



Amazon Launch Case Study

Amazon Launch Case Study: Air Purifier –\$0 to \$100,000/mo in 2 months!

The client had already launched another product in April by himself and it was doing OK! He was ready to launch his next product, but this time decided to invest in an Amazon Launch Expert to see if they could do better! done for your system Amazon program

It turned out to be an excellent investment for him because not only did we launch it to become one of the best-selling air purifiers of its kind and reach \$100,000+ in monthly cash flow managed by an amazon agency, but we also tripled sales and improved ROAS for his existing product (see below)

Summary

- Hired us Oct 3 and we launched the Air Purifier on October 10, 2021
- **It passed \$100,000/mo in just month 2.**
- October: **\$10,886 (we launched it Oct 10)**
- November: **\$112,987.12**
- December: **\$128,280** 🔥 (it would've been MUCH higher but we had to raise the price significantly to avoid going out of stock! 😞)
- **TACOS for the first 3 months was 21.7%** which is GREAT for the launch phase! We are still improving it!




Methodology:

- We followed our PRODUCT LAUNCH PLAYBOOK exactly!
- Aggressive Sponsored Placement Ads
- Got initial reviews FAST via the Product Tester method
- Boosted ranking via rebate/discount promotions
- Started with an AGGRESSIVE sale price to focus on SALES VELOCITY first
- KILLER Listing Optimization:
 - Gallery Images: Large text, easy to read, explaining the KEY features, benefits, and USPs + social proof “Join 10,000+”
 - A+ Content: CLEAN, BOLD text. Large image blocks. Lifestyle photos. The shopper can imagine the product in their living room.
 - Videos: 3 customer review / unboxing videos provide visual social proof that shoppers like to see!


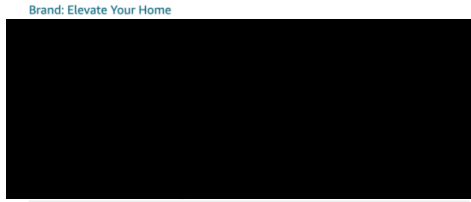


Evaluation result
8.75 of 10

★★★★★
JOIN 10,000+
who are breathing cleaner air with PuroAir



Roll over image to zoom in

\$269⁰⁰

& FREE Returns

Get \$60 off instantly: Pay \$209.00 ~~\$269.00~~ upon approval for the Amazon Prime Store Card. No annual fee.

Brand	
Item Dimensions	10.63 x 10.63 x 16.14 inches
LxWxH	
Filter Type	HEPA
Floor Area	1115 Square Feet
Specification Met	ETL Certified

About this item

- **MAX COVERAGE:** Cleans rooms up to 1,115 sq ft in 60 minutes.
- **MEDICAL GRADE HEPA 14 FILTRATION:** Removes 99.99% of pollutants including dust, pet dander, odors, mold, smoke, viruses and toxins down to 0.3 microns in size. Proven to be more powerful than a standard HEPA 13.
- **BACKED BY SCIENCE:** 3rd party lab tested and certified. CARB and ETL certifications. Scientifically proven to detect and filter out 99.99% of pollutants.
- **CLEANS AIR AUTOMATICALLY:** A smart particle sensor monitors air quality for you and adjusts to increase power if polluted air is detected.

\$269⁰⁰

& FREE Returns

FREE delivery **Tuesday, January 25.** Order within 19 hrs 21 mins

Deliver to Paul - Lynchburg 24504

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon
Sold by Elevate Your Home
Packaging Shows what's inside. T...

Details

Return policy: Eligible for Return, Refund or Replacement

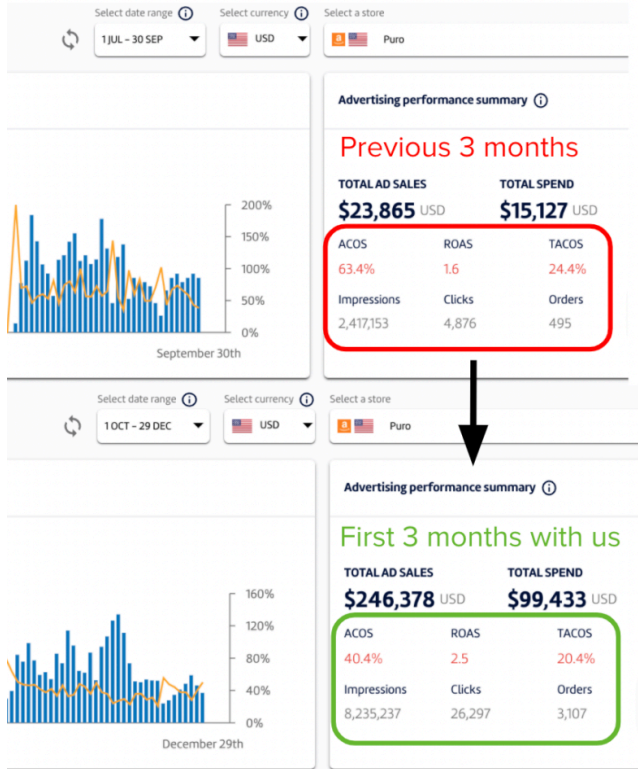
Add Prime to get **Fast, FREE delivery**

Add a Protection Plan:
 4-Year Protection for \$44.99
 3-Year Protection for \$33.99

Add a gift receipt for easy returns

PPC Advertising Performance

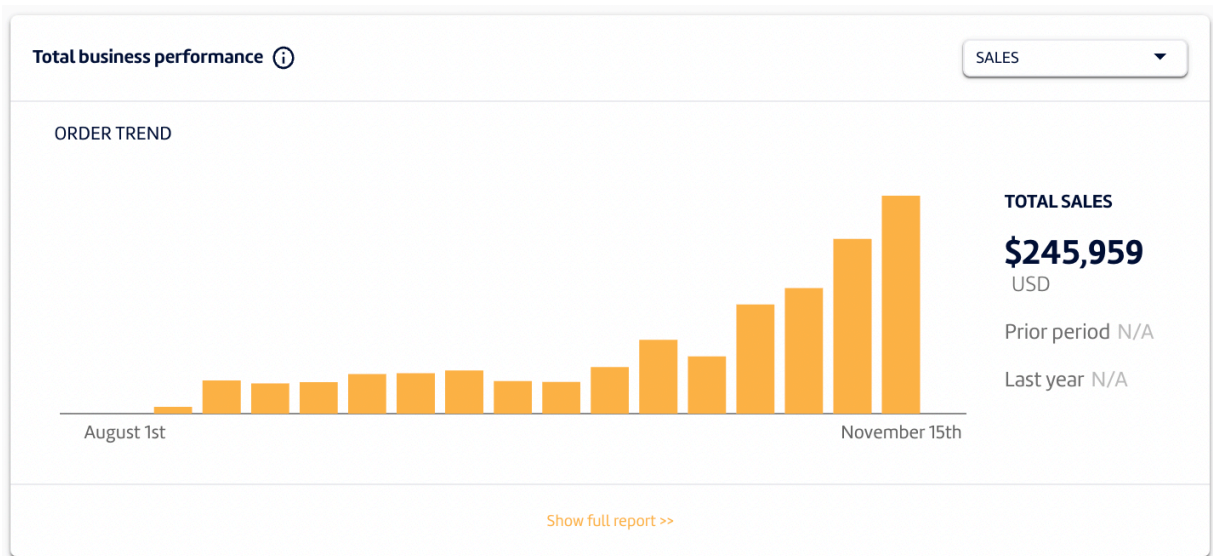




The first 3 months with us vs the previous 3 months:

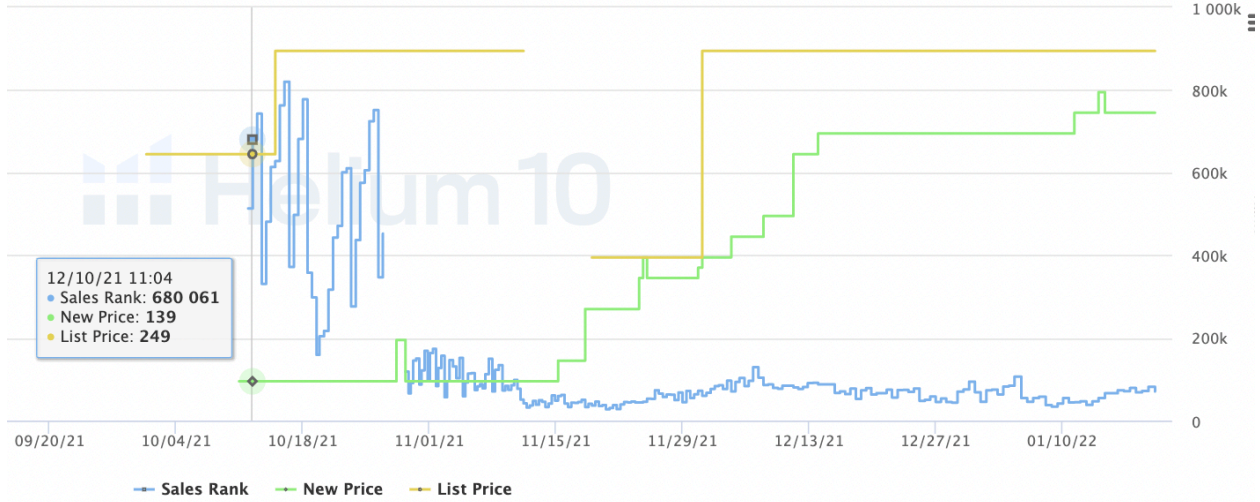
ACOS: 63.4% → 40.4%
 TACOS: 24.4% → 20.4%
 ROAS: 1.6 → 2.5

This shows that everything improved in terms of advertising. All KPI's improved across the board as we increased spend.



Total account sales.





The green line shows the price starting out low, and increasing slowly towards our target price as we gain ranking and reviews.

Product Description





EASY TO USE FOR ALL AGES

- AUTO MODE**
Automated air quality sensor
- SLEEP MODE**
Whisper quiet
- TIMER**
Schedule filtration intensity

★★★★★

JOIN 10,000+ WHO ARE BREATHING EASIER WITH PUROAIR

★★★★★
"best purchase of 2021"

★★★★★
"we can't live without this"

★★★★★
"I can finally breathe again!"

Compare with similar items

This item PuroAir Air Purifier for Bedrooms - HEPA 14 Filter - 5,175 Sq Ft Coverage - 6.7 Stars

Healthy HEPA-112 Air Purifier with HEPA Filter - 2,400 sq ft Coverage - 4.8 Stars

3000 Sq Ft Air Purifier for Home - Large Rooms with Dual HEPA True HEPA Filter - 5.0 Stars

Advanced Air Purifier 3-Stage Filtration System for Large Rooms Up to 300 sq ft - 4.6 Stars

Customer Rating	★★★★★ 6.7	★★★★★ 4.8	★★★★★ 5.0	★★★★★ 4.6
Price	\$259 ⁹⁹	\$546 ⁹⁹	\$209 ⁹⁹	\$179 ⁹⁹
Shipping	FREE Shipping Details	FREE Shipping Details	FREE Shipping Details	FREE Shipping Details
Sold By	Eleave Your Home	Wesner Warehouse	Terra North America	Autism Essentials
Value for money	4.7 ★★★★★	4.8 ★★★★★	5.0 ★★★★★	4.5 ★★★★★
Sleep mode	4.7 ★★★★★	4.8 ★★★★★	4.7 ★★★★★	4.6 ★★★★★
Easy to use	4.9 ★★★★★	5.0 ★★★★★	5.0 ★★★★★	4.6 ★★★★★
Noise level	4.6 ★★★★★	4.4 ★★★★★	4.7 ★★★★★	4.6 ★★★★★
Item Dimensions	10.63 x 10.63 x 16.14 inches	28 x 18 x 15 inches	11.4 x 11.4 x 22.2 inches	18.5 x 7 x 18.5 inches

Product information

Product Dimensions	10.63 x 10.63 x 16.14 inches	Warranty & Support	
Item Weight	5.75 pounds	Product Warranty: For warranty information about this product, please click here	
ASIN	B08MPY710P	Feedback	
Customer Reviews	★★★★★ 6.7 ratings 4.5 out of 5 stars	Would you like to tell us about a lower price?	
Best Sellers Rank	#62,456 in Home & Kitchen (See Top 100 in Home & Kitchen) #218 in HEPA Filter Air Purifiers		
Date First Available	September 30, 2021		

Videos

Videos for this product

PuroAir is AMAZING
Dany L. 0:11

Customer Review: Quality & Quiet - Impressed!
S.L. Perkins 0:15

Customer Review: WOW... It's always for everything and then...
Eliana 0:18

Customer Review: Great air purifier for allergies
Christine L. 0:18

Customer Review: NO MORE ALLERGIES!
Amazon Customer 0:18

Air Pur
Amazon

Page 1 of 2

Upload your video



This shows the beautiful A+ content and the customer review videos

We ALSO nearly TRIPLED sales for their existing product – the Bidet Attachment!

- April: \$2,540.00 (owner launched it himself)
- May: \$17,051.00
- June: \$36,462.00
- July: \$21,422.00
- August: \$31,454.54
- September: \$34,062.81
- **October: \$52,198.65** (we took over PPC on Oct 3)
- **November: \$67,789.26**
- **December 2021: \$101,059.81** (That's 2.98x from September!)



ASIN: B08V6QF57M Mo. Sales: 250 Date First Available: 01/27/2021 LQS: 6
 Net: \$41.71 Fees: \$12.28 Tier: Standard (Large) Dimensions: 8.8" x 17.4" x 3.5" Weight:

TRIPLED Sales in 3 months



#8813 in Tools & Home Improvement
 #24 in Bidet Attachments

Jan is a partial month, ignore

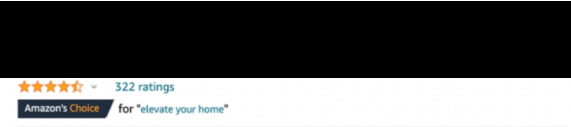
Powered by JungleScout

Evaluation result: 10 of 10



Roll over image to zoom in
 5 VIDEOS

Brand: Elevate Your Home



322 ratings

Amazon's Choice for "elevate your home"

\$53⁹⁹

& FREE Returns

Coupon: Save an extra \$5 when you apply this coupon. Terms

Get a \$60 Amazon Gift Card instantly upon approval for the Amazon Store Card. No annual fee.

- **EASY 10-MINUTE INSTALL:** No need to call the handyman to install your new toilet bidet. In just 6 simple steps, you'll be on your way to a clean bottom. Scan the QR code on the included instructions for easy-to-follow video walk-through installation!
- **ADJUSTABLE WATER PRESSURE:** Everyone from kids to the elderly can use this bidet attachment. Simply turn the button to adjust pressure, and adjust the nozzle for the perfect aim!
- **INCLUDES EVERYTHING YOU NEED:** No need to run to the hardware store and fumble with confusing instructions. Your new bidet attachment installs easily with standard home improvement tools and fits on any standard toilet seat!
- **SELF-CLEANING NOZZLE:** The Puro bidet attachment makes it easy to prevent clogging. No batteries or electricity is needed for this bidet attachment, making it the ultimate low-maintenance bathroom accessory that always keeps you clean and fresh!
- **SAVES MONEY:** Not only is the Puro bidet attachment an eco-friendly alternative to costly and wasteful toilet paper, but this bathroom bidet gets you cleaner than toilet paper that falls apart and leaves debris behind on your behind!

\$53⁹⁹

FREE Returns

FREE delivery **Wednesday, January 26.** Order within 20 hrs 19 mins

Deliver to Paul - Lynchburg 24504

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by Elevate Your Home

Return policy: Eligible for Return, Refund or Replacement

Add Prime to get **Fast, FREE delivery**

Add a gift receipt for easy returns



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.

