



Amazon Launch Case Study

Amazon Launch Case Study Amazon DSP & PPC Case Study: Sales up + \$122,000/mo and ACOS 36% to 25%



Another Amazon PPC case study! This case study shows how we boosted Sales up by \$100,000/mo and improved ACOS from 36% to 25% in just 3 months.



The Situation:

This company was running Amazon ads in-house while selling great, with an Amazon's Choice badge. I reached out via email offering our services. At first, the owner was hesitant because they were already ranked high for their main keywords, and PPC performance wasn't bad. Finally, he decided to outsource to us, an Amazon marketing agency, to save time and see if a professional could do better. He signed up for our core service Amazon Growth Management: PPC & more.

The Results:

After just 3 months we were able to boost sales by offer \$100,000 a month, while improving ACOS from 36% to 25%. This was due to improving Sponsored Products & Sponsored Brands campaigns, and also because we expanded their reach OFF-Amazon with Amazon DSP ads.



SALES +122,335/mo ACOS: 36% → 25%



MONTH BEFORE HIRE

ACOS: 36% → 25%

ROAS: 2.7 → 3.9

**MONTHLY SALES:
\$336,941 → \$459,276**

**+122,335
(+36.3%)**



3RD MONTH W/ US

Sponsored Ads Numbers:

ACOS: 36% → 25%

ROAS: 2.7 → 3.91

1-MONTH SALES: NOV \$336,941 → MARCH \$459,276

Amazon DSP Ads: it's Amazon Advertising OUTSIDE of Amazon!

Amazon DSP Ads is a new feature only a couple years old. It is a BIG opportunity to SCALE on Amazon – reaching new target customers around the internet.

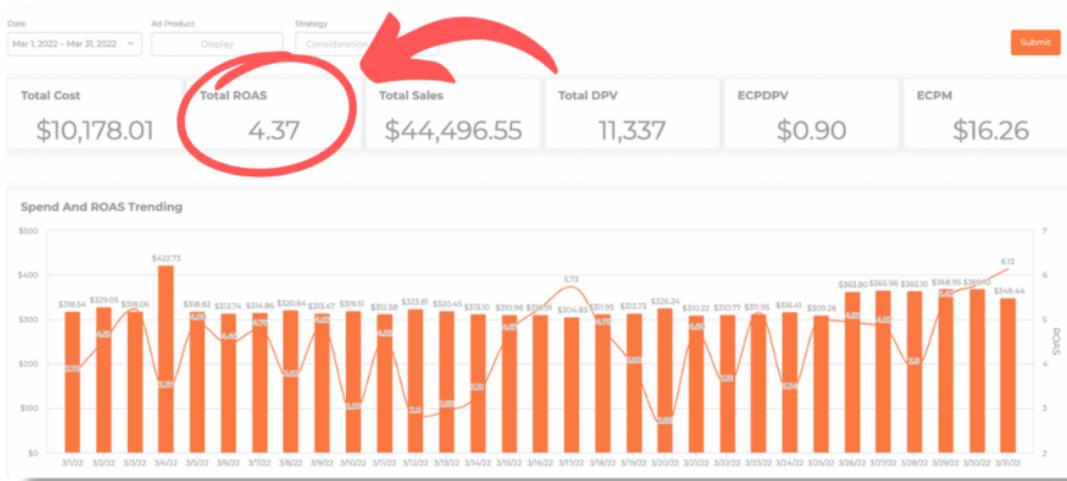
DSP is a good bet for brands that ALREADY are a TOP-SELLER on Amazon, and/or already have LOTS of reviews and a good conversation rate.



We recommended starting DSP Ads, and it led to a BIG boost in sales, with great ROI.

This screenshot shows a 4.37 ROAS for the month of march.

DSP ADS: 4.37 ROAS



Numbers for Amazon DSP Ads:

...in their first 4 months of DSP Ads:

About \$10,000 in monthly spend (we set a \$10k/mo budget)

Averaging \$40,000+ in sales

Above 4.0 ROI each month

Overall, this has allowed the brand to increase its overall sales, customer base, and monthly profits.



FIRST 3 MONTHS ON DSP ADS

Date	Ad Product	Strategy				
Jan 15, 2022 - Apr 16, 2022	Display	Consideration	Convert			
<input type="button" value="Submit"/>						
Total Cost	Total ROAS	Total Sales	Total DPV	ECPDPV	ECPM	
\$31,000.35	4.28	\$132,530.91	33,895	\$0.91	\$13.79	



This screenshot shows a 4.28 ROAS for the first 90 days.

Does Amazon require a minimum ad spend?

- Amazon normally required a \$35,000 per month minimum ad spend, but our agency gets package deals allowing sellers to have a starting budget as low as \$10,000 per month.
- All of our DSP clients are getting at least 3.0 ROAS, as high as 5.0 ROAS.



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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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