Case Study #5

Slashing ACOS from 91.2% to 50.2% in less than 2-months for a new struggling brand.

Here are the RESULTS...

✓ ACOS was at a staggering 91.2%, and TACOS at 53.2%, both severely impacting their ROI.

✓ In just two months, we slashed ACOS to 50.2% and reduced TACOS to 19.1% while maintaining revenue.

✓ Our approach focused on optimizing ad spend, improving targeting, and refining strategies across multiple campaigns.
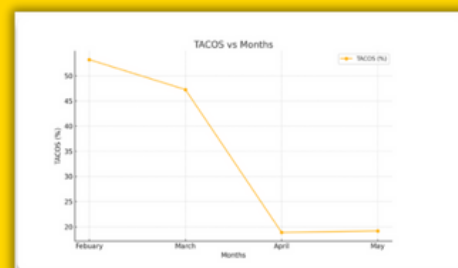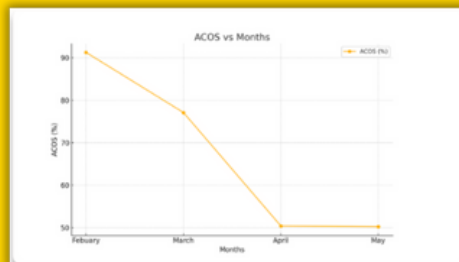
Here's HOW we did it...

01. Auto Campaigns

We launched and refined auto campaigns to gather valuable data on high-performing keywords and ASINs. This helped us identify which keywords and products were most effective, enabling us to optimize our targeting strategies.

02. Broad Targeting

We set up broad targeting campaigns to cast a wide net and discover additional high-performing keywords. After analyzing performance data, we refined our targeting to improve efficiency and reach potential customers more effectively.

03. ASIN Targeting

We targeted complementary ASINs, running ads alongside products that complemented the brand's products. This strategy allowed us to focus our efforts on relevant products, narrowing down targeting based on performance data.

04. Exact Targeting

We utilized exact match targeting to go after high-conversion keywords, with a special focus on design-specific and long-tail keywords. This precision targeting was crucial in driving conversions and lowering ACOS.

05. Phased Approach

Our phased strategy focused on gathering data through auto campaigns, casting a wider net with broad targeting, and narrowing down our targeting with ASIN and exact campaigns.

This structured approach resulted in a significant drop in ACOS and TACOS, all while maintaining our client's revenue in a competitive niche.

...We can help brands of all sizes!

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