

## Case Study #2

\$1.8M

\$3.4M

\$11M

Here are the **RESULTS...**

- ✓ Client onboarded selling \$1.8M the previous year.
- ✓ In the first year we increased brand revenue to \$3.4M with \$1.8M coming from PPC.
- ✓ In year two, we tripled sales from \$3.4M to \$11M with \$6.7M coming from PPC.
- ✓ Achieved 3% improvement in ACOS, lowering it from 20% to 17% annually with almost 6X increase in PPC sales.

Here's **HOW** we did it...**01. Comprehensive PPC Structure**

We revamped the PPC structure, ensuring full coverage across Sponsored Products, Brand, and Display ads, addressing all key targeting opportunities.

**02. Brand-Based Portfolios**

We organized campaigns into brand-based portfolios, streamlining the management and performance tracking of Sponsored Brand ads.

**03. Keyword Research & Targeting**

We conducted in-depth keyword research and incorporated high-volume keywords into strategic positions. These were targeted with PPC campaigns to improve rankings and visibility.

**04. Bid & Placement Optimization**

Frequent optimization of bids and placements helped lower ACOS and boost revenue.

**05. Budget Optimization**

We reallocated budgets to prioritize high-performing campaigns, ensuring they remained uncapped for maximum impact. Underperforming campaigns were adjusted and given appropriate budgets to improve results.

**06. Expanding the Catalog**

We helped the client add multiple brands to their catalog, developing custom strategies tailored to each brand's unique needs.

**...And there's more to it that we did!**

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