



CASE STUDY

Amazon Account Management

**\$93K sales | 63.24 ROAS | 1.53% ACoS
in the last 5 months!**

\$93K sales | 63.24 ROAS | 1.53% ACoS in the last 5 months!

This is why BRANDING is so important ON and "OFF" Amazon!

This is the SP campaign we've been running for about 5 months now.

Campaign: SP Branded Keywords Exact Campaign

Statistics: 📌

- Duration: 5 months
- Ad group: 1
- Keywords: 2 (branded)
- Bidding strategy: Dynamic - down only
- Bid adjustment: 150% TOS

Branded keywords are the search terms that include your brand or company name. For example, "football shoes" is a generic non-branded keyword, but "Nike football shoes" is a branded keyword.

We'll be creating a few more campaigns for the other set of branded keywords using "rule-based bidding" once the campaign reaches the threshold of 30 conversions in the last 30 days.

