Lighting Equipment

Zero to Hero + PPC Automate

▲ **$159,155**	▼ **30.12%**	▲ **7,064**
PPC SALES	ACoS	ORDERS
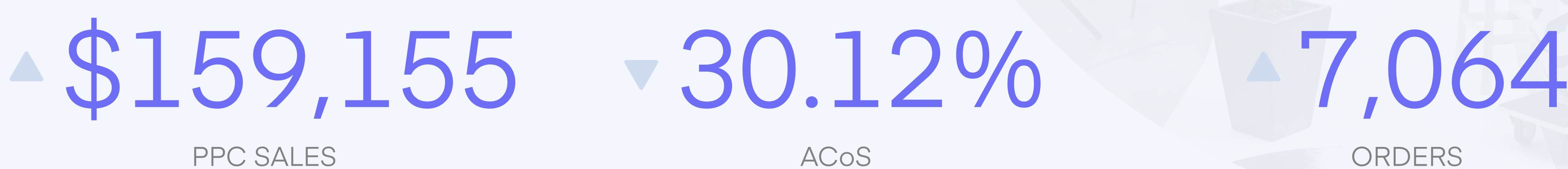
> Our ultimate goal (we consider a real success) with most campaigns we undertake is providing our customers with a stable (and fewer ads spent-dependent) sales.
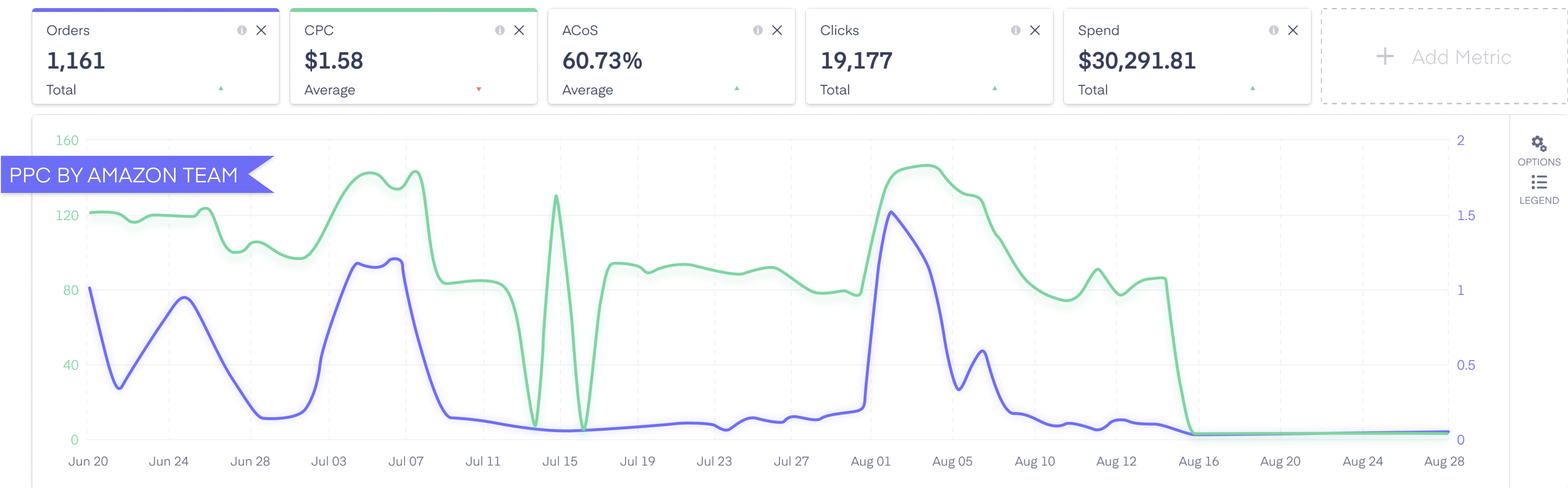
Ihor Dubovetskyi
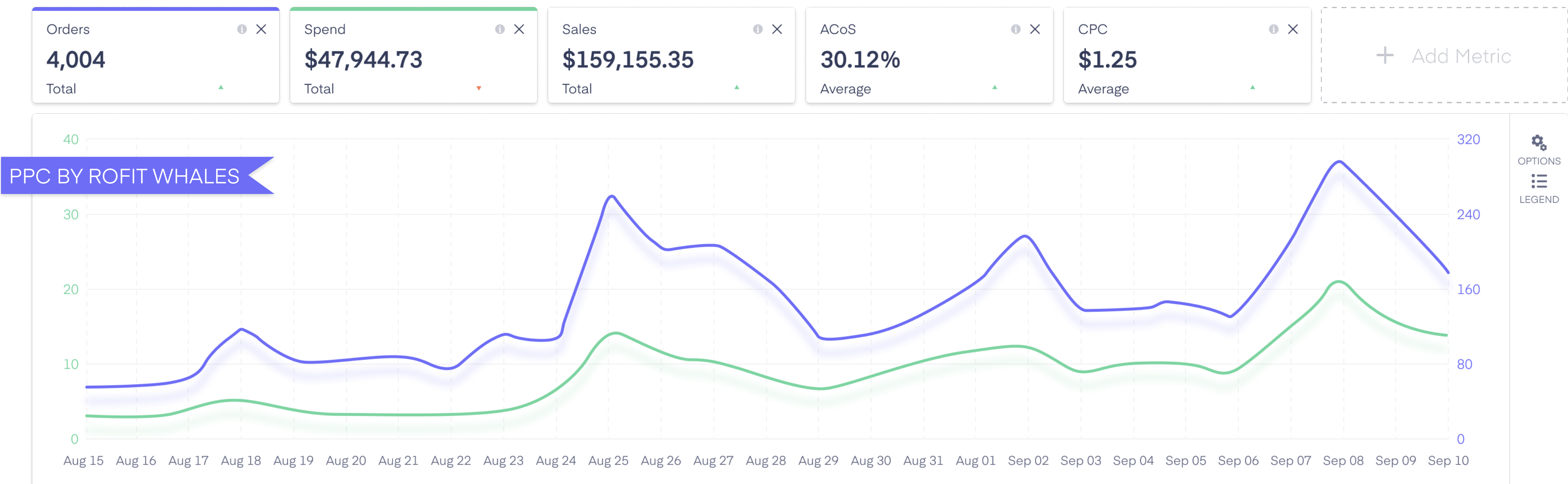Profit Whales, CEO

Business Overview

Earlier in 2019, we've settled the PPC campaigns for a Domestic Lighting Equipment Brand.
Later, at the beginning of summer 2019, this customer has decided to see if the Amazon advertising department will do a better job in terms of Amazon PPC.

The problem

Upon examining the results of campaigns that Amazon did we can tell (with a degree of confidence) that our old PPC campaigns did better at selling the product than rival's set-up:

Orders	CPC	ACoS	Clicks	Spend	
1,161	**$1.58**	**60.73%**	**19,177**	**$30,291.81**	+ Add Metric
Total	Average	Average	Total	Total	

PPC BY AMAZON TEAM

-After this pause, we've resumed working on this client's PPC from August the 15th 2019. We aimed to recreate and surpass the effectiveness of our original campaigns (run from March to June 2019).

Orders	Spend	Sales	ACoS	CPC	
4,004	**$47,944.73**	**$159,155.35**	**30.12%**	**$1.25**	+ Add Metric
Total	Total	Total	Average	Average	

PPC BY ROFIT WHALES

The Solution

What was the first thing we did?
Before reviewing the old campaigns, we removed ineffective search terms that had ACoS over 40% in the past. We've set up the Net Margin for the product, selected Profitable PPC Optimization Strategy. Voila!

What was affected?
Thus, selected Profitable PPC strategy forced the algorithm to always lower bid for keywords with ACoS higher than calculated Target ACoS. The real-time algorithm was managing the campaigns in full, on autopilot. In three days, we've solved the problem with 40% ACoS keywords.
 The software also added search terms (and competitor ASINs), which had reasonable sales records, good ACoS, and CTR to our renewed campaigns.

The best part?
We proceed with the software to test bids for most relevant (exact, obviously) search terms until we saw our Sponsored ads on page 1 in the top 5 items for all relevant keywords.
We knew from our previous experience that some keywords show the best CTR and ACoS when Ads are shown on page 1 (Top of search), while others will eventually have to be bid-down to achieve optimal Ads costs.
The ultimate goal of our work, however, is to make sure that Amazon's A10 also notices our increase in sales over the large pool of keywords (which should boost the organic sales in the long run).

What did we use?
– "Top 1 in organic" strategy – aggressive with a fixed bid for the Top of search position in Sponsored Products advertising for a large pool of relevant keywords;

– 12 PPC campaigns for 1 product with different aims (like an auto campaign that catches long-tail keywords with a ton of negative exacts), focused on different types of keywords, A / B tests of bid strategies;
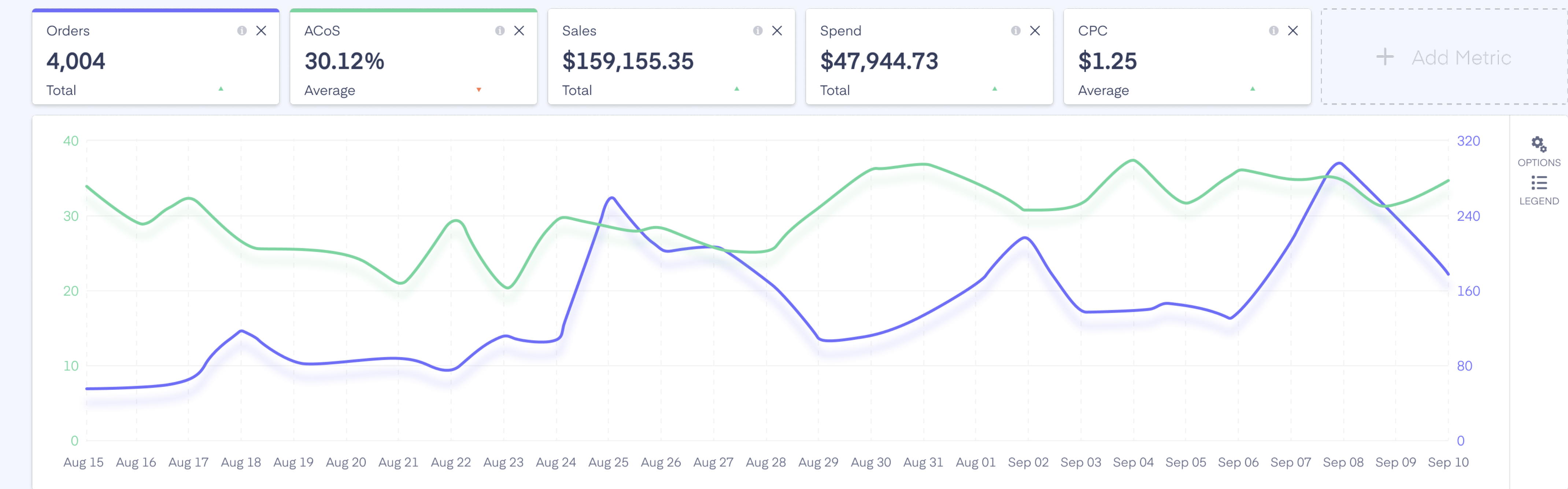
– Profit Whales Amazon PPC Automation Software with Profitable PPC Strategy.

So far our efforts here (total sales in July VS total sales in August) 👇

Orders	
7,064	
Total	≈ 274%
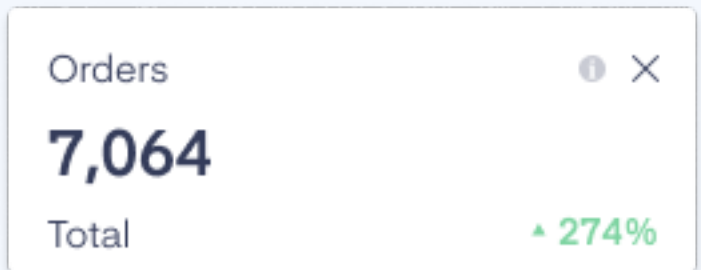
The situation is still at the PPC-stimulation stage, but we do expect the organic part of sales to rise steadily and become 60-70% of total sales (as opposed to current 40%) over the next 2-3 months. Our goal for the next six months is to decrease MACoS (total ACoS) up to 15%.

Summarizing all above: Profit Whales managed to overtake the lost sales from old campaigns in a matter of 3-4 weeks (starting with 60 orders/day and currently providing 250/ day). Now, we slowly push to increase both PPC and organic sales further – while maintaining target ACoS below 35%.

Orders	ACoS	Sales	Spend	CPC	
4,004	**30.12%**	**$159,155.35**	**$47,944.73**	**$1.25**	+ Add Metric
Total	Average	Total	Total	Average	

P.S. We've stretched to open doors for what we could do and what we want to do in the future for this brand. There're so many opportunities with Profit Whales 🐋.

> We've decided to use Profit Whales Software because of its user-friendly interface and ready-made full optimization. There wasn't anything that we have wanted that Profit Whales Team said couldn't be done with their Automation tool. You indicate your business goal – and the software performs changes by itself.

Lighting Equipment Brand, CEO