

Nutritional Supplements

Zero to Hero



▲ \$403,614

PPC SALES

▼ 10.02%

ACoS

▼ \$3.2

CPA



At the time, we just didn't have enough staff-hours to conduct proper keyword research AND keep up with optimization of all the Sponsored campaigns that we needed. In this situation, Profit Whales offered us a quick way to start and, more importantly, to support our amazon-based marketing efforts.



Ethan

Nutritional Supplements, Head of Marketing

Business Overview

Our client is an established Nutritional Supplements manufacturer, already with five years of US sales and three years of Amazon sales behind their belt.

The problem

The company has launched a new line of products but did not establish a clear and concise way of advertising them and doing business on Amazon.com.

In the beginning, Ads' profit was rising, but then it began to drop steadily.

Eventually, PPC campaigns stopped being even as effective as they were at the beginning of advertising efforts. The ACoS was fluctuating around 50% and sales dropped to \$2k per day.

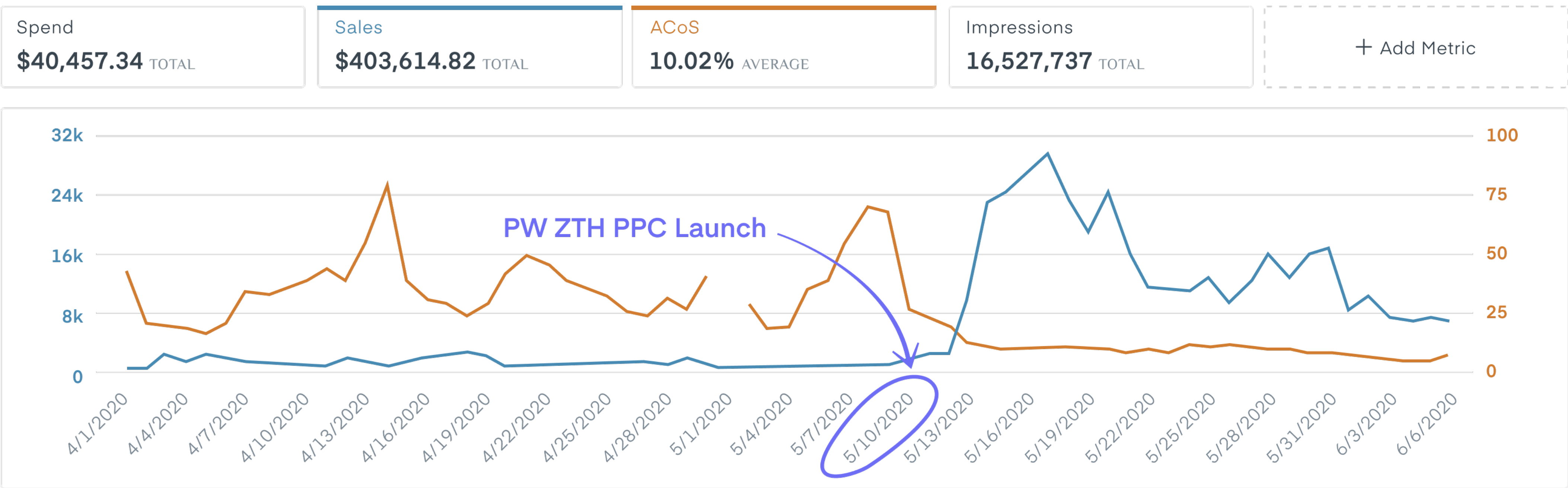
The Solution

We've examined and reworked the client's Amazon PPC Campaign structure. For each of their products, we've re-discovered a proper market feed and filtered through the search terms. Eventually, we left a set of keywords highly relevant to the product. Also, we made some changes to the product listing by adding the most popular missing keywords to it to boost the listing + PPC combo effectiveness.

This new PPC structure allowed us to exert better control over the following sales and ads effectiveness data. Data that we could then use to verify our hypothesis further.

Moreover, we used the same PPC structure to create Sponsored Display and Sponsored Brand Campaigns, in addition to the already running Sponsored Product campaigns.

As a result, we've arrived at a total ad sales of \$8k/day with an average ACoS of just over 10%.



30 days with Zero to Hero

BEFORE

PPC Sales:	\$26,374
ACoS:	30,10%
CPA:	\$11,1

AFTER

PPC Sales:	\$324,961
ACoS:	9,30%
CPA:	\$3,2



The problem was clear - such a large array of different products would require 2-3 dedicated managers working full time to keep up with the task. Especially to do so without making inevitable mistakes common in this kind of simple yet fairly monotonous task.

Our in house software is effective at quickly creating new keyword-rich PPC Campaigns, and our managers are skilled at further optimizing the campaigns to fit every specific category and product.



Ihor Dubovetskyi

Profit Whales, CEO