



CASE STUDY


Amazon Account Management

**\$126K PPC Sales - 5.39% ACoS -
18.55 ROAS - over the last 30 days!**

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Context:

- Niche: Pet
- ASINs: 10
- Onboarding: December 2022

We implemented the following strategies to optimize their Amazon PPC campaigns: 

- We optimized the bids and placements on good-performing keywords to maximize the return on ad spend.
- We optimized the campaigns for the top converting placements to further improve the conversion rates.
- We negated the waste ad spend on keywords that were previously tested and found to be ineffective.
- We targeted relevant competitors, especially those with low ratings and poor reviews, and similar/low price points.
- We focused on spending on the highest ROI match types to ensure that every dollar spent was contributing to the campaign's success.
- We tested good-performing search terms on high TOS placements to explore new opportunities for growth.
- We pushed the ranks of keywords on which the brand was already in the top 20-40th position to improve visibility and drive more sales.
- We structured the campaigns and set ad groups by match type and branded vs. generic to ensure effective targeting and optimization.
- We targeted branded keywords in exact match type to capture high-converting traffic.
- We targeted high-converting ASINs to capitalize on the success of the top-performing products.
- We reviewed low-converting ASINs, including content and price, to identify areas for improvement.

- We funneled the top-performing search terms into video ads and product collection ads to increase visibility and test their performance.
- We utilized SUPA sheets by Mansour Norouzi to track the performance of targeted keywords on a weekly basis and made new campaigns on search terms with rising search query volume, impression share, add-to-cart share, and purchase share.
- We created brand defense campaigns in Sponsored Products and Sponsored Display to protect the client's product detail page from competitors.
- We added relevant targetted keywords to the client's listing title and bullet points to improve their rankings for those keywords.
- We transferred converting search terms to manual campaigns for better control and focus on those high-performing keywords.
- To maximize visibility, we separated those converting search terms into their own campaigns to ensure that they received proper attention and optimization.
- We also tested these search terms in Video ads and Product Collection Ads to further increase visibility and reach.

By implementing these strategies, we were able to optimize the campaigns and DRIVE more SALES!

