Case Study: - Amazon PPC

Challenge

Clients came to us with a range of Amazon PPC management difficulties. Among them were poor search term management, bids, insufficient campaign strategy, and other considerations. Due to a lack of knowledge, the client was having difficulty maintaining a respectable ROAS and was incurring excessive costs through their ads.

Solution

- First, we checked the buy box eligible items and made those product seo friendly with better optimization.
- Using the helium 10 tool, created a list of high-density search terms and applied final targeting to the product backend.
- Analyzed an old campaign that was overspending and identified a list of phrases where we were overspending.
- For any keywords that were generating a lot of expenditure, we added them to negative targeting or paused them to reduce the amount of money spent on PPC.
- Targeted all the branded products via brand targeting campaigns. Also run product targeting and sponsored ads (manual/automatic)
- Begin with an ideal budget and gradually increase or lower it based on campaign performance and demand.
- Daily tracked ppc activities and take appropriate action for the running bids as per the daily session of impression, clicks & spend.
- Applied best strategy for exact, phrase and broad match type.
- Generated search term history report from automatic campaign and used most relevant keywords in manual targeting.
- Analyzed competitors on Amazon for same category and apply product targeting for more PO's and product clicks.

Result

Ultimately, we helped client manage good amount of ROAS and lower down his ACOS, turned massive Impression through our campaign strategy.

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 ⓘ	Sales ⓘ	ACOS ⓘ	Orders ⓘ	Impressions ⓘ
$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 ⓘ			Budget ⓘ	Impressions ⓘ	Clicks ⓘ	Spend ⓘ	Orders ⓘ	▾ Sales ⓘ	ACOS ⓘ	ROAS ⓘ	Copy ⓘ
		Total: 224				7,893,591	31,077	$20,984.81	1,428	$177,370.29	11.83%	8.45	
☐	🔵	r	r …	d Products rgeting	$ 250.0(Daily	2,462,395	10,857	$6,848.27	272	$57,083.08	12.00%	8.34	Copy
☐	🔵	l		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. Some products and keywords are not eligible for targeting and will not show ads. Learn more

Go to page   1   ‹   ›   1 - 224 of 224 results   Results per page: 300 ⌄