



# Amazon Launch Case Study

**Case Study: Pet Brand Launch to \$35,000/mo in 3 months on Amazon**

## The Situation:

The pet brand owner wanted to hire an Amazon advertising agency to implement a STRONG launch and get their new product in the hands of as many customers as possible in the world's largest marketplace!

We implemented our Product Launch Playbook and started ranking fast in month 1, and passed \$35,000 in total sales in month 3.

- Launched Aug 10, 2021
- The launch was 1 product, a Dry Dog Shampoo, that hit \$17,000+ in month 2 and \$25,000+ in month 3
- Achieved #1 New Release in Dog Shampoos
- The launch of 4 accessory products in September attributed to \$10,000+ in additional sales in the month of October.
- Including the toothpaste that became the #1 New Release in Dog Toothpaste!



## The Launch Plan:

- Quick reviews – the first step is getting your initial 10+ reviews. We do this via the product tester method.
- Sponsored PPC Ads – Starting at a \$100 per day daily budget. An average 39% ACOS was maintained which is good for this competitive market. Monthly spend for October was around \$5,000 with \$12,000 in ad sales, and \$35,000 in total sales (14% TACOS).
- Sponsored Video Ads – crucial for driving awareness & sales.
- Driving outside traffic – We created a rebate campaign on [Rebaid.com](https://Rebaid.com). for 10 units a day for 15 days.
- Aggressive Sale Price – we analyzed the market and priced it competitively

## Conclusion:

The brand owners are super happy and said that their expectations have been exceeded. Now their brand is off to a great start on America's biggest marketplace. They have big plans to expand their product line and continue growth.



# Screenshots:

**Evaluation result**  
8.75 of 10

**#1 New Release** In Dog Shampoos Plus Conditioners

Price: **\$19.00** (\$19.00 / Count) ✓ Prime & FREE Returns

Get a \$100 Gift Card Instantly: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Size: **150ML**

60ML \$8.00 (\$8.00 / Count)	<b>150ML</b> <b>\$19.00</b> (\$19.00 / Count) ✓ Prime
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- 🐾 **PLEASANT AND EFFECTIVE CLEAN** - Is your daily pet bath a horror? Not anymore! Our waterless shampoo is a game changer and your furry kids will love it! Get pets clean quickly and without fuss, leaving their fur soft and smelling great. Our natural shampoo is a perfect cleanser, pet odor remover and works great as a waterless dry conditioner and detangler. No more yellow paws, greasy and knotted fur, dirt and debris. Use the shampoo to spot treat accidents or for a full body cleanse.
- 🐾 **VET FORMULATED FOR SENSITIVE SKIN** - Our dry dog and cat shampoo is extremely gentle, making it an excellent shampoo for animals with allergies and sensitive skin. It is 100% detergent, parabens and alcohol-free. Just plant enzymes, Aloe Vera and cucumber extract, vitamin E, and natural essential oils. If you've been searching for a dye, soap and sulfate free shampoo, you found it!
- 🐾 **SAFETY! SAFETY! SAFETY!** - Your pets are more than animals, they are members of your family, right? We know that and respect their health. That's why, the human-grade formula of our hypoallergenic shampoo is safe for them, you and the environment. Use it as a puppy shampoo, kitten shampoo, guinea pig shampoo or bunny shampoo. Unlike some other dry shampoos, it doesn't contain neem oil and is not toxic for cats and other animals that lick their fur.
- 🐾 **CONVENIENT PET SPA** - We all know that cat or dog bathing can be a thriller. Our waterless dry shampoo is perfect for pet parents on the go because it simplifies pet grooming and daily pet-care. It is perfect to freshen up your pet in between baths or when you travel. What could be better than a natural dry shampoo without chemicals that saves you money and time from having to take your pets to the groomer or trying to wash them in the bath?
- 🐾 **HOW TO USE IT** - Just pump dry shampoo foam on your palm, apply with massaging movements on the area you want to clean and brush. The bath foam will actively soak up oil and dirt from fur and skin. No need to wipe off your pet's coat or rinse. No spraying sounds to scare your baby, and next time it will be waiting for you to be brushed.

**\$19.00**  
✓ Prime & FREE Returns

FREE delivery: **Wednesday, Aug 25**  
Order within 11 hrs and 54 mins  
Details

📍 Deliver to Riley - Friday Harbor  
98250

**In Stock.**

Qty: 1 ▾

**Add to Cart**

**Buy Now**

🔒 **Secure transaction**

Ships from: Amazon  
Sold by: Dr. Cuddles

**Return policy: Eligible for Return, Refund or Replacement**

Add a gift receipt for easy returns

**Add to essentials**

[Learn more about Your Essentials](#)

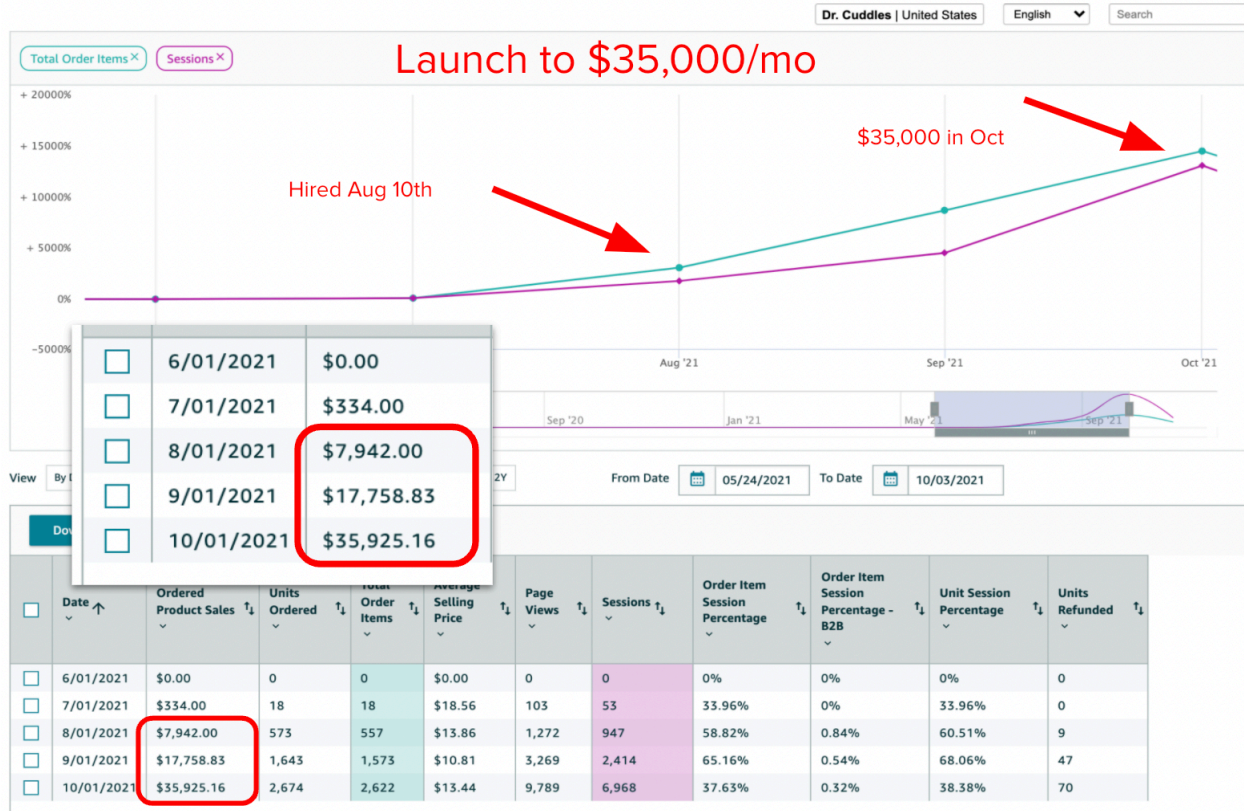
**Add to List** ▾

Share 📧 📘 📌 📌

**20% off coupon**

The foaming dry shampoo got the #1 New Release in Dog Shampoos badge.

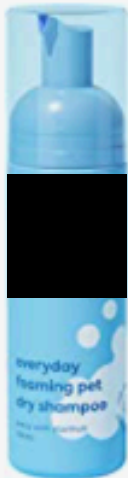




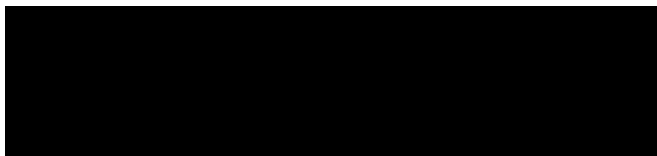
In this screenshot: we launched in August, passed \$35,000 in total sales in October.



amazon



Sponsored



★★★★☆ 185

\$8<sup>99</sup>

prime

This is what a Sponsored Video ad looks like on mobile.



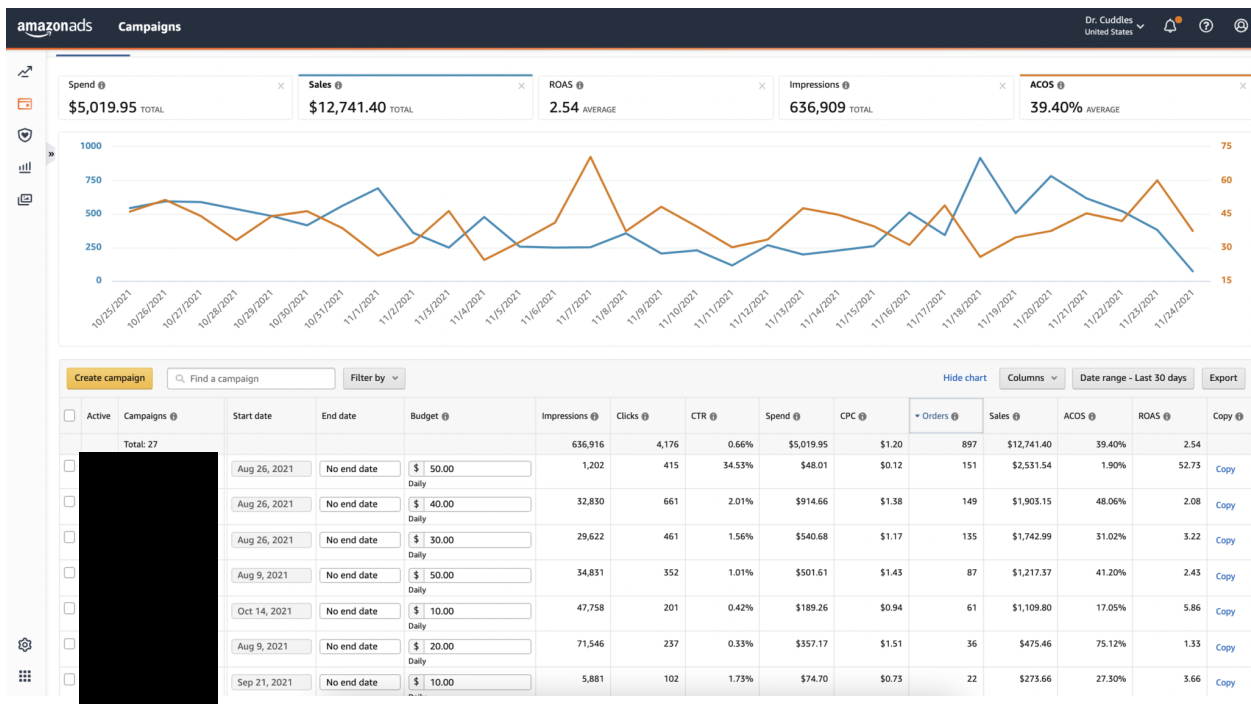
This video was great for Sponsored Video ads – crucial for driving awareness and sales.

From Date  To Date

Download (.csv) Hero product: \$25,000 in Oct

<input type="checkbox"/>	(Parent) ASIN	Title	Sessions	Page Views	Units Ordered	Unit Session Percentage	Ordered Product Sales	Total Order Items
<input checked="" type="checkbox"/>	[REDACTED]	[REDACTED]	5,097	7,459	2,120	41.59%	\$25,442.95	2,069
<input type="checkbox"/>	[REDACTED]	[REDACTED]	854	1,047	205	24%	\$4,101.93	204
<input type="checkbox"/>	[REDACTED]	[REDACTED]	434	530	173	39.86%	\$2,887.88	173
<input type="checkbox"/>	[REDACTED]	[REDACTED]	457	588	148	32.39%	\$2,480.60	148
<input type="checkbox"/>	[REDACTED]	[REDACTED]	117	154	27	23.08%	\$972.80	27
<input type="checkbox"/>	[REDACTED]	[REDACTED]	9	11	0	0%	\$0.00	0

The hero product attributed for \$25,000 in sales in October. The 4 accessory products added another \$10,000.



Amazon Sponsored Ads: average 39% ACOS, 14% TACOS.

Conversion result  
18 of 10



Roll over image to zoom in



★★★★★ 5 ratings

#1 New Release in Dog Toothpaste

Price: \$16.79 (\$0.17 / Gram) prime FREE One-Day & FREE Returns

Get a \$150 Gift Card: Pay \$0.00 ~~\$16.79~~ upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

- 🌿 FRESHENS BREATH FOR DOGS - Dental spray for dogs eliminates bad breath and keeps your dog's teeth in top form, making your pet all the more lovable
- 🐾 VET FORMULATED WITH NATURAL INGREDIENTS - Formulated with natural ingredients that work as a dog breath freshener, this dog dental spray leaves behind a pleasant mint scent to fight bad dog breath
- 🐾 SPRAY DIRECTLY ONTO TEETH AND GUMS - To use this dental spray for dogs, lift lips on either side of dog's mouth. Spray 1 to 2 pumps directly onto teeth and gums per side. For best results, do not let dog drink or eat for one hour after use
- 🐾 100% SAFE - Infused with baking soda, this dental spray is suitable for all dogs and puppies and is a safe, gentle, and effective way to care for your dog's teeth
- 🐾 YOUR SATISFACTION IS OUR PRIORITY - If you have any questions or feedback, please contact us via email

The fresh breath spray got the #1 New Release in Dog Toothpaste badge.



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