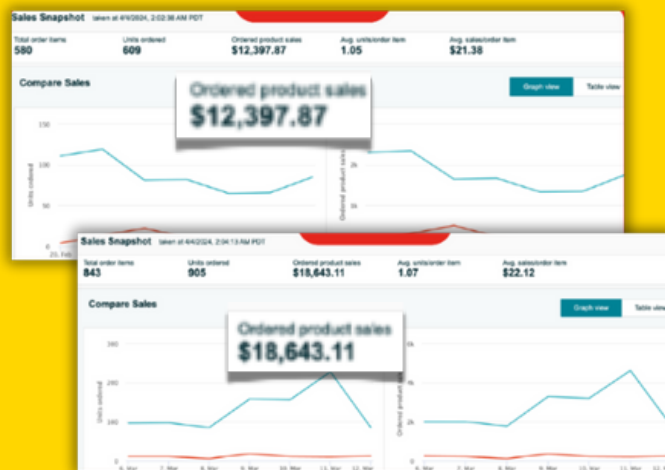


## Case Study #4

## 50% Increase in weekly revenue in 1-month on a low ad spend budget

Here are the **RESULTS...**

- ✓ 50% increase in sales from \$12,397/week to \$18,643/week.
- ✓ Reduced TACOS% from 30% to 25%.
- ✓ Decreased ACOS% to below 33%, down from ~40%.
- ✓ Doubled organic order ratio from 20% to 40%.
- ✓ Won the "Amazon's Choice" badge for core search terms.

Here's **HOW** we did it...**01. Keyword Research and Listing Optimization**

We conducted thorough keyword research to find profitable search terms and integrated these keywords into product titles, bullet points, and descriptions. This boosted organic visibility and improved rankings.

**02. PPC Campaign Restructuring**

We restructured the PPC campaigns by creating separate exact match campaigns for the primary keywords, which allowed for better budget control and improved revenue.

**03. Testing New Keywords**

We introduced and tested new keywords that hadn't been previously allocated to gauge their performance, adjusting targeting based on the results.

**04. Placement Optimization**

Ad placements were optimized to find the most effective positions, lowering TACOS while simultaneously increasing revenue.

Through a comprehensive account audit and strategic optimizations, we successfully doubled the client's Amazon revenue in just one month, while reducing ACOS and improving overall performance.

**Key Challenges Identified:**

We began by conducting an in-depth audit, focusing on three critical areas:

- Listing audit
- PPC audit
- Price analysis

**...And we can do the same for you!**

**CLICK HERE**

To See More

