



# Amazon PPC Case Study

**Case Study: Launch to \$1,000,000 in 4 months with Amazon PPC**



## The Situation:

The client created a comfy face mask and wanted to quickly bring it to the mass market via Amazon. Even though they were quite familiar with how Amazon works, they wanted to be sure to give their product the BEST possible chance at success – especially in such high competition and high-volume market! So they decided that investing in a team of Amazon marketing Pros was the way to go. (great choice;)



# The Goal:

Get noticed in a flood of competition.

# The Challenge:

High competition, but tremendous potential if we can rank on page 1

# The Results:

We took over PPC campaigns at the beginning of September shortly after going live on Amazon in August. After a month of testing, sales began to climb, with ACoS under control. Then, strong page rankings began to take hold... and, boom! done for you system Amazon program

With a great product (getting good reviews) and a good conversion rate by amazon ppc agency, page 1 positions held steady and catapulted sales to the next level. From there, it was a snowball effect! By the end of the year, we hit the HUGE milestone of \$1M in sales!

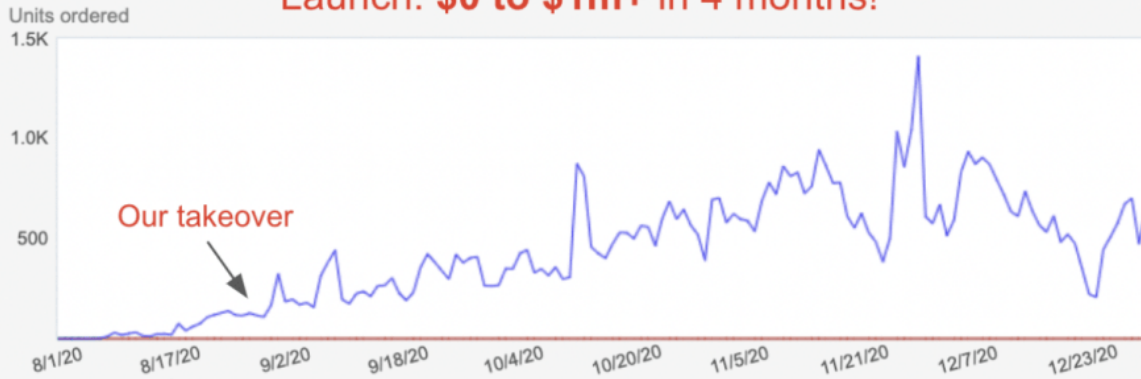


**Sales snapshot** taken at January 31, 2021 10:23:32 PM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>60,800</b>	<b>66,260</b>	<b>\$1,034,449.77</b>	<b>1.09</b>	<b>\$17.01</b>

**Compare sales**

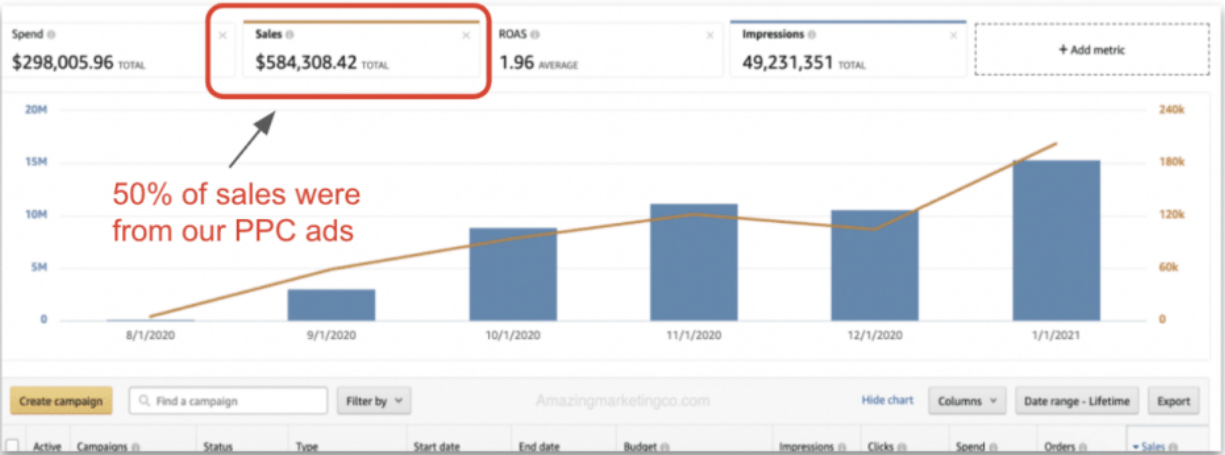
Launch: \$0 to \$1m+ in 4 months!



Compare [What's this?](#)

<input checked="" type="checkbox"/> Selected date range	<input checked="" type="checkbox"/> Same date range one year ago
66,260 Units	0 Units
\$1,034,449.77	\$0.00

Amazingmarketingco.com



Sponsored Placement sales were a huge contributor, accounting for 50% of sales. This is a good ratio for launch season. Done for you system amazon.



Quarter 1 Update:

And it wasn't just a Q4 thing... Q1 is doing even better! Over \$500,000 in January alone! And over \$600,000 in February!



# Summary:

This is a great case study that demonstrates the IMMENSE UPSIDE POTENTIAL of ranking on page 1 for big keywords!

If you need a comfy face mask for yourself or your kids, check them out on Amazon! We designed their sweet storefront!

**UPDATE Q4 2021: we did over \$5,000,000 in sales in their first 12 months with us.**



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