



C A S E S T U D Y

How Thrasio Scaled Amazon FBA Acquisitions

from \$55K to \$12.8M with a \$293 ROI

EXECUTIVE SUMMARY

Thrasio transformed a fragmented Amazon FBA acquisition process into a precision-targeted growth engine — delivering a **\$293 ROI**, **\$12.8M in revenue**, and **41.5% influence on total closed deals**. This case reveals how one of the world's fastest-growing acquirers of Amazon brands unlocked scalable, measurable growth through Account-Based Marketing, multi-channel execution, and data-enriched targeting.

\$293

Return on Investment

\$12.8M

Revenue Generated

41.5%

Deals Influenced

118

Sales Qualified Leads

THE PROBLEM: ACQUISITIONS WERE LIMITED BY REACH

Thrasio's mission was to acquire Amazon FBA private label businesses generating over \$1 million annually — a segment representing just **1–2% of the total addressable market** of 2.4 million FBA sellers worldwide.

Finding and converting these rare, high-value sellers required surgical precision. Traditional marketing channels lacked the targeting capability, data depth, and account intelligence needed to identify the right sellers at the right time.

Key Pain Points

- **Niche ICP:** only 1–2% of FBA sellers qualified
- **No scalable** way to identify high-revenue sellers
- **Low brand awareness** among target Amazon sellers
- **Manual prospecting** — slow, costly, inconsistent
- **Fragmented ad** channels with no unified attribution



THE OPPORTUNITY MOST COMPANIES MISS

Most companies chasing a niche B2B audience rely on broad, spray-and-pray tactics — burning budget on impressions that never reach the right decision-maker. The gap is not reach. It's **precision, data enrichment, and account intelligence.**

The opportunity lies in converting fragmented ad spend into a unified, account-based acquisition engine — powered by enriched firmographic data, intent signals, and multi-channel orchestration across programmatic, social, and search.

THE ABM TRANSFORMATION STRATEGY

1

Account Intelligence & ICP Definition

Identified 11,934 high-value target accounts (Amazon FBA sellers with \$1M+ annual revenue) using Dun & Bradstreet and Bombora intent data to enrich and segment the addressable universe.

2

Precision Multi-Channel Deployment

Executed simultaneous ABM campaigns across Programmatic Display (DSP), LinkedIn, Facebook, YouTube, Google Search, email newsletters, and cold outreach — reaching both accounts and individual buyer personas.

3

Data Enrichment & Audience Segmentation

Leveraged Liveramp and DSP to onboard custom audiences, verify business details, and apply higher bid multipliers for accounts with estimated revenues exceeding \$10M — maximizing budget efficiency.

4

Conversion Pipeline: SQL Generation

Deployed a full ABM-lead generation funnel targeting identified contacts, generating 4,735 new contacts with PII (emails and phone numbers) and converting 18.6% of SQLs into actual sales.

5

Revenue Impact Attribution

Rigorously tracked campaign influence across the full acquisition cycle — from first impression to closed deal — enabling clear proof of \$12.8M in attributable revenue from a \$55K ad investment.



B U S I N E S S I M P A C T

💰 **Revenue of \$12.8M generated** from a \$55K ad spend

📊 **Cost per acquisition of just \$1,996** per closed brand

⚡ **4,735 new contacts with verified PII** acquired

🇮🇹 **41.5% of total closed deals** influenced by ABM campaign

🎯 **2.5M ad impressions delivered** to Ideal Customer Profiles

🏆 **Thrasio recognized as global leader** in FBA acquisitions market

W H Y T H I S M A T T E R S N O W

The competitive landscape for acquiring high-value Amazon FBA brands is intensifying. Aggregators who delay precision marketing are not standing still — they are falling behind rivals already operating with richer data, lower acquisition costs, and AI-powered targeting at scale.

The opportunity to lead — not follow — is open now.

Today's Market Demands

- Measurable, accountable **ABM ROI**
- **Scalable digital acquisition** — not headcount
- **Intent-data driven** account targeting
- AI-powered **personalization at scale**
- **Speed:** faster execution, real-time optimization

T E S T I M O N I A L S

“Our ABM strategy was a game-changer for Thrasio. We expanded our portfolio by targeting high-value Amazon FBA sellers and drove significant revenue growth. The results speak for themselves, with a remarkable ROI and a substantial increase in our market presence.”

— Sandra Rand, Vice President of Marketing



Franck Ardourel

“The success of our ABM campaign exceeded our expectations. We were able to engage with the right accounts at the right time, leading to a 41.5% influence on total sales. This approach has set a new benchmark for our marketing efforts.”

— Victoria Z., Senior Manager Marketing Campaign

READY TO BUILD YOUR GROWTH ENGINE?

Let's design your ABM strategy — together.

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