Case Study #3

Reversing the "New Years Sales Drop"...
1,729 units sold → 3,169 units sold

Here are the RESULTS...

✓ December: 2,243 units sold. Dropped to 1,729 in January. Common for most products in Q1.

✓ We increased sales by 32.26% in February.

✓ Almost doubled monthly sales to 3,169 units sold in February.

✓ Increased units sold by 1,440 units while simultaneously lowering ACOS% from 20.46% in January to 14.52% in February.

✓ February sold 3,169 units. Raised that to 3,669 units in March with a new record 250 units sold in one day.
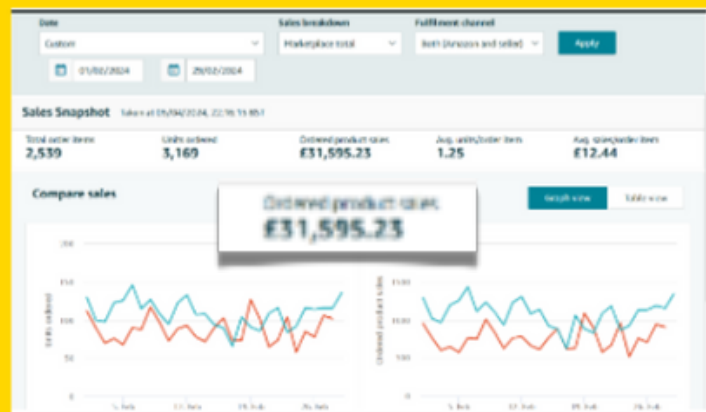
Here's HOW we did it...

01. Full Listing Optimization

We revamped the listings, focusing on mid-tail keywords and a primary root keyword. By targeting relevant sub-keywords and utilizing exact phrases in the SEO, we strengthened the visibility and rankings on these search terms. This approach built a solid presence on a profitable root keyword and its variations.

02. Low Competition, High-Reward Keywords

We specifically targeted keywords with low title density and competition but were tied to listings with high reviews and low pricing. This provided an edge in search results, leading to improved organic visibility.

03. Phased Approach

Our strategy began with a focus on SEO, followed by bid and budget optimizations. This structured approach allowed us to lower ACOS while significantly boosting sales.

04. Auto Campaigns & Sponsored Products Ads

We ran automatic campaigns to discover new profitable search terms and focused on broad match keywords and ASIN targeting through exact match in Sponsored Products ads. This approach helped maintain ACOS within an optimal range of 13-16%.

05. Video Campaigns & Placement Optimization

We refined video ad campaigns using exact match keywords, achieving an ACOS of 16.5%. Additionally, we used placement data to identify and capitalize on the most profitable positions for our ads.

...And this is just a piece of the pie!

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