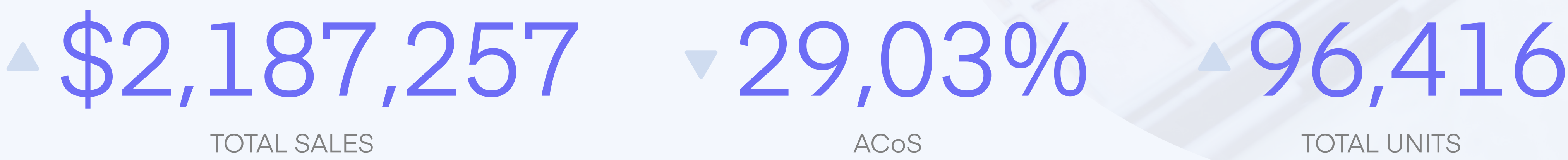


Beauty Products Brand

Auto-Targeting Campaign and How Can It Change Seller’s Budget



Business Overview

Beauty Products Brand with an international name. The company developed brand-awareness over the years and sells out not only in European countries but also in the USA.

The task

Rebuilt the auto-targeting campaign. Investigating the ways of reducing advertisement investments and increasing the company’s profit.

The Strategy

In an extremely short period, Profit Whales finds weak spots in the advertisement campaign. The worked-out strategy included the following points:

- Improvement of Sponsored Products advertisement (the weakest point of the campaign).
- Improvement of the other ad campaigns structure.
- Figuring out the ways of profit increase.
- Capturing new keywords positions.

The Results

The graph illustrates the company’s profit and advertisement budget after cooperation with Profit Whales. Before the work ad investment made up almost a half of the whole profit.

Conclusion

Profit Whales decreased the necessary advertisement budget, it got reduced in three times. Also, the conversion rate was improved. More traffic was attracted.

Further operations are planned. During the current work, possible developments were investigated.



The products were ready for a burst of traffic. PW's task was to direct relevant traffic to customers' product detailed pages and then defend PDP from competitors.



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