

Home Decor Brand

Effective Amazon Advertisement:
How proper ad setup increases the budget?



▲ \$3,078,654

PPC SALES

▼ 28,81%

ACoS

▲ 96,416

ORDERS

Business Overview

Home Décor Brand is a multi-million budget company that produces environmentally friendly decoration “for home and not only” from recycled materials.

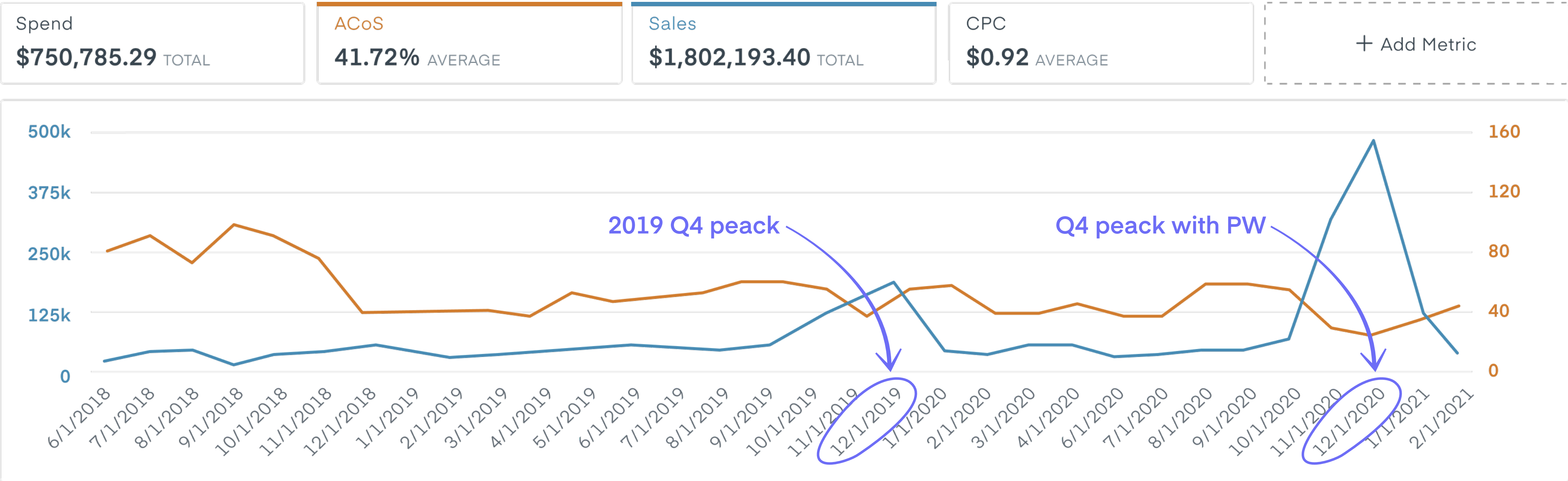
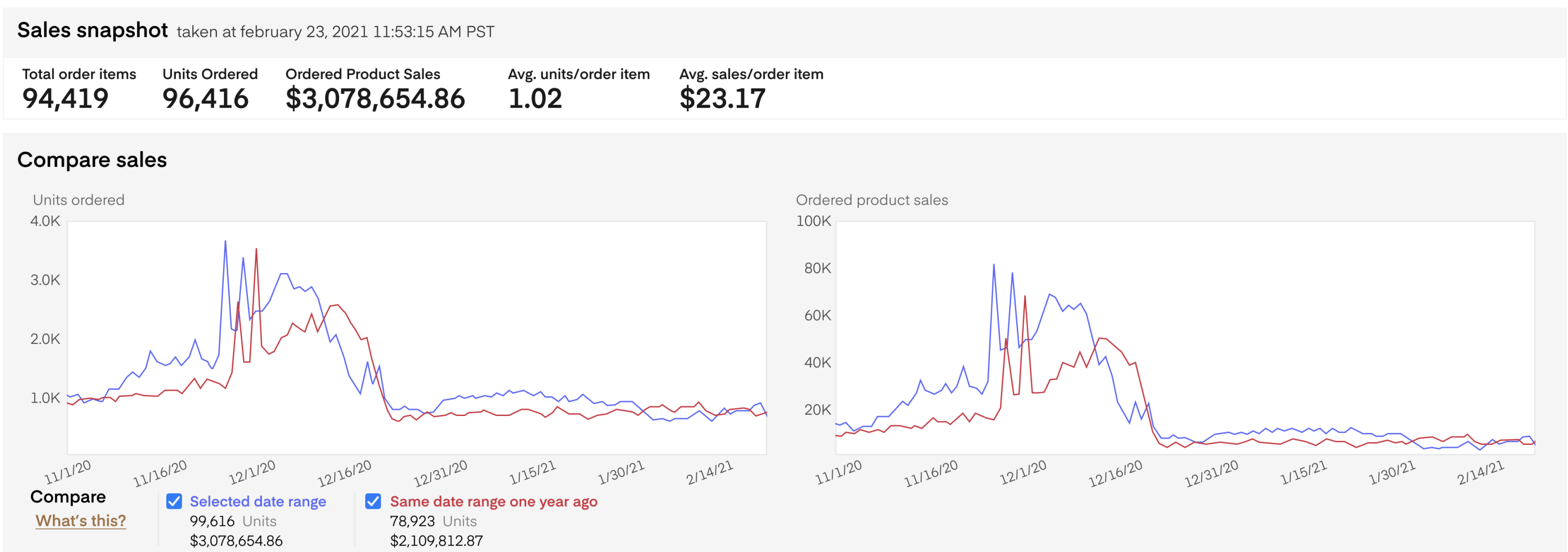
The task

Proper setup of advertisement and capture of new keywords positions with the help of advertisement.

The Strategy

Profit Whales upbuild an individual strategy to reach a required goal. The strategy contained the following points:

- Rational and structured advertisement setup of all kinds: Sponsored Products, Sponsored Brands, and Sponsored Display.
- Finding the main competitors in the niche.
- Figuring out the most beneficial bids.
- Move in the direction of big profit increase. 647,441



The Results Comparisons

There were 74 ad campaign setups and 6 product setups.

By making total results comparisons with the same period last year’s profit (\$2 109 812) and current year profit (\$3 078 654) the interest grew up to 45%. The graph down below illustrates exact changes over time.

As a result, the number of total units increased up to 29%. In the same period, last year were produced 74 785 units, current year – 96 416 units.

Also, the advertisement research compared to the last year showed a noticeable difference in ad sales:

- December last year: \$151 490 with ACoS 39,9%
- December this year: \$498 200 with ACoS 28,81%

Total Ad Sales increase: 228%



The situation was clear: we had to correct mistakes and find opportunities for growth. Good quality products with properly configured advertising quickly paid off.



Yaroslav Semenyna
Profit Whales, PPC Specialist

The Conclusion

After finding the problem and building up the strategy Profit Whales extremely quickly increased sales on the Amazon account of Home Décor Brand.

The total sales and profit growth show a need for even better improvement in the nearest future: more listing updates and creatives for Sponsored Brands are a must in 2021. The use of all beneficial Amazon Advertising possibilities must bring even better results.