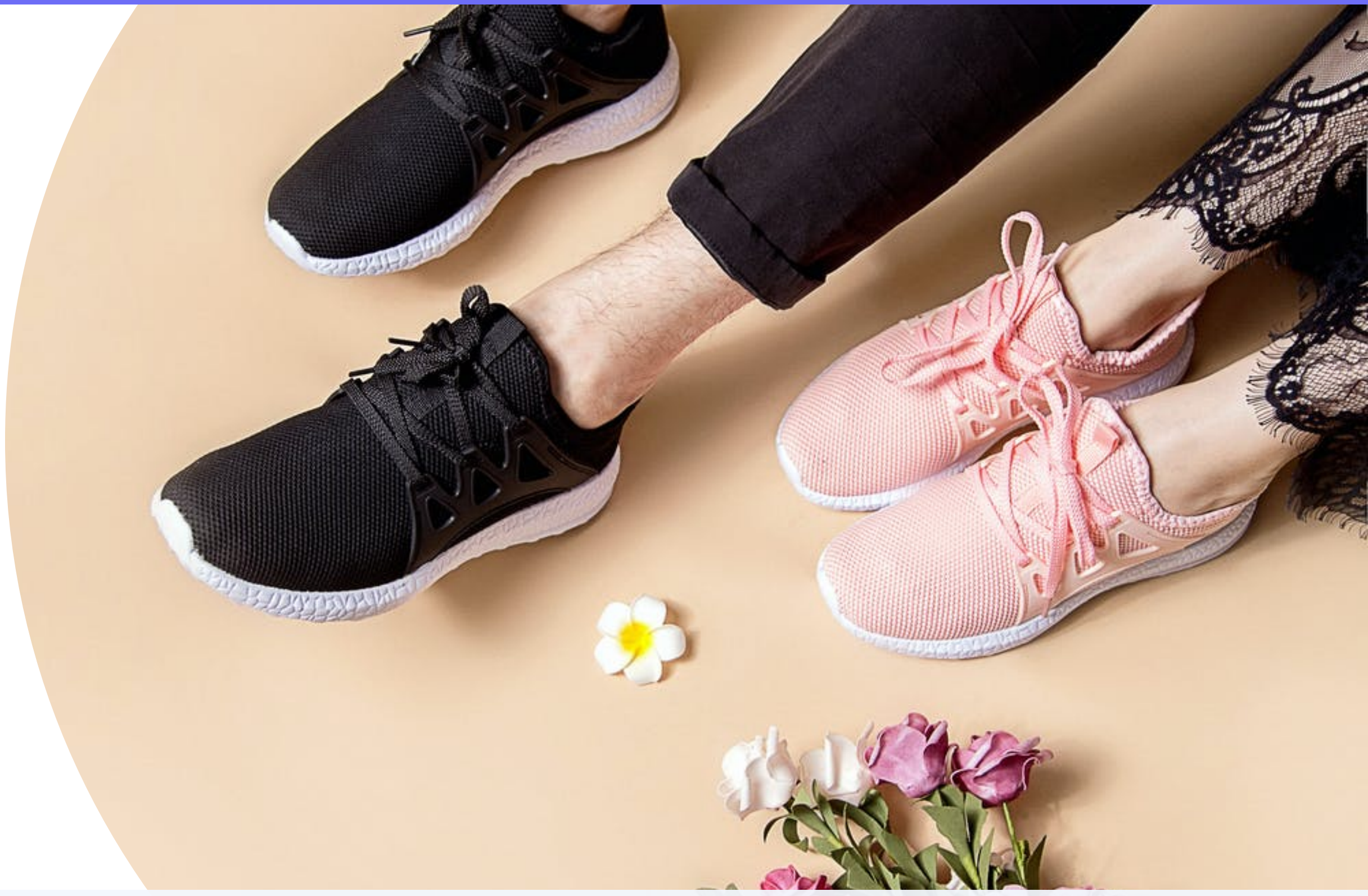


# Shoe Brand

The significance of proper keywords setup



▲ **\$1,520,978**  
AD SALES

▲ **28,30%**  
AD CVR

▲ **0,57%**  
AVERAGE CTR

## Business Overview

Big Shoe Brand with numerous sales on and outside of Amazon. The company started to sell on Amazon in 2015 and since then has been one of the leading shoe brands. Last year the brand lost a high position in the organic search ranking and the number of sales dropped dramatically.

## The task

The task consists of the right advertisement setup, and of detection how to save the high position in the organic search ranking.

## The Strategy

After the detailed analysis Profit Whales creates a structured work plan that includes the next steps:

- Customization of the necessary advertising campaigns.
- Particular check of keyword performance and possible modification if needed.
- Launching the brand campaign and Amazon’s demand-side platform (DSP).

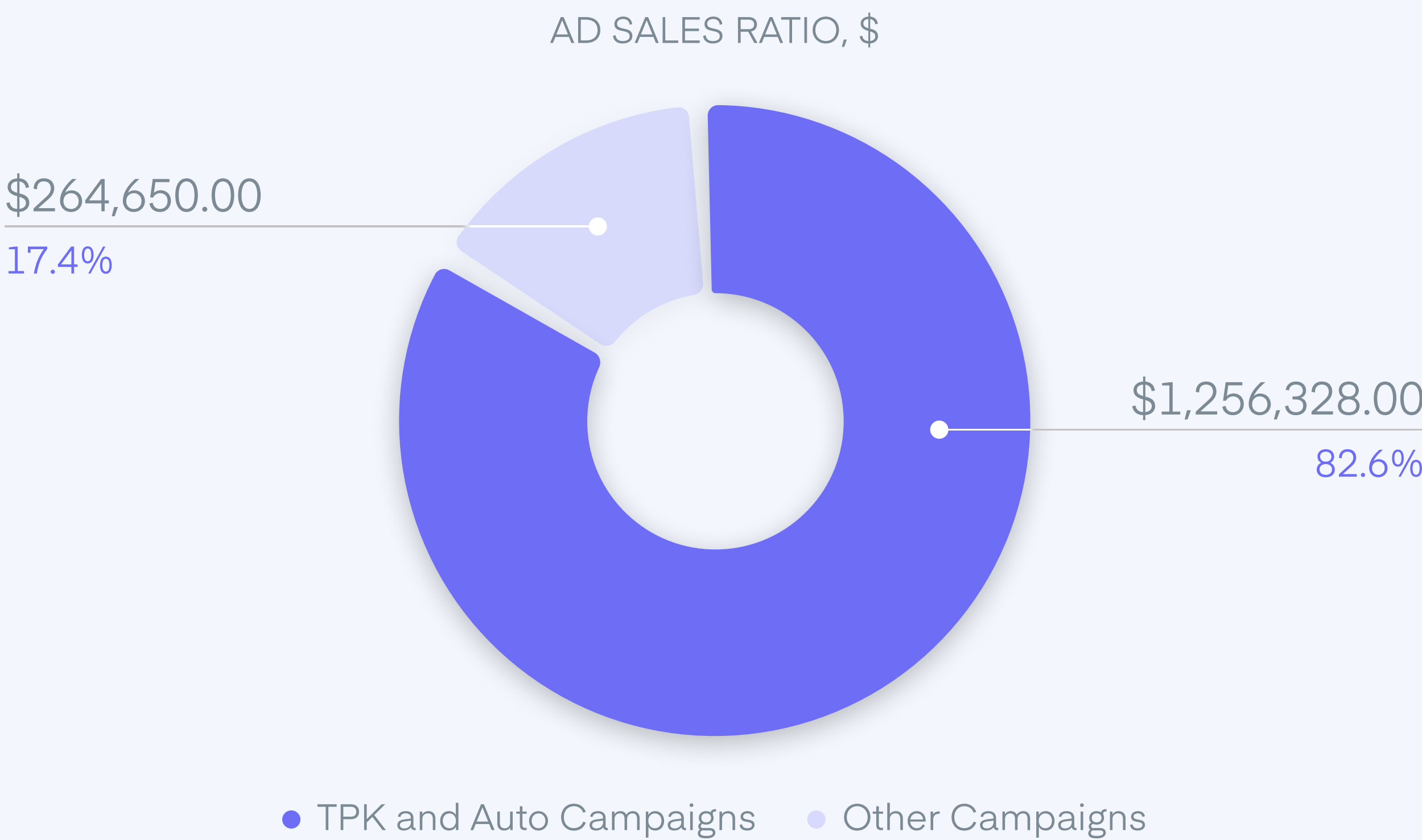


## The Results

1. The provided chart helps to overview the results, it shows the change in sales after the brand started to work with Profit Whales at the end of October.
2. The spreadsheet shows the growth of the sales, spends, and units ratios after the collaboration with Profit Whales:

- Ad Sales Ratio **31,03%**
- Ad Spend Ratio **21,08%**
- Ad Units Ratio **34,59%**

3. The diagram illustrates the correlation of a company’s profit before and in the structure of Profit Whales.



## The conclusion

After Profit Whales studied the case and figured out the effective strategy, the signs of improvement showed up quite fast. Since the products’ listings were refined earlier, the biggest part of the work fell on advertisement.

Not only all the high product listings positions were saved, but also the number of sales dramatically increased.

Such an enormous sales enhancement in the auto-campaign work results conditioned by the emergence of the Today’s’ deals.

This sharp, however, controlled splash is possible because of Profit Whales auto-campaign structure and the keywords’ control by the placements, like, for example, Black Box setup where the Exact keyword minified on the campaign’s level. It allows working with a bigger pool of keywords and find a lot of new relevant ones without the Exact keywords’ concurrence.

So, after all, successful sales the semantics got fulfilled with new and relevant keywords for the future useful setup and control.

All the points of the plan were executed, and the future work is foreseen.



There was a preliminary analysis and, as a result, the strategy for launching the product’s advertising. The budget allows acting aggressively, so the product begins to absorb the market as quickly as possible. It took 4 weeks to get Best Seller Badge back on top priority products. Now the main focus is on defending current positions.



**Stanislav Didenko**  
Profit Whales, PPC Specialist