



Franck **Ardourel**

---

# Meet The World's Largest Buyer of Amazon FBA Sellers

## Thrasio Business Case

### CONTENT

Executive Summary .....	2
Background .....	2
Target Audience .....	2
ABM & Lead Generation Strategy .....	2
Multi-Channel Sourcing Approach .....	3
Results & Performance .....	3
Conclusion .....	4

## EXECUTIVE SUMMARY

In pursuit of Thrasio's goal to expand its Amazon FBA private label business acquisitions, we implemented a highly focused marketing strategy—exclusively relying on **Account-Based Marketing (ABM)** tactics. Our aim was to target specific high-value Amazon FBA sellers and increase brand acquisitions by 100 within two years, primarily focusing on businesses generating over \$1 million in annual revenue through private-label FBA.

Our robust ABM-lead generation initiative leveraged a spectrum of channels, including programmatic ads, LinkedIn, email newsletters, and various social media platforms. The objective was to capture the attention of potential Amazon FBA sellers and establish meaningful connections.

The May 2021 campaign, backed by a \$55,000 ad investment, delivered outstanding results. It impacted **41.5% of total closed deals** in 2021, generating an impressive **revenue of \$12,8M** and boasting a remarkable return on investment (ROI) of \$293.

## BACKGROUND

As the global leader in acquiring Amazon third-party private label businesses, Thrasio targets sellers with annual revenues exceeding one million dollars. Already possessing a few brands, Thrasio sought our assistance to expand its portfolio by increasing brand acquisitions in the US, UK, and European markets.

Despite a total addressable market of **2.4 million Amazon FBA businesses** worldwide in 2021, the specific target of Amazon FBA sellers generating over \$1 million annually accounted for only 1-2%.

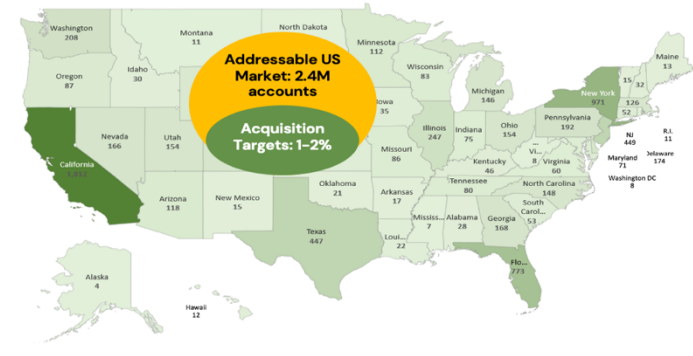
## OBJECTIVES

With a strategic vision for expansion, Thrasio set an ambitious target of acquiring 100 new brands within a two-year timeframe. The company focused squarely on bolstering its presence, primarily emphasizing the lucrative markets of the United States and Europe.

Notably, Thrasio homed in specifically on Amazon FBA businesses operating under the private label model, with an annual revenue threshold of over \$1 million. This precision in targeting underscored the company's commitment to strategic growth and market dominance.

## TARGET AUDIENCE

- Find the Amazon FBA Seller's **Ideal Account Profiles** for the ABM campaign.
- Identify the decision-makers by job titles and seniority and create the prospective list of **Ideal Contact Profiles**



## ABM-LEAD GENERATION STRATEGY

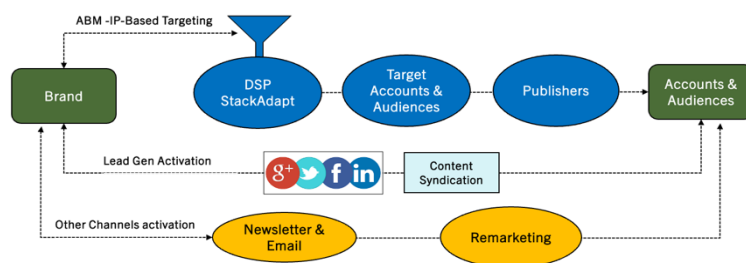
Account-Based Marketing (ABM) is a strategic marketing approach that focuses on targeting and engaging specific accounts or companies rather than casting a wide net to a broader audience. The key idea behind ABM is to treat individual accounts as markets in their own right, tailoring marketing efforts to address each target account's unique needs and characteristics.

We deployed an **ABM-lead gen program** to convert potential prospects into leads—individuals or entities that have shown interest in a product or service and have provided their contact information. It involves strategic marketing and sales efforts designed to capture the attention of potential Amazon FBA Sellers and initiate the process of converting them into leads.

A well-executed ABM-lead generation program is crucial for businesses to build a pipeline of potential customers, increase sales opportunities, and ultimately drive revenue growth. The success of a lead generation program is often measured by the quality and quantity of Sales Qualified Leads (SQLs) generated and their conversion into paying customers.

## MULTI-CHANNEL SOURCING APPROACH

Launched in May 2021 with a \$55K advertising investment, our six-month campaign involved acquiring targeted account lists from various sources. We meticulously verified business



details, including mailing addresses, and enriched the data through external partners like Dun & Bradstreet and Bombora. Utilizing external platforms such as Liveramp and DSP, we

conducted URL research and lookups to onboard accounts, constructing custom audiences. Audience segmentation was based on account value, with higher bids for ad impressions on segments with estimated revenues surpassing \$10 million.

We deployed ABM-Lead Generation campaigns through the following channels to increase top-priority accounts’ interest, acquire new contacts, and generate new leads:

ABM (Accounts)	LEAD GEN (Individuals)
<ul style="list-style-type: none"> <li>• Programmatic Display (DSP)</li> <li>• LinkedIn Newsfeed</li> <li>• Email &amp; Newsletter</li> <li>• Facebook Newsfeed (RT))</li> <li>• YouTube Video (RT)</li> <li>• Cold Prospect Email</li> </ul>	<ul style="list-style-type: none"> <li>• Google Search</li> <li>• Google Display</li> <li>• YouTube Video display</li> <li>• META (Look-a-like audiences)</li> <li>• LinkedIn in-mail</li> <li>• Twitter Search</li> </ul>

We executed ABM-Lead Generation campaigns across various channels to heighten interest from top-priority accounts, acquire fresh contacts, and generate new Sales Qualified Leads (SQLs).

## RESULTS & PERFORMANCE ANALYSIS (KPIs)

### Advertising performance

- Targeted 11,934 accounts with annual revenues exceeding +\$1M.
- Delivered 2.5M ad impressions to the Ideal Customer Profiles (accounts & contacts).
- Gathered PII from **4,735 new contacts**, comprising emails and/or phone numbers—accounting for 39.6% of total accounts.
- Produced 118 Sales Qualified Leads, with a conversion rate of **18.6% into actual sales**.

### Sales performance

- The ABM-lead gen program influenced 41.5% of the total sales, contributing to **22 out of 53 closed deals in 2021**.
- With a total ad spend of \$43K, the cost per acquisition stood at \$1,996.
- The ABM-lead gen strategy **generated \$12.8M revenue**, yielding an impressive ROI of \$293.

## CONCLUSION

The ABM strategy delivered impactful results, targeting 11,934 high-revenue accounts and yielding 2,2M ad impressions. Notably, it influenced 41.5% of the total closed deals in 2021, contributing to \$12,8M in revenue with a remarkable ROI of \$293. With a total ad spend of \$43,000, the cost per acquisition stood at \$1,996. This success underscores the ABM-Lead Gen approach's effectiveness in reaching the target accounts and audiences and driving significant business outcomes. Thrasio not only met but surpassed its business goal of expanding its portfolio through strategic acquisitions of Amazon FBA Sellers, showcasing the power of IP-targeted marketing strategies (i.e., ABM) in achieving business objectives.

---

Leverage the full potential of contemporary MarTech and AdTech by strategically implementing an Account-Based Marketing (ABM) strategy.



<https://franckardourel.com>

[linkedin.com/in/franckardourel](https://www.linkedin.com/in/franckardourel)

Email: [franck@franckardourel.com](mailto:franck@franckardourel.com)

Cell: 510-205-2651