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CONSULTING

CASE STUDY

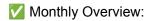Amazon Account Management

%761 Increase in PPC Sales in Just 30 Days!

Amazon Case Study: **761**% **Increase** in PPC Sales in Just **30 Days** with an Impressive **5.01**% **ACOS** and a Skyrocketing **19.98 ROAS**! 🚀

• Market: USA
• Niche: Pet Niche
• Onboarding Account Date: 1st November 2022

✅ Monthly Overview:

November Month: (Onboarding Month)
• PPC Sales: $10,957.26
• Spend: $1,140.65
• ACoS: 10.41%
• ROAS: 9.61

December Month:
• PPC Sales: $94,416.28
• Spend: $4,728.11
• ACoS: 5.01%
• ROAS: 19.97

From November to December, the account saw a significant increase in both PPC sales and ROAS.

In December, the campaign saw a 761% increase in PPC sales from $10K (November) to $94K (December), a 107% increase in ROAS from 9.61 (November) to 19.98 (December), and a 51% decrease in ACOS from 10.41% (November) to 5.01% (December).

✅ Tactics and Strategies:

To achieve these impressive results, we implemented the following tactics and strategies:

Created a list of the highest-selling competitor's list in the pet niche and used ASIN targeting to reach their customers.

This proved to be a highly effective strategy, as the majority of our sales came from ASIN targeting from our main competitor.

Focused on exact match campaigns, which were performing well for us.

Exact match campaigns allow us to target specific keywords and ensure that our ads are only shown to customers searching for those specific terms.

Utilized branded keywords, which generated the most revenue for our campaign.

Branded keywords are terms that include the brand name of our products, and they are typically the most effective in driving sales.

✅ Top Performing Campaigns:

Here is a breakdown of our top-performing campaigns:

Branded Keywords Campaign:
Branded keywords were the primary focus of this campaign, and they were able to drive a significant amount of sales and a high ROAS.

• Sales: $23k
• ACOS: 0.82%
• ROAS: 122

ASIN Targeting Campaign:
ASIN targeting was the primary strategy used in this campaign, and it was able to drive a significant number of sales with a relatively low ACOS.

• Sales: $21k
• ACOS: 5.50%
• ROAS: 18.16

Exact Match Campaign (**1K** - **5K SV**):

Exact match keywords were the focus of this campaign, and they were able to drive a significant number of sales with a relatively low ACOS.

• Sales: $20k
• ACOS: 6.41%
• ROAS: 15.61

✅ Conclusion:

We were able to significantly increase PPC sales and ROAS while also decreasing our ACOS. The tactics and strategies that we implemented, such as ASIN targeting and focusing on exact match and branded keywords, were key to our success.