



Case Studies



Bimbo Bakeries

Thanks to frequent optimization and the ability to re-calculate budgets, Nimble Ads helped Bimbo Bakeries achieve:

-62%

ACOS
REDUCTION

+42%

TOTAL
SALES VOLUME

+11_k

INCREASED
CLICKS

+4.5_{mm}

INCREASED
IMPRESSIONS

+43%

INCREASED
REVENUE

-43%

DECREASED
COSTS



Omar N. Haque
Vice President, eCommerce
Bimbo Bakeries USA

“Nimble’s platform has proven to substantially increase our sales velocity and reduce costs across both Instacart and Amazon for many of our key product lines. We continue to see very strong results and improvement.”