



About CreateOn

CreateOn is a company that specializes in developing toys for children designed to foster creativity and support cognitive development. They are most known for their magnetic tiles and story-telling building blocks.

Selling on Amazon: Challenges

- Transitioning away from well-known magnetic tile and brand licenses
- Establishing success/growth with a brand-new tile line (Crayola)

Amplify Goods: Solutions

- 86 ad campaigns launched in 2024
- Implemented a full-funnel strategy prioritizing category awareness and NTB customer acquisition
- Developed a unique, more aggressive strategy to build and maintain rank for a new hero SKU

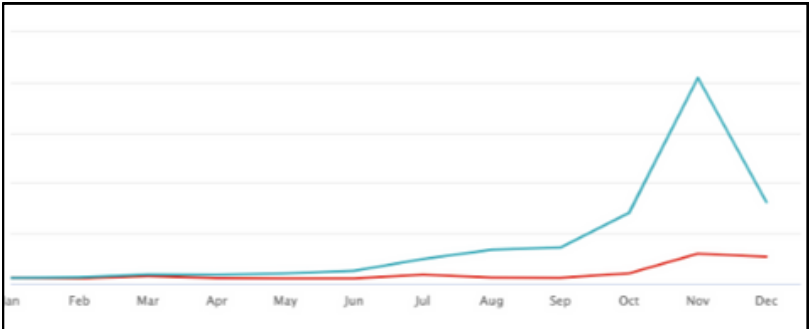
CreateOn: Results

- 363% YoY growth in units ordered
- 175% YoY growth in ordered product sales
- 51% YoY growth in sales on Prime Day
- Established and Maintained **#1 ranked product** in the category
- 336.8% growth in sales YOY for Black Friday / Cyber Monday
- Surpassed 1M in Ad sales Nov. 2024

CreateOn Team Speaks on Their Experience Working with Amplify Goods:



“ I feel like we just don't have to worry about anything in regards to Amazon. ”



SALES GROWTH COMPARISON: 2023 TO 2024