



# 10x Increase in Sales after PPC Takeover

**“10x in sales, 2x ROAS, and ACOS from 20% to 17%!”**

**Case Study: PPC takeover**

## The Goals:

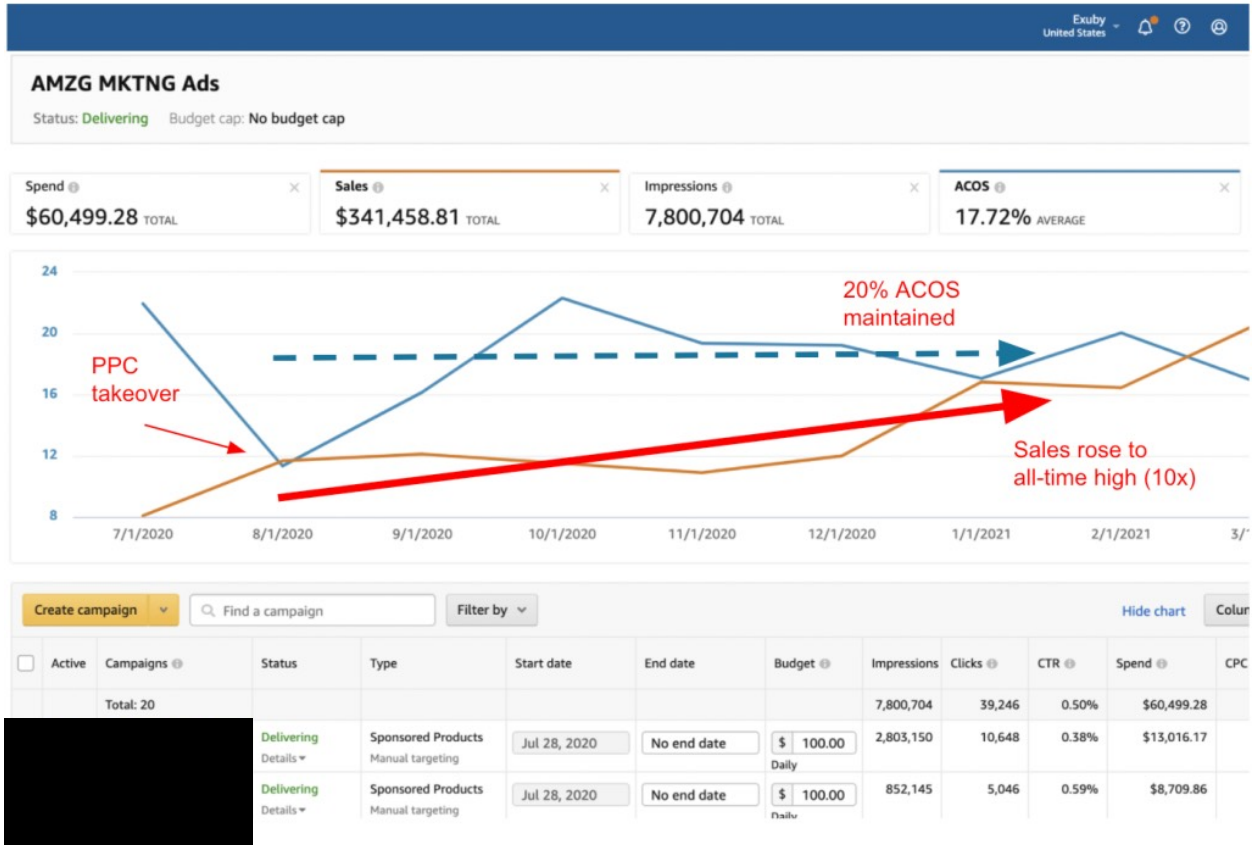
The owner knew his ACOS was good at 20%, but he wanted to hire an expert to see if they could grow sales while maintaining this ACOS. Done for you amazon services.

- Maintain 20% ACOS while, GROWING sales.

## The Results:

- ACOS maintained at 20%
- 5x monthly sales
- 2x ROAS





The screenshot above shows that we were able to maintain the great 20% ACOS, all while boosting sales 10x within 6 months – exceeding the client’s goals.





The screenshot above shows that for the 12 months before hiring us, ROAS was on average 2.5, and sales were on average \$5,000 per month which is obtained by ecommerce SEO agency. After hiring us, sales hit \$25,000 after 4 months, and skyrocketed to \$82,000 after month 6!



**Business Opportunity:** Apical Consulting Inc. offers valuable services, including Amazon FBA consulting, Apical Freight's supply chain management and product strategy services, and APCL Connect's payment solutions to enhance business operations. However, it is essential to clarify that these services and associated free training are NOT considered income or business opportunities under the Business Opportunity Rule § 437.1m. According to the Business Opportunity Rule, "advertising and general advice about business development and training" do not fall under the category of "providing locations, outlets, accounts, or customers." As such, our services and training should not be misconstrued as a promise of guaranteed income or business success.

**Multi-Level Marketing:** This business is NOT advertising a multi-level marketing or network marketing firm, as it does not fit the Koscot test under FTC law. Case reference: Koscot Interplanetary, Inc., 86 F.T.C. 1106, 1181 (1975).

**Earnings & Income Disclaimer for Apical Companies:**

The earnings and income representations presented on the Apical Consulting Inc. website and associated platforms, including Apical Freight and APCL Connect, are aspirational statements and should not be considered typical results. Individual success varies and depends on factors such as personal capacity, work ethic, business skills, experience, motivation, diligence in implementing our services, economic conditions, and inherent business risks. The testimonials and examples shared are exceptional and not a guarantee of similar outcomes. Apical Consulting Inc., Apical Freight, and APCL Connect are not liable for any results achieved or actions taken by clients. It is essential to conduct thorough due diligence and make informed decisions based on individual circumstances.

By using our services, you acknowledge and agree that Apical Consulting Inc., Apical Freight, APCL Connect, and their representatives are not responsible for any financial losses or damages resulting from business decisions made using the information provided. Success in business requires effort, dedication, and risk-taking, and no specific level of earnings or income can be guaranteed. Please review our website's Terms & Conditions for a comprehensive understanding of our disclaimers, liability limitations, and other restrictions. Ultimately, the responsibility for your actions and outcomes lies solely with you as the client.

