

YEAR-ONE AMAZON REVENUE

# \$722K

2025 · FIRST FULL YEAR

Launched into a category with fewer than 300 monthly searches.

BRAND LAUNCH · AMAZON

## From zero search volume to \$722K in year one.

A licensed 3D puzzle line launched into one of Amazon's toughest niches. Category search volume was under 300 a month. By shifting discovery into Arts & Crafts, rebuilding ad targeting, and running video campaigns that built demand from scratch, the brand closed year one at \$722K with BFCM TACoS under 5%.

01

## A niche licensed brand entering Amazon cold.

This partner launched a line of licensed 3D puzzles under well-known entertainment properties into Amazon's brain-teaser and puzzle category. The brand's products were distinctive, but its niche was small. Competitors were established global toy companies with decades of catalog depth and thousands of reviews per listing.

The partner had inventory, packaging, and IP rights. What they didn't have was a shopper who knew to search for them.

< 300

Monthly searches for core category keywords at launch

4+

Major licensed IP partnerships live in year one

\$722K

Year-one Amazon revenue baseline

Zero

Brand awareness in the arts & crafts shopper segment at launch

02

## How do you grow a brand in a category nobody searches for?

When the line launched, the partner was facing three compounding problems. Search demand inside their core category (3D puzzles, brain-teasers) was tiny. Under 300 monthly searches for the terms that actually described their products. The broader category was dominated by legacy brands with review counts the partner couldn't match for years. And the licensed IP was valuable, but "licensed 3D puzzle" isn't something most shoppers think to look for.

**"We had beautiful products and real IP. But shoppers weren't searching for us. They were searching for a completely different kind of product. We needed a way in."**

— 3D PUZZLE BRAND PARTNER

The standard playbook would've been to bid harder on puzzle keywords, burn budget buying position, and hope reviews accumulated over time. That math doesn't work when the category itself is too small to fund meaningful spend.

- Core category search volume: under 300 a month
- Top-competitor review counts: tens of thousands
- No existing keyword path to the partner's products
- Licensing cost structure required efficiency from day one

03

## Move discovery into a bigger category. Build demand from scratch.

### 01 Repositioned discovery into Arts & Crafts.

A broader category with real search volume, and a gift-shopper audience that overlapped naturally with the partner's licensed IP.

### 02 Rebuilt ad targeting around category-intent keywords.

Stopped chasing tiny-volume puzzle terms. Started capturing intent from shoppers already searching nearby.

2

Active discovery categories after repositioning

10 wks

Consecutive PPC conversion-rate improvement

54% → 66%

Organic share of total revenue

4% → ~5%

Account conversion rate improvement

03

**Strengthened dual-category positioning.**

The brand now sits credibly in both 3D puzzles and Arts & Crafts. Two discovery paths, not one.

04

**Launched video ad campaigns.**

Built awareness where product pages couldn't. Taught shoppers the product's value fast, which reduced the gap between impression and conversion.

**Our read: in a niche with no search demand, the fastest path to scale isn't a bigger bid. It's finding the adjacent category where your product already belongs, and teaching the shopper already standing there why your product is the one worth picking.**

04

**\$722K in year one. BFCM at 5–6x daily average. TACoS under 5%.**

**\$722K**

YEAR-ONE REVENUE

**6x**

BLACK FRIDAY VS. DAILY AVG

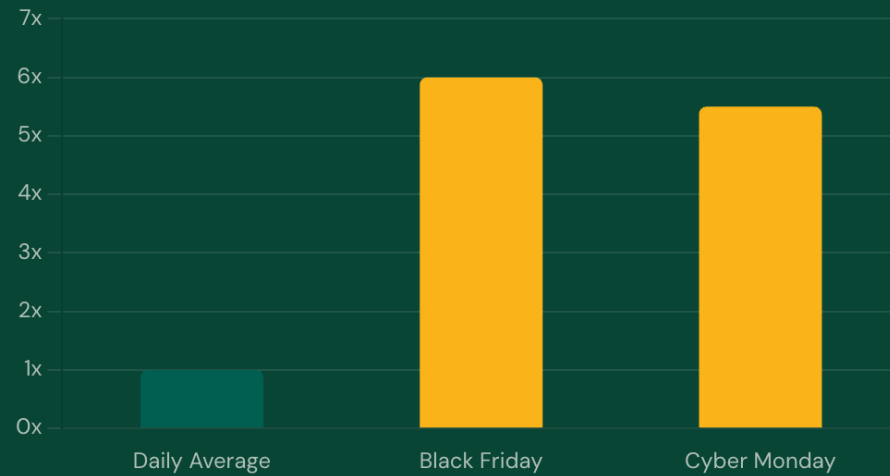
**5.5x**

CYBER MONDAY VS. DAILY AVG

**4.96%**

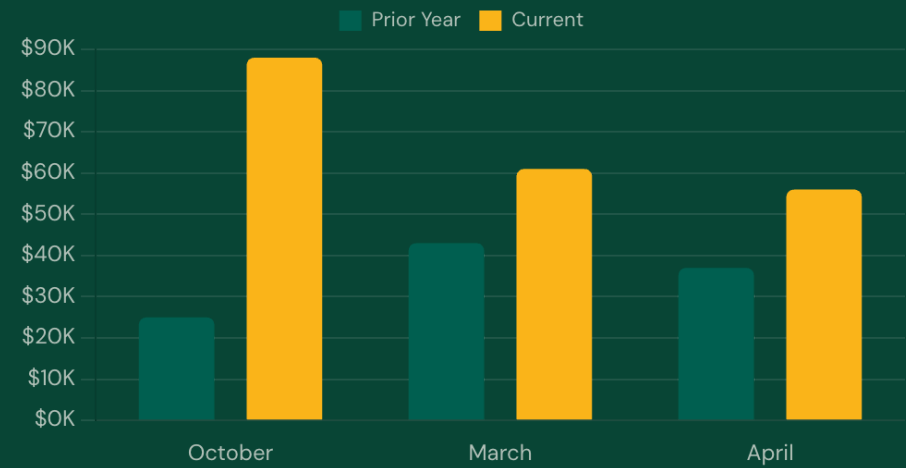
BFCM TACoS

## BFCM EVENT SPIKE · 2025



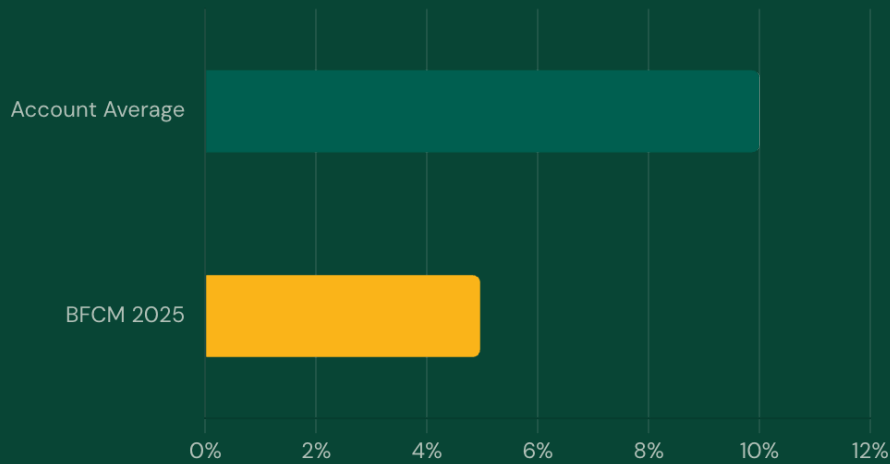
Shows what happens when a launch that's built demand the right way hits peak season. Black Friday produced 6x the daily average and Cyber Monday 5.5x, meaning the brand had enough category traction to convert holiday traffic at real scale.

## YEAR-OVER-YEAR GROWTH · KEY MONTHS



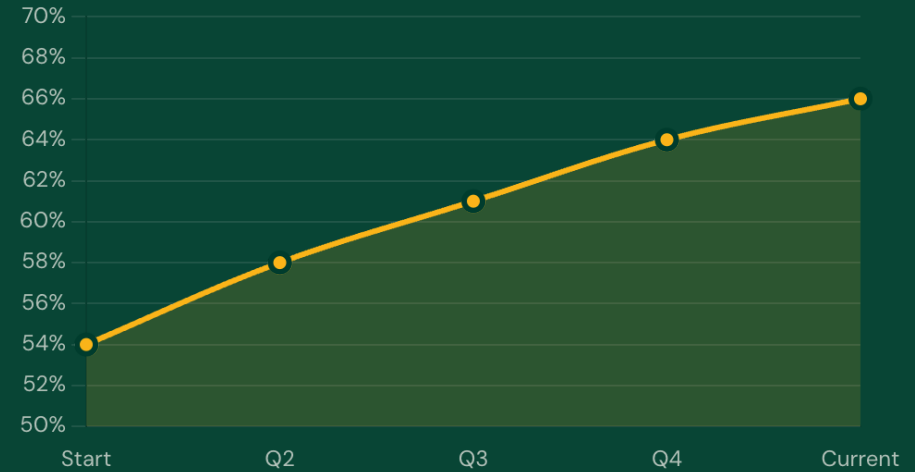
The launch trajectory is visible in the YoY deltas. October revenue more than tripled. March and April 2026 continue the compounding pattern, running 40–52% ahead of prior-year months.

### TACOS EFFICIENCY · BFCM VS. ACCOUNT AVERAGE



Scale didn't come at the cost of efficiency. BFCM 2025 TACoS landed at 4.96%, less than half the account's 10% average. The launch wasn't subsidized by heavy ad spend during peak. It was earning its way.

### ORGANIC SHARE OF REVENUE



Organic share climbed from 54% of revenue to 66% over the engagement. When a launch grows organic share at the same time it grows topline, the category repositioning is working.

#### OCTOBER 2025 PRIME DAY

\$21K in 2 days, 734 orders, 12.16% ACoS, 3% TACoS

#### OCTOBER MONTHLY

\$78K–\$98K revenue, +249% to +368% YoY

#### DECEMBER 2025

\$233K, beat the \$190K plan by 23%

#### MARCH 2026

\$60.7K, +40% YoY

#### APRIL 2026

\$55.9K projected, +52% YoY

#### 2026 PARTNER GOAL

\$1.26M — a 75% growth target over the year-one baseline

*"We launched into a category that barely existed on Amazon. A year later we'd done \$722K, our Black Friday hit six times our daily average, and TACoS was under five percent. The category didn't come to us. We had to find the one next door and make ours a better version of what the shopper already wanted."*

— 3D PUZZLE BRAND PARTNER

**\$3.3B**

PARTNER REVENUE GENERATED

**84%**

AVG. YOY PROFIT INCREASE

**99.1%**

PARTNER RETENTION

**Inc. 500**

2022 · 2023 · 2024

# If the category you sell in is too small to scale, find the one next door.

If you're launching into a niche category with thin search volume, the category you compete in and the category you're discovered in don't have to be the same. Find the adjacent category where your product already belongs. Build demand through creative that teaches the shopper why your product belongs in their cart. Efficiency follows once the category traction is real.

## Ready to launch or scale your brand on Amazon?

*Canopy's partners achieve an average 84% profit increase.*

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