



CASE STUDY

Amazon Account Management

Grew the account from \$10K to
\$103K in just a month
with %4.9 ACoS!

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From 5 figures to 6 figures in just a month!

Grew the account from **\$10K to \$103K** in just a month with a **4.9% ACoS!**



Building a brand is CRUCIAL!
ON and OFF Amazon.

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

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

We were able to achieve an **847% MoM growth in sales from November to December.** 
We onboarded the account on November 1st and began optimization efforts immediately in the first week.

The **initial sales** for the month of November were **\$10,957.26.**

By the **end of December**, the account had grown to **\$103,823.90** in sales.  

We conducted in-depth keyword research before creating/optimizing any campaigns. We used Data Dive by Brandon Young and Helium 10 for it.

 **This is all we did!**  - (before optimizing)

Because the images, packaging, and copy were expertly crafted! All credit goes to our client.

So far, the account is standing at 6.81% ACoS lifetime! (see image 1)

We created 16 campaigns and 90% of the campaigns are giving us amazing results!

Our top 3 campaigns:

3rd best-performing campaign - 6.73% ACoS

• Main KW in Exact Match Type (Check image 2)

2nd best-performing campaign - 5.01% ACoS

• ASIN Targeting (Check image 3)

Best performing campaign - 1.18% ACoS

• Branded KW Campaign (Check image 4)

The optimization efforts we made to the account were successful in driving significant growth in sales and improving key metrics such as ACoS and ROAS.

These results demonstrate the importance of:

- Conducting thorough keyword research
- Top-notch copy
- Top-notch images (A+ content)
- Top-notch packaging • Off-Amazon presence



