



Small Company Outsourcing Amazon Case Study

Case Study: 2x in Sales in 3mos While Maintaining ACOS


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The Situation:

The guys at Innovet were selling well on Amazon, but their in-house team didn't have the time to really give Amazon ads the time it deserves, so they wanted to try hiring an expert to take over PPC and see if they can grow sales.

The Goals:

Their goal was to increase sales and gain new customers according to amazon ppc services agency. They weren't so concerned with a high ACoS because they know their LTV is high. So, we kept our target ACoS high and optimized ads. Done for you system amazon.

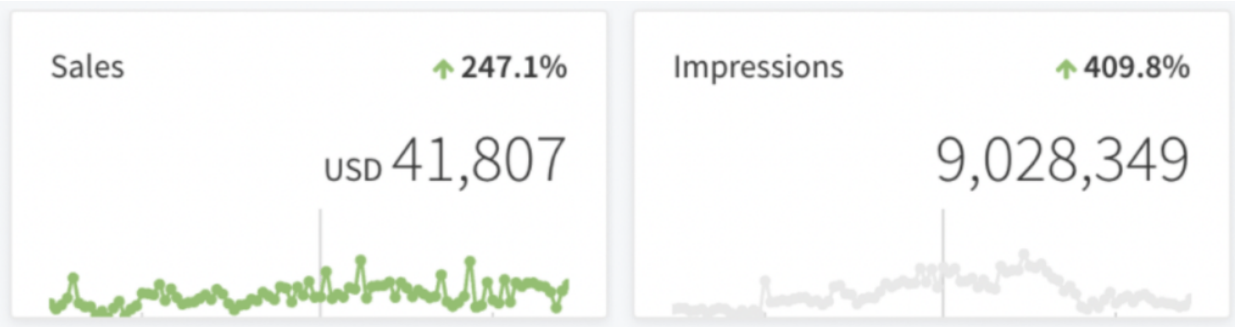
The Results:

Within a short amount of time, sales started to climb! They are collecting more new customers than ever, with PPC sales velocity nearly doubling as per amazon agency. Their in-house marketing team is very happy with the result and is now saving lots of time and energy too!





The below is the sales and impressions increase in the 2 months after our PPC takeover, compared to the previous 2 months.



Summary:

This is a great case study showing how outsourcing to an expert can drastically raise your sales!



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).

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