



CASE STUDY

Amazon Account Management

A 6-figure account with 5.16%
ACoS and a 19.38 RoAS

A 6-figure account with 5.16% ACoS and a 19.38 RoAS

Building a brand is CRUCIAL!

ON and OFF Amazon.

We onboarded the account on November 1st and began optimization efforts immediately in the first week.

Statistics: 📊

● November Month (2022)

- PPC Sales: \$11K
- Total Sales: \$48K
- ACoS: 10.41%
- TACoS: 2.37%
- ROAS: 9.61

● December Month (2022)

- PPC Sales: \$103K
- Total Sales: \$181K
- ACoS: 4.91%
- TACoS: 2.81%
- ROAS: 20.37

● January Month (2023)

- PPC Sales: \$133K
- Total Sales: \$227K
- ACoS: 4.79%
- TACoS: 2.82%
- ROAS: 20.88

A significant portion of the traffic and sales for the account was derived from sources outside of Amazon!

Off-Amazon traffic:

- Youtube
- Meta and Amazon

This highlights the importance of building a strong brand and presence outside of the Amazon platform.

It is worth mentioning that the credit for the improved sales and advertising performance can be attributed to the expertly crafted images, product packaging, and copy. 🙌

In Amazon PPC, these factors play a crucial role in driving SALES.

By taking the time to carefully craft these elements, we have been able to effectively generate high returns from their advertising efforts. 💰

The results speak for themselves, and it is clear that investing in high-quality images, packaging, and the copy can pay off in the long run.

