

# Home Decor Brand

Zero to Hero + Managed Service + PPC Automate



▲ **\$3,097,814**

PPC SALES

▼ **12.43%**

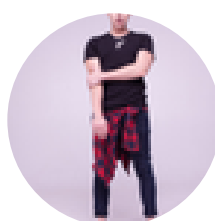
ACoS

▲ **36,435**

ORDERS



At the time, we just didn't have enough man-hours to conduct proper keyword research AND keep up with the 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.



**Stan Melrose**

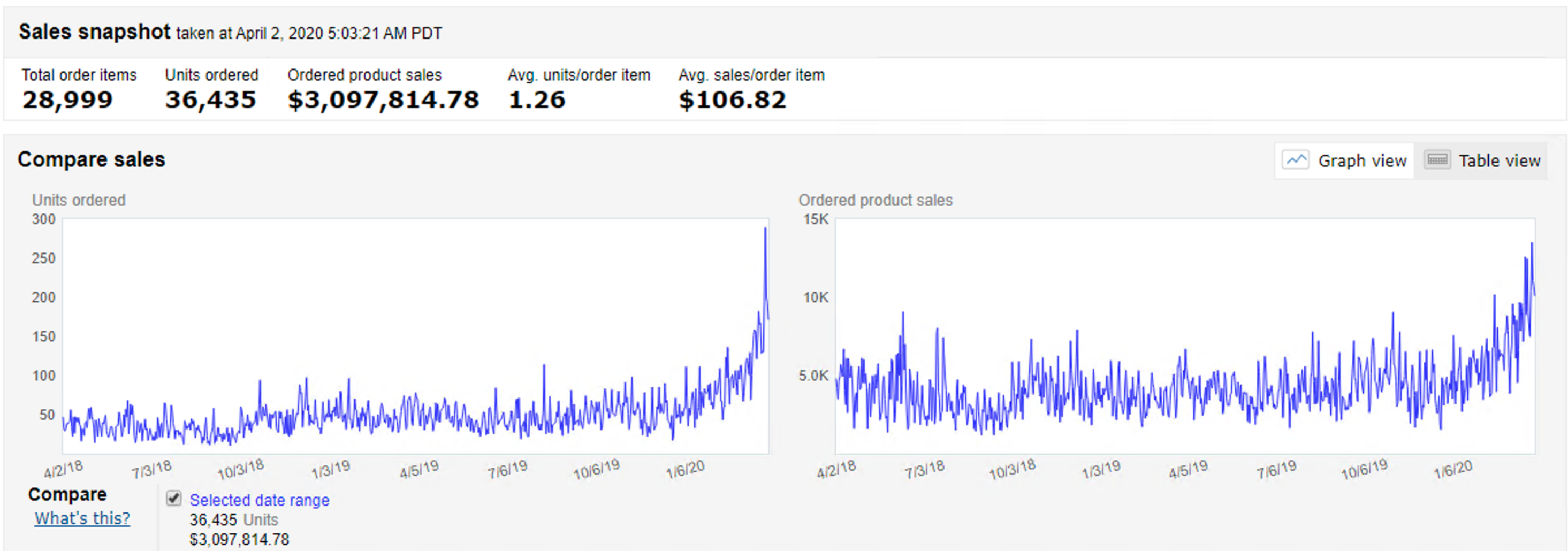
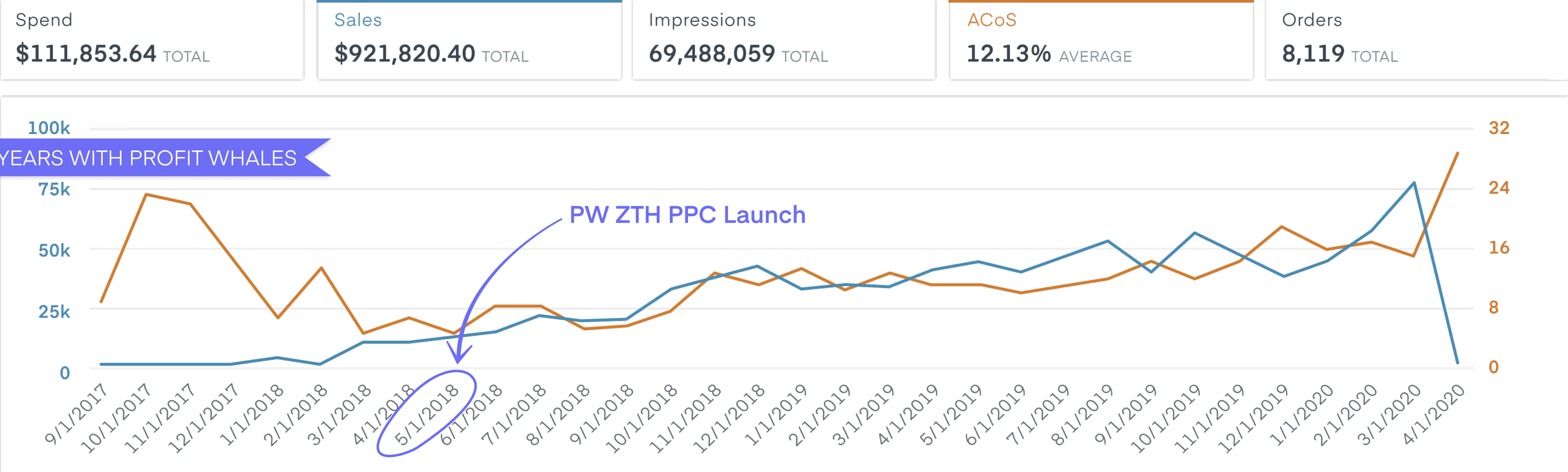
Home Decore Brand, Head of Marketing

## Business Overview

Home Decor Brand is a small company dedicated to serving the needs of homeowners and contractors. Long-term focus and expertise allowed the company to gather an excellent storefront stocked with quality items and equipment that cover nearly all areas a potential customer may need. Now, being a one-stop-shop for its buyers, they offer these products at very competitive prices thanks to large stocks and clever bulk inventory purchases.

## The problem

In the spring of 2018, the company was already selling hundreds of items over Amazon, with an average price of about \$105. Although profitable, it was clear that with so many different items and categories, extra effort would be required to have Sponsored Ads working to their full potential.



- So far we've sold over 36k units in the amount of \$3 million turnover
- During the whole time, ad spend was \$111k and brought \$921k in sales with ACoS at 12%
- 183 Zero to Hero campaigns were created

## The Solution

Agency + Automation

In order to scale the business, the Home Decor Brand needed to leverage the power of Amazon Sponsored Ads. However, to advertise effectively, a PPC campaign should contain dozens of relevant keywords and high precision bid management. Multiplying that by hundreds of different ASINs means thousands of keywords and bids needing attention every week.



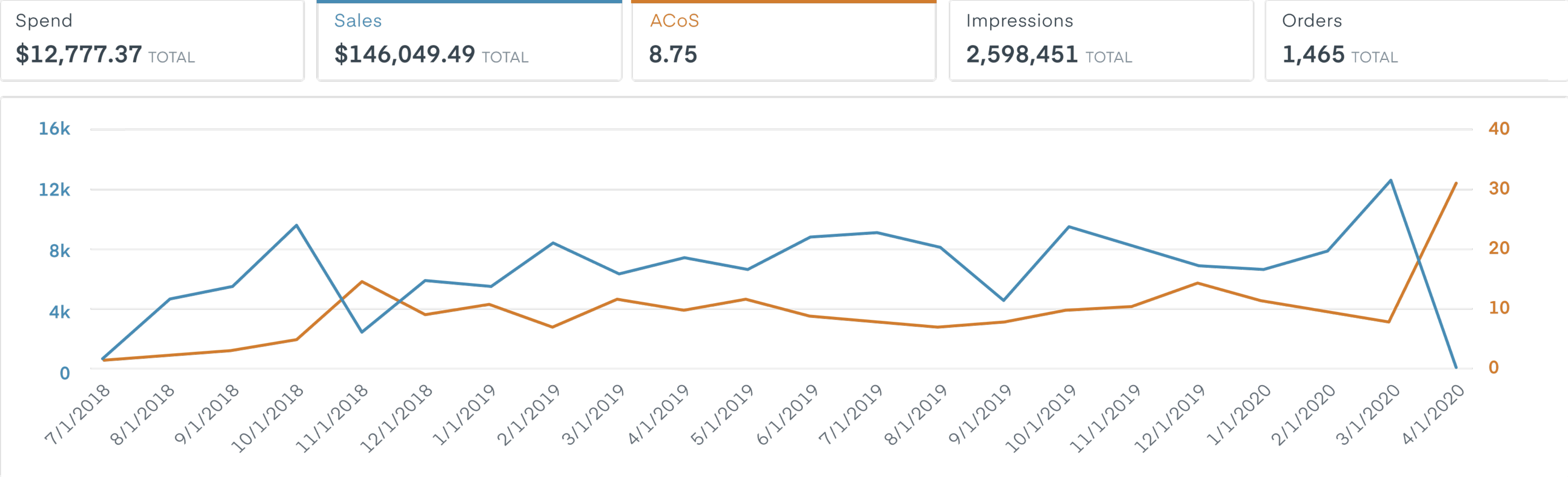
The problem was clear — such a large array of different products would require 2-3 dedicated managers working full time to keep up with the task. Especially to do so without making inevitable mistakes common in this kind of simple yet fairly monotonous task. Our in-house software is effective at quickly creating new keyword-rich PPC Campaigns, and our managers are skilled at further optimizing the campaigns to fit every specific category and product.



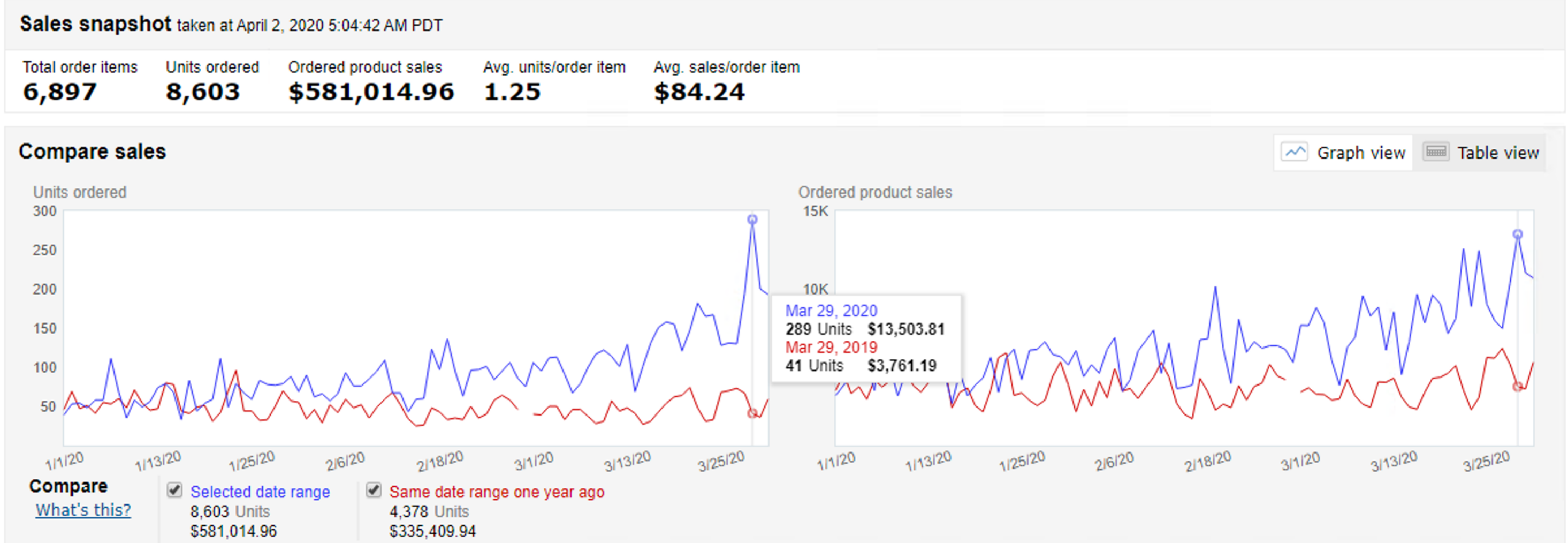
**Ihor Dubovetskyi**

Profit Whales, CEO

- PW Exact STE (new keywords added by the software) spent 12.7k and sold 146k with 8.7% ACOS



- In Q1 2020, we had already sold 8.6k units, which was twice the growth compared to the previous year (4.3k units)
- We are planning to reach \$4 million in sales by the end of 2020



Profit Whales offered to use their in-house software that allowed the fast generation of PPC Campaigns containing:

- ltop-performing exact keywords
- low-budget automated campaigns
- negative keywords
- competing ASINs

Although these were not perfect at the start (like most auto-generated processes), they turned out to be the exact solution needed to kick start Sponsored Ads sales. An 80% average keyword relevancy was a good trade-off for months of manual preparations that an in-house team would need to do the same.