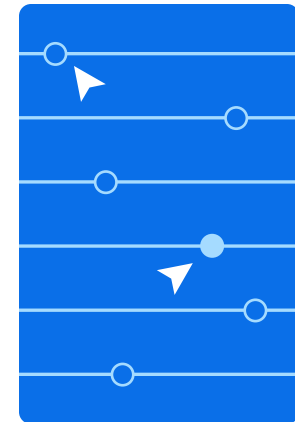


Adtomic by Helium 10

## Adtomic PPC Automation Saves 7 Figure Brand 15+ Hours a Week & Replaces Need for Full-Time Hire



### ABOUT HEMLOCK PARK

Hemlock Park has been featured as **#1 on People Magazine's** list of scented candles and **Forbes Next 1,000 in 2021.**

HEMLOCK  
PARK

→ [HemlockPark.com](https://HemlockPark.com)

Hemlock Park is a premium candle and aromatherapy brand that was established in 2018. The brand's eco-friendly and sustainably sourced ingredients have made it a popular choice among environmentally conscious consumers.

What makes Hemlock Park stand out from its competitors is its unique approach to crafting products. All of their candles and aromatherapy blends are carefully handcrafted in-house, ensuring attention to detail and a personal touch.

Founder Michael Kim started Hemlock Park by selling products at his local Farmer's market with friends while he was still working his corporate job. His personal interest in organic and vegan products drove the brand's commitment to using eco-friendly, sustainably sourced ingredients.

In 2020, Mike decided to shift more of his focus to Hemlock Park, and that's when the business took off with sales doubling each year. Hemlock has been featured as #1 on People Magazine's list of scented candles and Forbes Next 1,000 in 2021. The brand is also in over 1,000 stores worldwide.

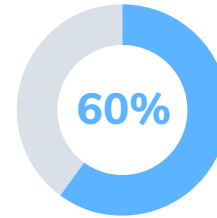
## THE CHALLENGE

Despite their success, Hemlock Park remains committed to keeping their business small while focusing on scalability and profitability.

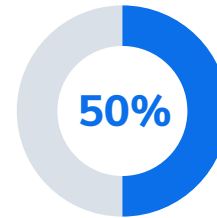
As Hemlock Park grew, they recognized the need for more efficient Amazon PPC campaign optimization. Their in-house team was spending more than 15 hours/week manually adjusting bids, which was both time-consuming and costly. They looked at options to hire in-house and tested different PPC software companies but did not find success in either option.

The need to maintain market share was even more critical for Hemlock Park as Amazon represented 60% of their sales. With almost 50% of that business coming from ads, the need for scalability and efficiency was necessary in order to continue to increase marketing spend at an effective ACoS (advertising cost of sales). Hemlock Park needed a solution that could streamline the process and maximize their advertising budget so they could focus their attention on other parts of the business such as product development and growing their product line.

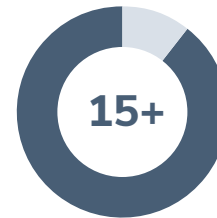
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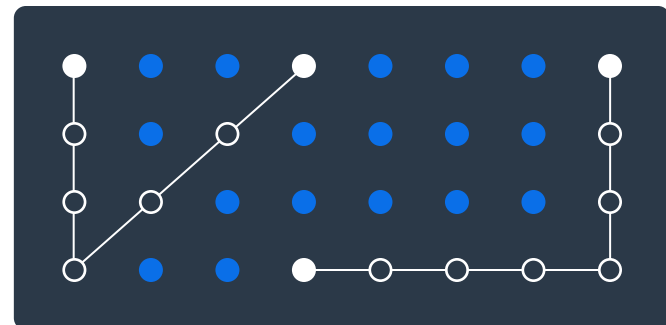
**Total sales**  
coming from  
Amazon.com



**Total business**  
from ads on  
Amazon.com



**Hours spent a**  
week manually  
adjusting bids



## THEIR STRATEGY

To address this challenge, Hemlock Park partnered with Adtomic, an automated PPC tool that uses artificial intelligence to optimize campaigns and maximize returns. The Adtomic team provided Hemlock Park with onboarding training, teaching them how to efficiently leverage the tool's data-driven insights. The brand used Adtomic to automate their keyword targeting and bid adjustments with just a few clicks, saving them hours of manual work in the process. Now they have managed to put all their campaigns on automatic bidding, reducing the time to manage the program to 1 hour per week. This has reduced the need to hire a full time employee to manage the program.

Adtomic's new campaign scheduling feature also allowed Hemlock Park to pause their PPC campaigns during slower times of the day, dramatically improving their ACoS. Additionally, Hemlock Park focused on high-margin products like candles, ensuring a higher return on investment.

Hemlock Park has been using Adtomic for only 1 year but saw results within months of testing with the software. In comparison, they had tested with a competitor software and saw a decrease in sales and efficiency after 6 months of testing.

## → THE RESULTS

Since implementing Adtomic, Hemlock Park's results have been astounding:



**Overall higher sales**  
(2x YOY)



**Maintain or lower ACoS** while increasing spend



**Save 15+ hrs. a week** on bid adjustments



**Clear ROI on Adtomic** subscription costs

Want to learn how **Adtomic** can help your **business** save time and increase sales?

[Book your free demo today!](#)

