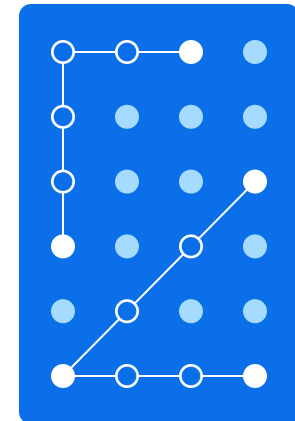


Adtomic by Helium 10

Solo Stove Scales Business by over 50% Year Over Year with Adtomic PPC Brand Strategy



From humble beginnings to **over \$400 million in revenue in 2022**, Solo Stove has never lost sight of how vital it is to build strong customer relationships.



→ SoloStove.com

ABOUT SOLO STOVE

Solo Stove was founded 13 years ago by brothers Spencer and Jeff, whose love for the outdoors sparked the idea to “remake fire” with their unique smokeless fire technology. Their journey began with the original Solo Stove Lite, an ultra-lightweight camp stove designed for backpackers in need of a mobile fire source. As their fan base grew, customers began requesting larger stoves, which led to the development of their most notable product – an efficient and nearly smokeless wood-burning fire pit known as the Bonfire.

From humble beginnings to over \$400 million in revenue in 2022¹, Solo Stove has never lost sight of how vital it is to build strong customer relationships. They also understand the importance of customer feedback, which plays an integral role in the development of their growing line of innovative products. Solo Stove takes pride in being part of their customers’ experiences and helping them create lasting memories.

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

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THE CHALLENGE

As more competitors popped up on Amazon under their brand search, it became clear that Solo Stove needed to bolster their Amazon presence, defend their brand terms, and expand their Amazon business to maintain growth. Defending their brand terms was getting more expensive as competitors were driving up their advertising cost per click. Expanding efficiently with generic terms served to be challenging since many of these terms drive unqualified traffic.

THEIR STRATEGY

Solo Stove leveraged the power of the Helium 10 software suite to create optimized product listings to better position their brand and increase selling potential on Amazon. As they grew on Amazon, advertising became more important for maintaining market share and increasing top line growth. Because customer intent on Amazon is high, Solo Stove found that their brand terms drove high intent and qualified traffic. During seasonal periods, competitors took advantage of this and invested significant advertising dollars on Solo Stove's brand terms. By doubling down on their defensive brand marketing strategy with Adtomic PPC, Solo Stove was able to not only maintain market share but also drive more sales. Their PPC strategy allowed them to capture both sponsored and organic traffic, freeing up more time to focus on other areas of the business such as refining their pricing strategy and technology stack.

Solo Stove leveraged the power of the Helium 10 software suite to:



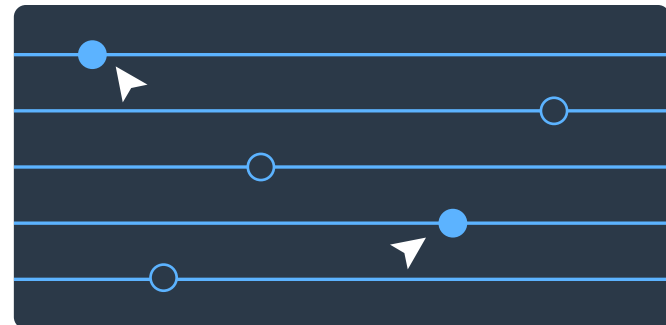
Create optimized product listings to better position their brand and increase selling potential



Adjust their defensive brand marketing strategy with Adtomic to maintain market share



Capture both sponsored and organic traffic with their PPC strategy



THE RESULTS

Solo Stove grew sales by over 50% year over year on Amazon² with a comprehensive brand marketing strategy. Solo Stove's VP of Europe, Alvaro Lopez says "Consistency in the fundamentals is key for long-term success on Amazon, including regular SEO updates, optimized seasonally-adapted digital assets, rich text, brand stores, FBA utilization, buy box defense, pricing strategy, and effective PPC operations. Taking a holistic approach in managing our overall business was the key to producing consistent growth."

It wasn't just Adtomic alone that sent their sales numbers soaring. Solo Stove leveraged several other Helium 10 tools as well, including:

Cerebro:

a reverse-ASIN lookup tool designed to improve your keyword strategies

[Learn More →](#)

Keyword Tracker:

a tool that tracks the ranking of your keywords in real-time

[Learn More →](#)

Listing Builder:

a tool that helps you to optimize new and existing Amazon product listings

[Learn More →](#)

Ultimately, it was that commitment to fundamentals, with a little help from Adtomic and Helium 10's larger suite of tools, that allowed Solo Stove to optimize their Amazon strategy and better connect with potential buyers to the tune of millions of dollars more in yearly revenue.

¹Source: Solo Stove internal data, US market with some global impact. Results observed by 1 client.

²Source: Solo Stove internal data, 2021-2023, US market with some global impact. Results observed by 1 client.

+50% Grew sales by over 50% year over year on Amazon

400M Over \$400M in revenue in 2022

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