

## 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  **\$20,983.78** TOTAL

Sales  **\$177,370.29** TOTAL

ACOS  **11.83%** AVERAGE

Orders  **1,428** TOTAL

Impressions  **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

<input type="checkbox"/>	Active	Campaigns <input type="checkbox"/>	Budget <input type="checkbox"/>	Impressions <input type="checkbox"/>	Clicks <input type="checkbox"/>	Spend <input type="checkbox"/>	Orders <input type="checkbox"/>	Sales <input type="checkbox"/>	ACOS <input type="checkbox"/>	ROAS <input type="checkbox"/>	Copy <input type="checkbox"/>
Total: 224				7,893,591	31,077	\$20,984.81	1,428	\$177,370.29	11.83%	8.45	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Products targeting	\$ 250.00 Daily	2,462,395	10,857	\$6,848.27	272	\$57,083.08	12.00%	8.34	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Products targeting	\$ 240.00 Daily	471,305	2,391	\$2,462.65	88	\$25,824.21	9.54%	10.49	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Products targeting	\$ 100.00 Daily	1,760,163	3,513	\$2,426.45	188	\$20,796.79	11.67%	8.57	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Products targeting	\$ 285.00 Daily	1,001,132	3,758	\$2,513.45	90	\$16,203.83	15.51%	6.45	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Products targeting	\$ 45.00 Daily	88,845	998	\$991.88	218	\$7,456.52	13.30%	7.52	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Products targeting	\$ 45.00 Daily	281,871	1,185	\$595.88	27	\$5,818.49	10.24%	9.76	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Products targeting	\$ 30.00 Daily	19,301	707	\$679.95	184	\$5,736.14	11.85%	8.44	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Products targeting	\$ 30.00 Daily - Reco...	160,697	764	\$441.59	20	\$4,274.09	10.33%	9.68	Copy
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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

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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](#)