

Diving Equipment Brand

Zero to Hero + Managed Service + PPC Automate



▲ \$383,829

PPC SALES

▼ 32.92%

ACoS

▲ 9,155

ORDERS



Having a good product that is well received by buyers is a must to get the brand going. However, this is far from everything you need. Finding a way onto the top of page 1 results and directing major demand coming your way is an art form of its own. Our in-house Amazon marketing was adequate, but we needed some external knowledge to really break the ice.



Vasily Korobkin

Diving Equipment Brand, CEO

Business Overview

Diving Equipment Brand is a designer and seller of recreational diving equipment. Unlike the world-known major player of the market, they specialize in one product — full-face diving masks.

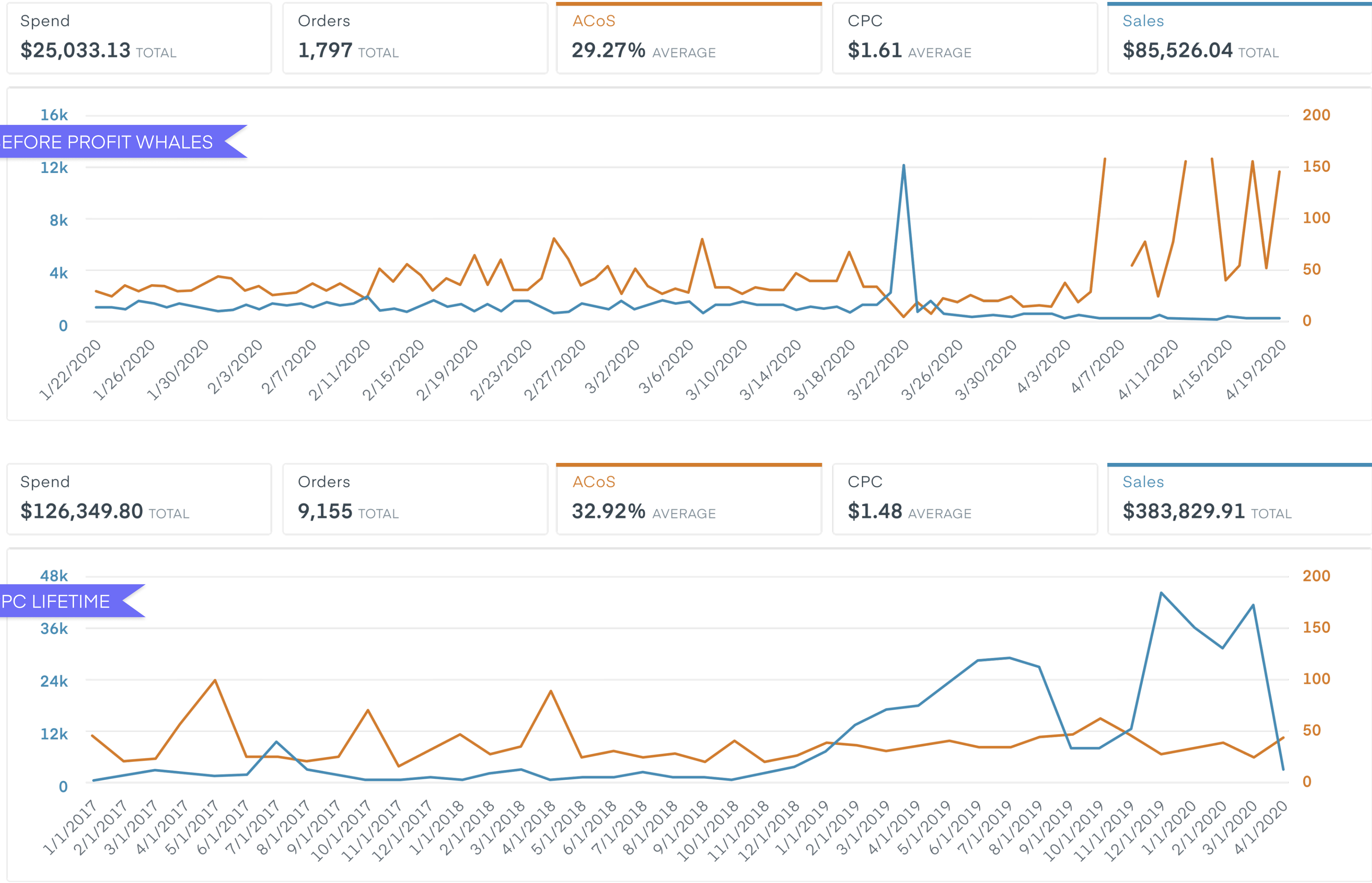
The problem

After the first sales on Amazon at the beginning of 2017, Diving Equipment Brand was getting recognition by Amazon buyers. With a good deal of thought and money invested in quality materials and good design, the newcomer was well received by diving enthusiasts across the US. But then it was time to face the competition of Amazon's top players.

The Solution

Having analyzed the state of affairs in November 2018, Profit Whales suggested grouping all products into one set of Campaigns and having a single most top-selling model be advertised separately as a test flight. Profit Whales then used their in-house, keyword-harvesting software to quickly come up with a wide array of relevant search terms and used them to shotgun the search query landscape.

After about 3-4 weeks of optimizing and deriving best-performing keywords, all relevant terms were grouped together in a few ad groups to manage more carefully. Less effective search terms were moved to lower-budget campaigns. Also, some low-budget automated campaigns were activated to collect more exotic but relevant search terms to be used in the future.



Thanks to the quick work Profit Whales did with launching new ads, the company was able to catch some X-Mas demand in December 2018 - January 2019 (a sole must amidst the low season for diving equipment), making more PPC sales than in June 2018.

With the continuous improvement of both the product listing and the Sponsored Ads Campaign in June 2019 (summit of the high season), the PPC sales were 315% compared to previous years, and overall sales went up 363%.

The result was exactly what this brand needed, as Amazon takes kindly to real sales and those were (and still are) the best factors when promoting a product higher up the customer search results page.

+315%

PPC SALES

+363%

TOTAL SALES



This market was tricky, in that search terms and technical terms were often used interchangeably. So we had to conduct a test over the wide array of keywords for the market to tell us which ones were really effective. Furthermore, we targeted a number of well-selling complementary products to leverage additional demand from the start. After a month of running this ecosystem, we copied it for all other products.



Alexander Nyezhyk

Profit Whales, Co-founder