Case Study: - Amazon PPC

Introduction:

Clients often approach us with challenges in managing their Amazon PPC campaigns effectively. In this case study, we'll explore how we helped a client overcome poor search term management, high costs, and low ROAS (Return on Ad Spend) through strategic optimization techniques.

Client Challenges:

Our client faced several difficulties with their Amazon PPC campaigns, including:

1. Poor search term management
2. Inefficient bid strategies
3. Insufficient campaign strategy
4. Excessive advertising costs without satisfactory returns

Solution:

To address these challenges, we implemented the following strategies:

1. **Optimizing Product Listings:** We made product listings SEO-friendly to improve visibility and organic ranking.
2. **Keyword Research and Targeting:** Utilizing tools like Helium 10, we identified high-density search terms and applied them to product backend targeting.
3. **Budget Management:** We set an initial budget and adjusted it based on campaign performance and demand.
4. **Negative Targeting:** For keywords generating excessive expenditure, we added them to negative targeting or paused them to reduce PPC costs.
5. **Campaign Diversification:** We targeted branded products via brand targeting campaigns and also ran product targeting and sponsored ads (manual/automatic).
6. **Bid Optimization:** Daily tracking of PPC activities enabled us to adjust bids based on impressions, clicks, and spending.
7. **Match Type Optimization:** We applied strategies for exact, phrase, and broad match types to maximize reach and relevance.
8. **Competitor Analysis:** We analyzed competitors in the same category and applied product targeting to drive more purchases and product clicks.

Results:

Through our strategic optimization efforts, we achieved the following results for the client:

1. Improved ROAS: We helped the client achieve a respectable ROAS by optimizing campaign performance and reducing advertising costs.
2. Reduced ACOS (Advertising Cost of Sale): By refining keyword targeting and bid management, we lowered the client's ACOS, ensuring a more efficient use of advertising spend.
3. Increased Impressions: Our campaign strategy led to a significant increase in impressions, enhancing the client's visibility and reach on Amazon.

Following is the result of client campaign:

1. Total Spend for last one year - $20,983.78
2. Total Sales for last one year - $177,370.29
3. ACOS % - 11.83%

4. Clicks - 31080
5. Impressions - 7,893,449
6. Optimizing campaigns on daily basis - 224

Spend ❶	Sales ❶	ACOS ❶	Orders ❶	Impressions ❶
$20,983.78 TOTAL	$177,370.29 TOTAL	11.83% AVERAGE	1,428 TOTAL	7,893,449 TOTAL

Filter Active status = Enabled ✕ Reset

Create campaign | Find a campaign | Filter by ∨ | ✓ 224 results | Hide chart | Columns ∨ | Date range - Year to date | Export

	Active	Campaigns ❶		Budget ❶	Impressions ❶	Clicks ❶	Spend ❶	Orders	▾ Sales ❶	ACOS ❶	ROAS ❶	Copy ❶
		Total: 224			7,893,591	31,077	$20,984.8	1,428	$177,370.2	11.83%	8.45	
☐	▣	r ... d Products rgeting	$ 250.0(Daily	2,462,395	10,857	$6,848.27	272	$57,083.08	12.00%	8.34	Copy
☐	▣	[d Products targeting	$ 240.0(Daily	471,305	2,391	$2,462.65	88	$25,824.21	9.54%	10.49	Copy
☐	▣	R(... d Products targeting	$ 100.0(Daily	1,760,163	3,513	$2,426.45	188	$20,796.79	11.67%	8.57	Copy
☐	▣	/ ... d Products targeting	$ 285.0(Daily	1,001,132	3,758	$2,513.45	90	$16,203.83	15.51%	6.45	Copy
☐	▣	d Products rgeting	$ 45.00 Daily	88,845	998	$991.88	218	$7,456.52	13.30%	7.52	Copy
☐	▣	... d Products rgeting	$ 45.00 Daily	281,871	1,185	$595.88	27	$5,818.49	10.24%	9.76	Copy
☐	▣	Ir d Products rgeting	$ 30.00 Daily	19,301	707	$679.95	184	$5,736.14	11.85%	8.44	Copy
☐	▣	L. d Products targeting	$ 30.00 Daily - Reco...	160,697	764	$441.59	20	$4,274.09	10.33%	9.68	Copy
☐	▣	O d Products	$ 39.00	151,835	628	$349.74	12	$4,093.75	8.54%	11.71	Copy

Campaign status is current, but other campaign data could be delayed up to 12 hours. Go to page [1] ‹ › 1 - 224 of 224 results Results per page: 300 ∨
Some products and keywords are not eligible for targeting and will not show ads. Learn more