



CASE STUDY

Amazon Account Management

From %50.52 ACoS to %25.69
ACoS within weeks!

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First thing first,

As the account was handed over to us on 30th May, we started with our audit report, and before starting an audit, we need to know the client's goal.

So for that,

We sent out a Google form containing basic questions that could help us make an in-depth 25+ pages audit report.

Some of the questions in the form:

- Client's goal (Maximize Sales, Improve Profitability, etc.)
- Expectations from the audit report
- Current bottlenecks in the operation
- COGS for each variation
- Details on inventory availability (Soon to order, Ordered, Shipped, Transit, etc.)

The client's goal was to maximize the sales keeping in mind the low margins and high competition as it was a textile niche.

It took us 6 days to complete an audit report. (31st May to 5th June)

Hopped on a meeting with the client to go through the audit in detail.

A couple of findings after performing an audit:

- Bad ratings (3.8 on average)

- Wasteful PPC spends (no placement or bids optimization)
- Bad rankings (ranked on irrelevant keywords and ranked low on relevant keywords)
- Average images (hero and secondary images)
- No backend optimization (search terms)

We started taking action on the account on 6th June!

- Optimized the back-end search terms with preferred outlier keywords with good demand and low competition
- Performed in-depth keyword research to find long-tail intent-based keywords and added them in the title and bullets.
- Ran an exact match on those same keywords we added in the title and bullets
- Structured the portfolio and the campaigns for easy management
- Created more exact and phrase campaigns due to higher CVR on low SV intent-based keywords
- Created VCPM defense campaigns
- Created promotion of buy 2 save 10% off on all variation
- Low bid auto campaign on the best-selling variation
- Studied the data of the last 65 days and optimized the bids of some good historical campaigns and resumed them.
- Shifted the budget from bad-performing campaigns to existing good-performing campaigns and new campaigns.

We are currently working on the reviews by improving the product and revamping the hero and the secondary images to increase the CTR and CVR.

The result we got so far:

PPC Sales: Increase by 118% from \$1,754.35 to \$3,832.58

ROAS: Increased by 96% from 1.98 to 3.89

ACoS: Decreased from 50.52% to 25.69%

Spend: Increased by 11% from \$886.25 to \$984.62

Picture 1: 23rd May to 5th June

Picture 2: 6th June to 19th June

