

Table Tennis Equipment

Zero to Hero + Managed Service



▲ **\$811,771**

PPC SALES

▼ **25.99%**

ACoS

▲ **27,186**

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.



Alexey Ukhnaev

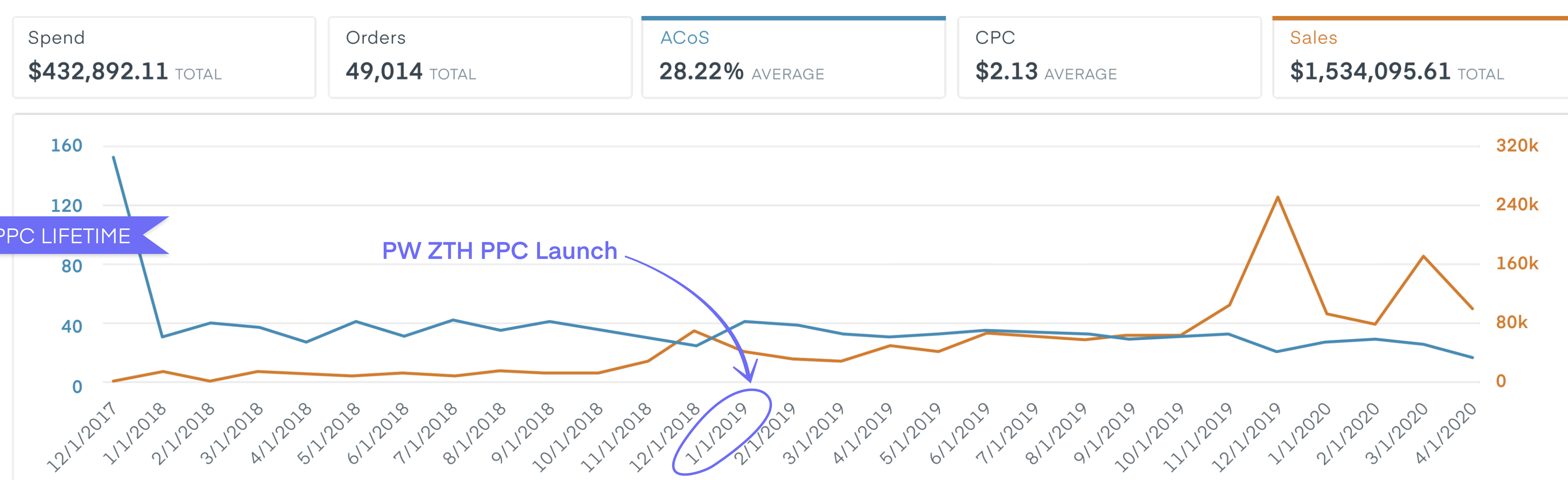
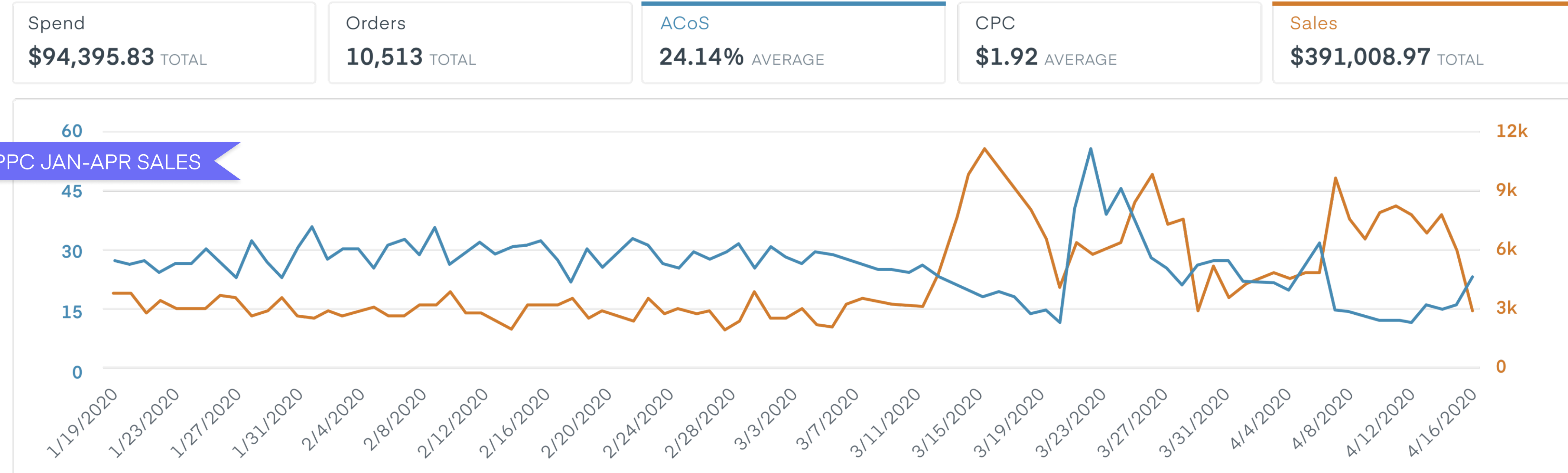
Table Tennis Equipment, CEO

Business Overview

Table Tennis Equipment Brand is a sports product manufacturing company that aims to provide high-quality sports products at a reasonable price. Its philosophy is in making thoughtfully designed yet simple sports equipment that should be available to all customers.

The problem

After 2018-2019 X-mas, it was clear that the branded sporting equipment was now well received by the market and had a solid base of devoted buyers. It was time to expand the sales and contest the top-selling positions in respective market niches.



The Solution

While Alexey was effectively running Sponsored Ads, it was clear that more effort was required to overtake existing top sellers. After studying the market and the product listing, we proposed to run two clusters of Sponsored Ads campaigns, one for each product. Extensive keyword research was conducted from scratch using the Zero to Hero Keyword Generating Tool.



It was clear that we had a serious task at hand. If we want to see our products on TOP of the Amazon page next to TOP competitors — we needed external expertise and knowledge of how to do that.



Alexey Ukhnaev

Table Tennis Equipment, CEO

After about four weeks of running the campaigns, Profit Whales rearranged them to closely fit the exact landscape of real customers' popular queries. It was now time to start investing in the best-performing ones and gain the BSR needed to get to the top-selling positions.



Amazon Sponsored Ads is THE tool to get to the top. Alexei did a great job creating a solid A-class listing for his products and providing high-quality customer service and feedback to each market's appreciation and good reviews. Under these conditions, Sponsored Ads were pretty much destined to grow their sales.

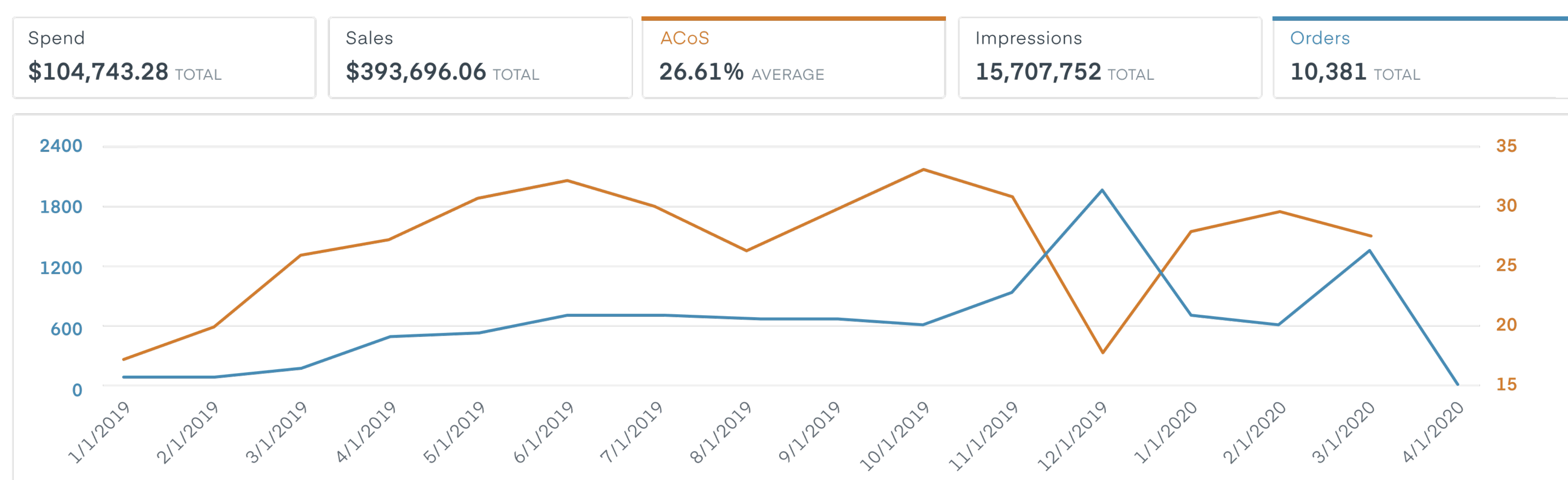
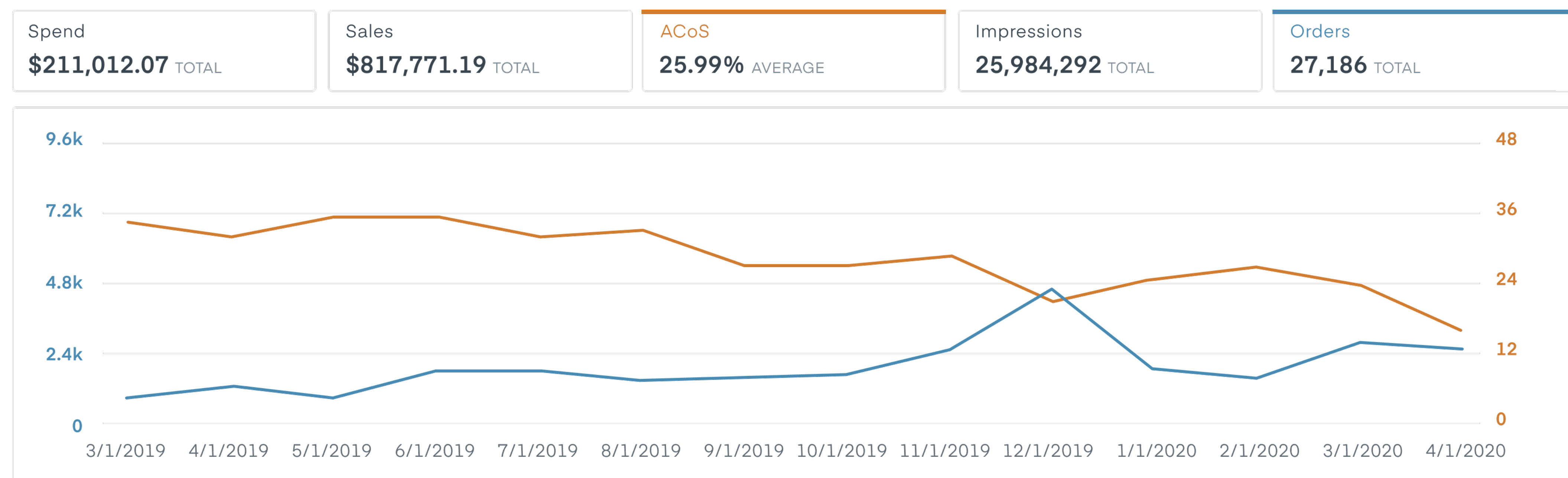


Alexander Nyezhyk

Profit Whales, Co-founder

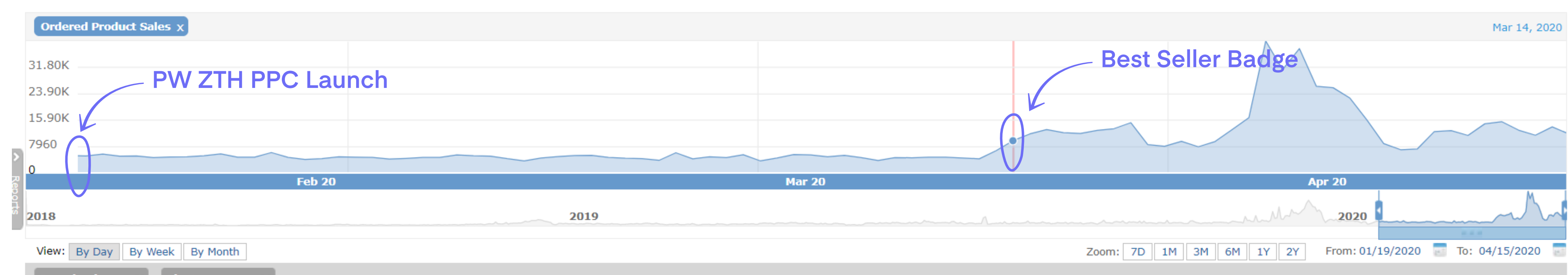
By summer 2019, after six months of cooperation with Profit Whales, Table Tennis Equipment Brand received the sought after Best Seller badge from Amazon. PPC sales were already making 10 times the number compared to the previous year, and overall sales increased triple. And this was when the competition started to notice the newcomer. Other well-established sellers with good quality products were actively bidding higher and utilizing various discounting sales and deals to keep on top of selling results.

PPC by Profit Whales Lifetime

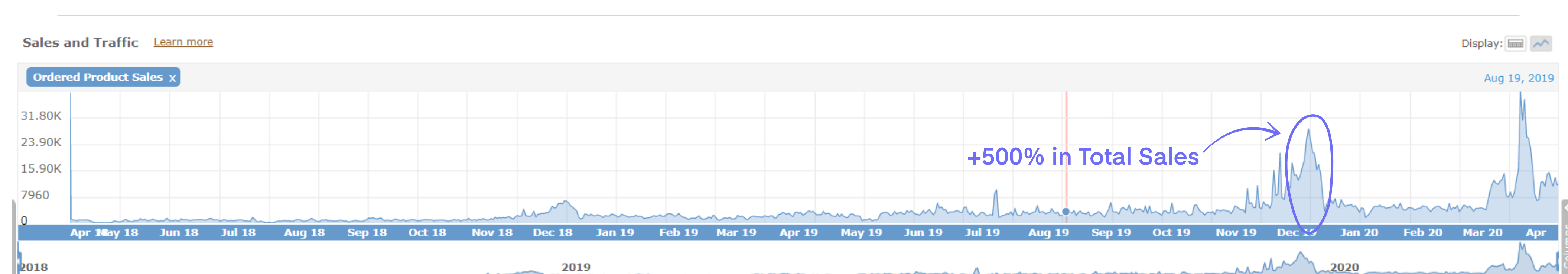


By winter 2019, our client established himself as one of the market leaders for tabletop tennis equipment. Total sales were on average 500% of that from a year ago, and the company was well into making it into its second million sales. Consistent work on the product quality, customer support, Amazon listing, and a highly reactive Amazon PPC management was paying off.

Orders Jan-Apr 2020



Orders Lifetime



Another effect of this work manifested itself when the world experienced the effects of the COVID-19 pandemic. Contrary to expectations — table tennis turned out to be a VERY good way to entertain (and get the much-needed exercise) for people in a lockdown predicament all over the US. Universal all surface retractable nets and ping-pong paddles sold out like never before, with March-April 2020 sales outshining the X-mas 2019-2020 figures. This is indeed a new way of looking at the product.