data and prioritizes quality traffic over raw impressions.

- **Build high-value audiences.** Use AMC or DSP to create audiences based on your best-performing customers.
- **Refine with overlap reports.** See where different audiences overlap, then reallocate spend to the segments with the highest incremental opportunity.
- **Test intent-driven campaigns.** Smaller, more precise segments often convert better and protect margins.

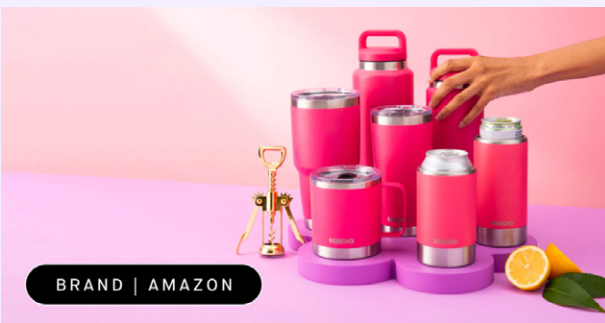
The takeaway: smarter targeting compounds. It lets you capture incremental growth while keeping acquisition costs sustainable.

4. Structure Campaigns for Efficiency

On Amazon and Walmart, messy campaigns bleed money. Overlapping ad groups, neglected match types, or poorly segmented budgets make it nearly impossible to control efficiency.

Growth at scale requires discipline: cleanly structured campaigns where every dollar has a specific role. That discipline keeps spend productive, data clean, and optimizations compounding.

Igloo's Story



Igloo, the cooler brand, realized that scattered campaigns were draining efficiency and holding back growth.

Category: Coolers and outdoor gear

Challenge: Igloo wanted to grow aggressively but found its campaigns were spread thin. Broad match types, poor budget segmentation, and undisciplined bidding left too much spend chasing low-converting clicks.

Solution: Igloo improved campaign efficiency by separating brand and generic campaigns in Teikametrics, using [keyword recommendations](#) to identify broad match terms proven in auto campaigns. Exact matches were then set as negatives to prevent bidding overlap, allowing the platform to redirect spend toward higher-performing traffic.

Results: Igloo cut ad spend by 66% while increasing sales by 49% and boosting ROAS by 489%—a dramatic turnaround proving that disciplined campaign structure can unlock both growth and margin discipline.

[Read Igloo's full story →](#)

How to Apply

Efficient campaigns are a result of clean structure and disciplined management.

- **Segment by match type.** Keep exact, phrase, and broad separate to control bids and understand conversion drivers.
- **Budget by product priority.** Protect budget for top performers while keeping long-tail SKUs visible.
- **Automate bids.** Use algorithms to pace spend to targets and adapt to CPC fluctuations.
- **Audit regularly.** Catch drift, reallocate budgets, and keep structure tight.

Efficiency comes from structure, not cuts—when every dollar has a job, data stays clean and performance compounds.

5. Balance Growth with Profitability

Chasing topline growth without watching efficiency is one of the fastest ways to stall out on Amazon or Walmart. It's easy to let aggressive bids or expanding campaigns eat into margins, especially when competition heats up.

Sustainable growth comes from setting profitability guardrails and enforcing them with automation.

Nutribullet's Story



Nutribullet, the popular blender brand, learned that rising ad costs could quickly erode margins without firm guardrails in place.

Category: Kitchen appliances

Challenge: Nutribullet wanted to grow market share, but ad spend was rising faster than sales, pushing efficiency out of range.

Solution: Nutribullet rebuilt its entire advertising structure in Teikametrics to improve bid control and applied differentiated efficiency targets for brand vs. non-brand search terms. The brand then activated [Teikametrics' bidding engine](#), continually measuring results and optimizing spend against overall shipped COGS rather than just ad-attributed revenue or ACOS.

Results: Nutribullet **grew total sales by 25%** while **reducing ad spend by 15%** and **lowering ACOS by 26%**. [Read Nutribullet's full story →](#)

How to Apply

Profitability doesn't happen by default—it comes from setting clear parameters and letting your campaigns run within them.

- **Define your thresholds.** Know your breakeven ACOS/ROAS based on true margins, and use them as campaign guardrails.
- **Reallocate to winners.** Shift budget toward products and campaigns delivering the healthiest contribution, not just the most volume.
- **Automate pacing.** Use tools like Teikametrics' automated bidding to hold campaigns to your efficiency targets as CPCs and demand fluctuate.
- **Reinvest selectively.** Roll incremental profit into testing new SKUs or formats while protecting core efficiency.

Balancing growth with profitability isn't about holding back—it's about compounding gains by protecting margins as you expand.

Key Takeaways & Next Steps

The five strategies in this guide aren't one-off wins—they're repeatable moves you can apply directly to your own business.

What to Remember

- **Start with a full-funnel foundation**—cover awareness, consideration, conversion, and retention so growth isn't capped at the bottom of the funnel.
- **Keep momentum year-round**—don't go dark; maintain a baseline so you're not rebuilding rank and learnings every peak.
- **Target smarter, not broader**—prioritize high-intent audiences and segments proven to convert profitably.
- **Structure campaigns for efficiency**—separate match types, segment budgets, and keep every dollar accountable.
- **Balance growth with profitability**—set guardrails and use automation so expansion doesn't erode margins.

What to Do Next

- ☐ **Map coverage across the funnel.** List the tactics you're running by stage; highlight gaps, then add 1–2 upper-funnel and 1–2 retention plays.
- ☐ **Set an always-on baseline.** Keep core campaigns live in the off-season; use bid automation to pace spend without waste.
- ☐ **Plan seasonal surges now.** Allocate incremental budget to top products for high-demand periods or key holidays; protect baseline visibility for the rest of the catalog.
- ☐ **Build higher-value audiences.** Use AMC/DSP to create custom/lookalike audiences from your best converters; run overlap to find the segments worth paying for.

- ☐ **Restructure by match type.** Split broad/phrase/exact; add negatives to control flow from discovery to precision; align budgets to product priorities.
- ☐ **Install profitability guardrails.** Set ACOS/ROAS guardrails and use automated bidding + budget pacing to hold campaigns within them.
- ☐ **Tighten your measurement.** Track NTB%, ROAS by audience, CPC in peak periods, conversion rate, and impression share by priority SKU.
- ☐ **Adopt a test cadence.** Ship one audience test, one structural change, and one creative/offer test every 30 days; keep only what beats your baselines.

Put these plays to work with Teikametrics

The brands we've studied didn't just spend more—they used better levers. Teikametrics helps you operationalize the same moves: AMC integrations and audience tools for precision targeting, budget pacing and automated bidding to hit efficiency targets, campaign structuring and segmentation to cut waste, and cross-marketplace management to keep momentum year-round.

Ready to put these five strategies into action? See how Teikametrics can help you build a full-funnel plan, sustain year-round growth, target smarter, and scale profitably. [Request your demo](#)