



Amazon Launch Case Study

Amazon DSP Case Study: 4.3 ROAS, added +\$30,000/mo in sales

The Situation:

In this Amazon DSP Ads case study I show how we are getting 4.0+ ROAS and adding an additional +\$30,000/mo in sales by targeting audiences outside of Amazon via this exciting new advertising feature.

I already wrote about the successful Amazon Launch Case Study where we launched the Puro Air Purifier from zero to \$100,000/mo in sales in just 3 months using Sponsored PPC Ads.

Keep in mind that the Home Air Purifier category is a highly competitive category.

After the successful launch and page 1 ranking position, we tried starting Amazon DSP Advertising campaigns to take sales to the next level.



Listing Health Score 8.75 / 10

Price: **\$199.00** & FREE Returns

Save \$10 with coupon. Terms

Pay \$19.41/month or less for 12 months with Affirm. Learn more

Available at a lower price from other sellers that may not offer free Prime shipping.

Brand	
Item Dimensions LxWxH	10.63 x 10.63 x 16.14 inches
Control Method	Touch
Filter Type	HEPA
Floor Area	1115 Square Feet

About this item

- CLEANER AIR IN MINUTES:** Cleans large rooms up to 1,115 sq ft in just 60 minutes.
- WORLD'S FIRST HEPA 14 FILTER:** Medical-grade HEPA 14 filter removes 99.99% of pollutants including dust, pet dander, odors, smoke, and other fine particulate matter down to 0.3 microns in size. More powerful than a HEPA 13. The only commercially available HEPA 14 filter online.
- BACKED BY SCIENCE:** 3rd party lab tested and certified. CARB and ETL certifications. Scientifically proven to detect and filter out 99.99% of pollutants, allergens, smoke, mold, pollen, dust, odors and everything you don't want to breathe in.

Buy new: \$199.00
& FREE Returns

FREE delivery **Wednesday, May 11**

Or fastest delivery **Tuesday, May 10.** Order within 2 hrs 46 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 ins...
Details

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt

Add your 30-day Prime FREE trial of Prime and get fast, FREE delivery

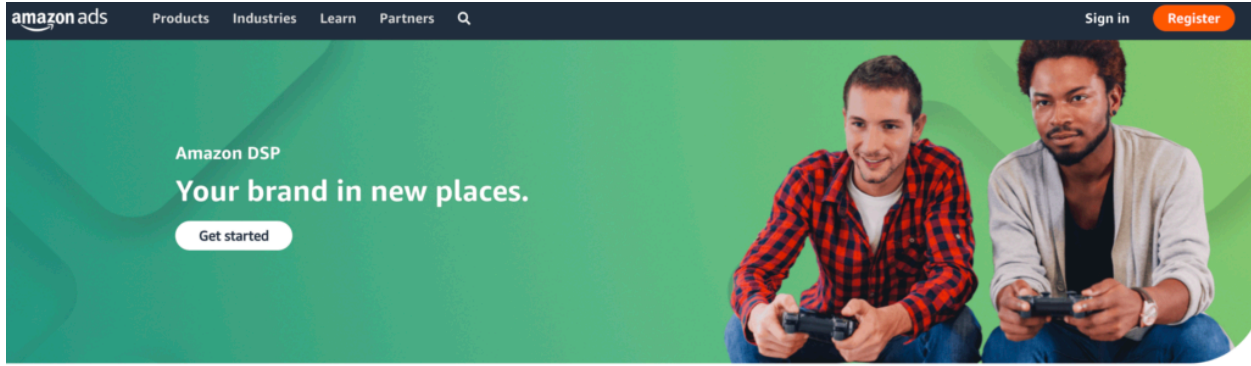
Add a Protection Plan:
 3-Year Protection for \$21.99

What are Amazon DSP Ads?

So what are Amazon DSP Ads? Basically, it's Amazon ads OUTSIDE of Amazon.com. It places your product on websites around Amazon – using EXTREMELY smart targeting based on interests, demographic & shopping behavior (even better targeting than Facebook Ads).

Amazon DSP Ads typically work best for products that already have 500+ reviews with 4.5 stars, and are already ranked on page 1 for their main keywords. The DSP ads allow your bestseller to SCALE by reaching NEW audiences outside just shoppers browsing on Amazon.com or on the Amazon mobile app.





What is Amazon DSP?

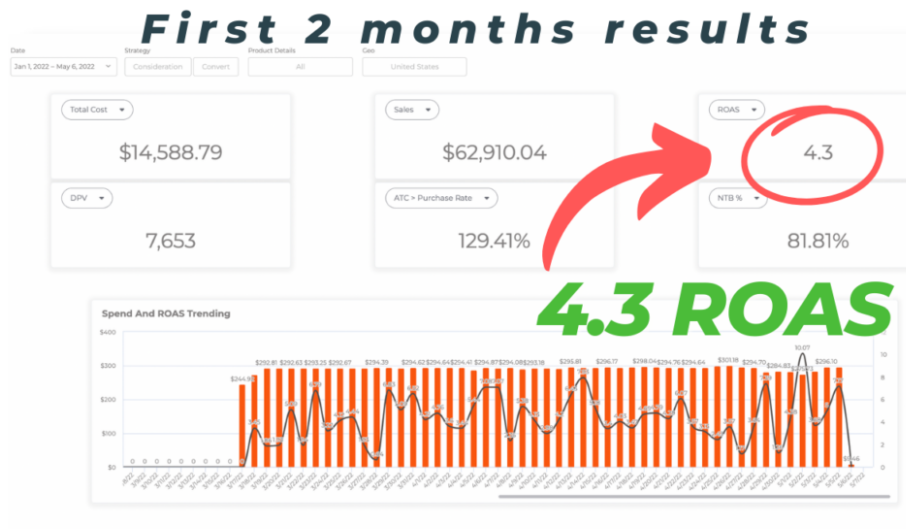
Amazon DSP is a demand-side platform that allows you to programmatically buy ads to reach new and existing audiences on and off Amazon.



The Results:

- 4.3 ROAS average over the first 2 months so far since we started
- Adding an additional \$30,000+ in monthly sales
- Averaging \$7,500 in monthly spending for the DSP Ads (equivalent to around 25% ACOS)

The client is very happy about all the growth in customers & profits!



How is this compared to Sponsored PPC Ads?

Better! Sponsored PPC was averaging a 50% ACOS, but that's because it's still launch phase and we set a 50% ACOS target for launch in order to build 1) ORGANIC RANKING, and 2) get to 1000+ reviews ASAP. So PPC was averaging around 50% ACOS.

Overall, I think once you have 100+ reviews with 4.5+ stars, DSP ads can more effective than Sponsored PPC Ads.

Why are DSP Ads so effective?

- Smarter targeting & retargeting
- Amazon's system is EXTREMELY SMART.
- It has so much shopping data that it can HIGHLY target who need your product
- Less competition
- DSP ads are a NEW feature. So your competitors aren't doing it yet!
Your DSP ad appears all by itself unlike Sponsored PPC Ads – so you should get there before your competitors!



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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).

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