

Davids Toothpaste

Davids hydroxy“appetite” to grow

A Case Study

Personal Care

Davids natural toothpaste is a fluoride-free, sulfate-free premium solution to dental care with eco-friendly packaging. The high-performance ingredient, **nano-hydroxyapatite**, was first developed by NASA to help repair and strengthen the teeth of astronauts and is proven to remineralize the enamel on teeth.

The Challenge

Davids Toothpaste sought Cartograph’s help to gain market share, make their entry-level product profitable long-term, launch kits and bundles, and implement a strategic advertising plan.

The Cartograph Approach

- **Improve Customer Retention**
At the time of engagement, there had been no focus on remarketing. We **implemented remarketing tactics** including DSP advertising to re-engage lapsed purchasers.
- **Engage Subscriptions**
Toothpaste is a perfect subscription product due to its daily usage. We capitalized on this by **funding subscribe and save discounts** at the maximum 10%.
- **Diversify Ad Targeting**
Prior to Cartograph, 60% of ad spend was targeting a single competitor term. We **diversified ad spend** across all ad types with a full funnel approach to acquire net new customers and **increase brand presence**.
- **Expand Product Mix**
Cartograph prides itself on thoughtful price positioning and margin diligence. For Davids, we **expanded the product mix** to offer multipacks with **improved margins and higher average order numbers (AOVs)**.
- **Hero Product Flywheel**
Primarily through advertising, Cartograph increased impression share on top category targets, and took market share by targeting top competitors. This wider net, and consequent conversions, created a **positive feedback loop** of organic traffic resulting in both an **“Amazon’s Choice”** for top category terms and as a **“Consider a similar item”** placement on our #1 competitor.
- **Push Promotional Levers**
While Davids was historically cautious to discount its products, we capitalized on July Prime Day using Prime Exclusive Discounts. This allowed us to receive **PED badging and consequent merchandising placements** from Amazon such as being included in the Deals filter.



The Results

With our comprehensive approach, Cartograph focused on **building customer lifetime value (LTV)** by harnessing the power of **subscriptions** and **enhancing customer retention** tactics. We expanded the **advertising strategy** and **product mix**, successfully **tested promotions** on Prime Day, and **secured top category positions**. Thus transforming Davids Toothpaste into a thriving brand on Amazon, gaining traction and recognition in a highly competitive market.

Sales & Inventory

- Nearly **\$8 ROAS** from Ad Remarketing
- Daily Sales **+30%** from Organic Placement

Performance

- Hero Product **Scaling to #1** in Toothpaste Category
- Margin Improvement **+15pp** for Multipack Kits

Key Metrics

- **150%** YoY Revenue Growth
- **+50%** Subscriptions Growth
- **+70%** New to Brand Customers