



# Amazon PPC Case Study

PPC Case Study: Sales up 20%, ACOS down 15%

**bearback** ®



★★★★★ 1,897  
\$22<sup>97</sup> (\$22.97/Count)  
✓prime



★★★★★ 261  
\$24<sup>97</sup> (\$24.97/Count)



★★★★★ 27  
\$14<sup>97</sup> (\$14.97/Count)

## The Situation:

The client had an invention that he launched on Amazon, and it became a best seller with over 1000+ reviews. He was running Amazon Ads himself, but it became a hassle and a worry to check in on it every day with his busy life.

Also, he wasn't sure if he was doing everything that needed to be done. He was afraid that by doing it himself he could be wasting \$1,000's per month in adspend. So he decided to outsource to an expert. Done for you system amazon.

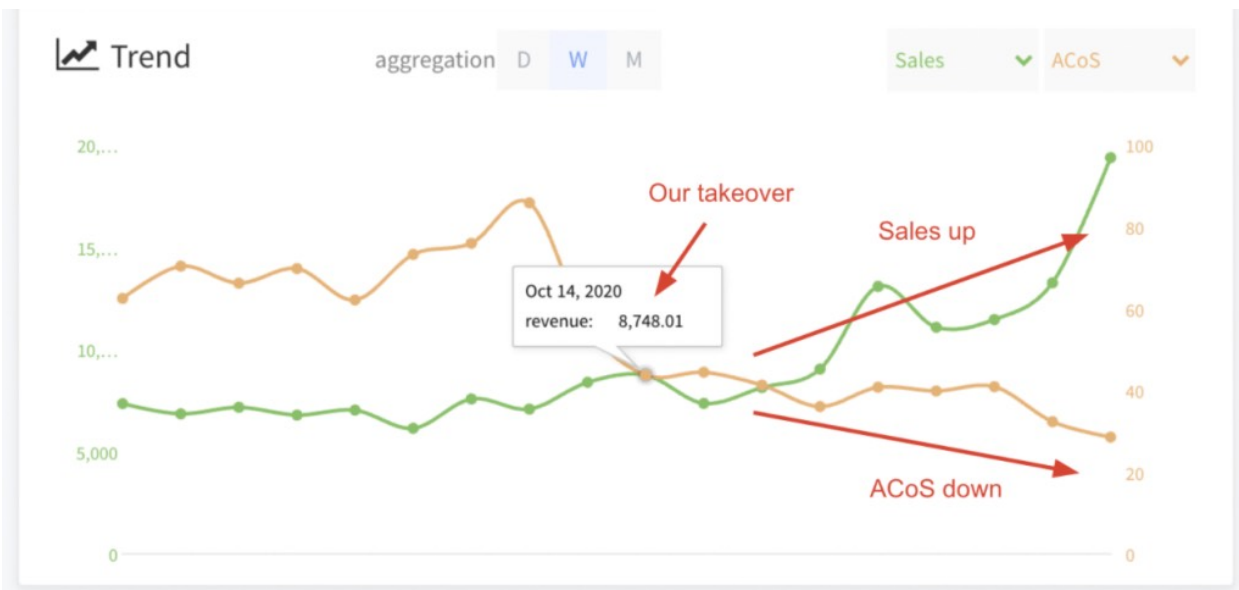


# The Goals:

Get ad spend and ACoS under control, while maintaining or growing sales.

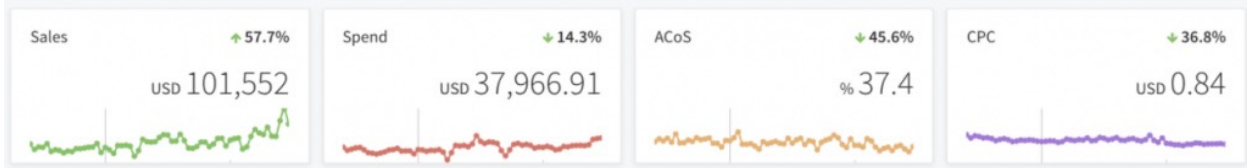
# The Results:

We took over PPC campaigns at the beginning of October. Within a month of taking over, sales began to climb, and ACoS began to improve, with a steady improvement!



Below are the KPI's compared to the previous 2 months since we took over. Not only is ACoS down, but CPC is also down by 34%.





Below is a glimpse at some of our Sponsored Placement PPC Campaigns.

ALL	CAMPAIGNS (342)	AD GROUPS (342)	TARGETS (646)	SEARCHTERMS	PRODUCTS (12)							
Download	Action	Filter by	Filter by metric	Smart Filters	Upload Target ACoS	Create Campaign						
Campaign	Spend	Sales	Ad Profit	ACoS	Oversp.	CPC	Impr.	CTR	Clicks	CR	Orders	Budget
	USD	USD	USD	%	USD	USD	%	%		%		USD - Daily
	14054.73	33014	18959.1	42.6	-2453.1	0.91	767,501	2.02	15,466	9.20	1423	700.00
	3913.34	12342	8429.1	31.7	-2257.2	0.90	353,377	1.24	4,370	11.58	506	250.00
	3703.15	14521	10817.6	25.5	-	0.58	337,319	1.90	6,398	9.82	628	250.00
	2769.84	8845	6075.1	31.3	-1652.0	1.08	90,951	2.81	2,556	14.48	370	250.00
	2423.80	7269	4844.8	33.3	-1210.1	0.70	577,139	0.60	3,449	8.61	297	50.00
	2029.88	5329	3299.6	34.1	-634.7	0.84	395,993	0.61	2,409	9.13	220	25.00
	1494.76	4702	3207.3	31.8	-856.2	0.96	114,156	1.36	1,558	11.55	180	50.00

## In Summary:

This is a great case study showing how our PPC optimization can lower your ACoS!

If you need a great back scratcher, dog scratcher, or lotion applicator for your back, them out on Amazon! [amazon.com/bearback](https://amazon.com/bearback)



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