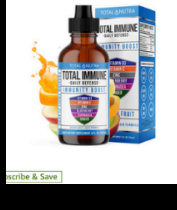
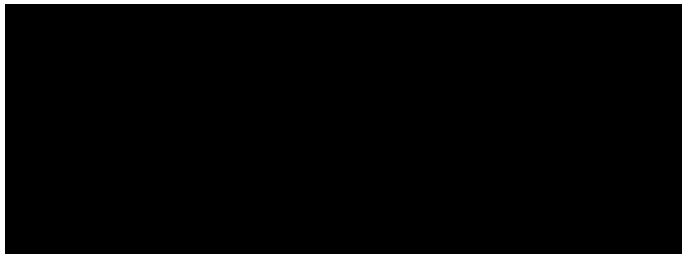




# Amazon Launch Case Study:

Supplement to \$45,000/mo in 3 months + 5x ROAS

**SUPPLEMENT:  
LAUNCH TO  
\$45,000/MO  
IN 3-MOS**



## The Situation:

The client launched 2 supplements on Amazon in March, but the space is very competitive so they found it hard to get clicks and conversions. They decided to hire an Amazon expert to see if they could improve sales and ROAS.



# The Results:

We started on June 1 by ecommerce SEO agency. The 2 products were not selling much, around \$1,500 per month, so we basically did a PPC ads RE-launch. Sales began to double: \$8,000 for June, \$17,000 for July, and \$45,000 for August! done for you amazon services.

- Went from averaging \$1,500 per month in sales, to hitting \$45,000 in the 3rd month with us.
- ROAS improved by 60%
- CPS improved by 10%

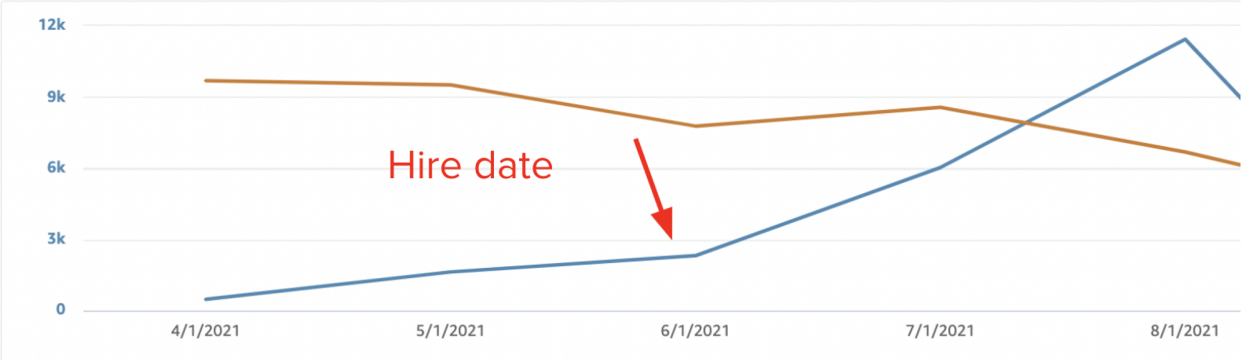


<input type="checkbox"/>	Date ↑	Ordered Product Sales ↑↓	Ordered Product Sales - B2B ↑↓	Units Ordered ↑↓	Units Ordered - B2B ↑↓	Total Order Items ↑↓	Total Order Items - B2B ↑↓	Average Sales per Order Item ↑↓
<input type="checkbox"/>	3/01/2021	\$612.35	\$0.00	33	0	32	0	\$19.14
<input type="checkbox"/>	4/01/2021	\$1,332.55	\$18.95	70	1	64	1	\$20.82
<input type="checkbox"/>	5/01/2021	\$3,544.85	\$0.00	193	0	181	0	\$19.58
<input type="checkbox"/>	6/01/2021	\$8,006.67	\$90.30	489	5	458	5	\$17.46
<input type="checkbox"/>	7/01/2021	\$17,892.00	\$252.00	1,067	10	1,057	10	\$16.96
<input type="checkbox"/>	8/01/2021	\$45,165.12	\$535.92	2,565	25	2,540	25	\$17.78

← First 3 months



Spend ⓘ <b>\$26,874.60</b> TOTAL	Sales ⓘ <b>\$22,421.87</b> TOTAL	Impressions ⓘ <b>3,683,102</b> TOTAL	CPC ⓘ <b>\$2.81</b> AVERAGE
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Active		Campaigns ⓘ	Status	Type	Start date	End date	Budget ⓘ	Impressions ⓘ
		Total: 22						3,683,102
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[REDACTED]	Delivering Details ▾	Sponsored Brands Manual targeting	Aug 30, 2021	No end date	\$ 20.00 Daily	6,087
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[REDACTED]	Out of budget Details ▾	Sponsored Products Manual targeting	Aug 30, 2021	No end date	\$ 20.00 Daily	5,522
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[REDACTED]	Delivering Details ▾	Sponsored Products Manual targeting	Aug 30, 2021	No end date	\$ 20.00 Daily	7,653



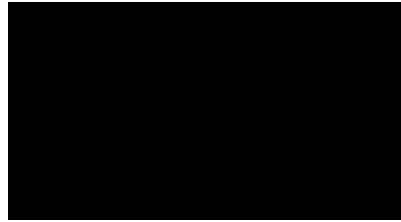
<input type="checkbox"/>	Date <sup>↑</sup> ↓	Ordered Product Sales <sup>↑</sup> ↓	Ordered Product Sales - B2B <sup>↑</sup> ↓	Units Ordered <sup>↑</sup> ↓	Units Ordered - B2B <sup>↑</sup> ↓	Total Order Items <sup>↑</sup> ↓
<input type="checkbox"/>	4/01/2021	\$1,332.55	\$18.95	70	1	64
<input type="checkbox"/>	5/01/2021	\$3,544.85	\$0.00	193	0	181
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<input type="checkbox"/>	7/01/2021	\$17,892.00	\$252.00	1,067	15	1,017
<input type="checkbox"/>	8/01/2021	\$44,929.92	\$535.92	2,550	30	2,265
<input type="checkbox"/>	9/01/2021	\$52,565.52	\$641.76	2,881	35	2,602
<input type="checkbox"/>	10/01/2021	\$43,491.84	\$478.80	2,375	26	2,194
<input type="checkbox"/>	11/01/2021	\$42,919.64	\$683.96	2,494	39	2,286
<input type="checkbox"/>	12/01/2021	\$51,066.96	\$858.48	3,036	51	2,754
<input type="checkbox"/>	1/01/2022	\$60,452.79	\$598.20	3,468	34	3,146

UPDATE: In January crossed \$60,000





Roll over image to zoom in



Price: **\$17.09** (\$4.27 / Fl Oz)

Get a \$50 Gift Card: Pay \$0.00 \$17.09 upon approval for the Amazon Rewards Visa Card. No annual fee.

Size: **4 Fl Oz (Pack of 1)**

4 Fl Oz (Pack of 1)	4 Fl Oz (Pack of 2)	4 Fl Oz (Pack of 4)
\$17.09 (\$4.27 / Fl Oz)	\$36.08 (\$4.51 / Fl Oz)	\$68.36 (\$4.27 / Fl Oz)

Brand	
Item Form	Liquid
Flavor	Passion Fruit
Product Benefits	Immune Support
Special Ingredients	Amino Acid
Includes	4.00 Fl Oz
<a href="#">See more</a>	

**About this item**

• **POWER PACKED 6-IN-1 FORMULA** - Total Nutra's multivitamin 6 in 1 defense formula with Elderberry contains your 100% daily dose of liquid Vitamin C, Vitamin D, and Zinc vitamins for adults and kids, to give your body an instant boost. This tincture prepares and supports your body's defense system and promotes overall

**Subscribe & Save:**  
 10% / 15%  
**\$17.09** (\$4.27 / Fl Oz)  
 Save 10% now and up to 15% on repeat deliveries.  
 • No fees  
 • Cancel anytime  
[Learn more](#)  
**Get it Saturday, Feb 4**

**In Stock.**

Qty: 1 ▾

Deliver every:  
 2 months (Most common) ▾

**Set Up Now**

Auto-deliveries sold by Total Nutra and Fulfilled by Amazon

**One-time purchase:**  
 \$18.99 (\$4.75 / Fl Oz)  
**FREE delivery: Saturday, Feb 4**  
 Ships from: Amazon  
 Sold by: Total Nutra

Add to List ▾

New (2) from **\$18.99** **FREE Shipping** on your first order. >

**Other Sellers on Amazon**  
**\$18.99** (\$4.75 / Fl Oz) **Add to Cart**  
 & **FREE Shipping**  
 Sold by: Total Nutra



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