

Case Study: - Product Visibility & Drive Sales

Challenge

The client has been in the lighting business since 2011, specializing in unique lighting for commercial and industrial facilities. delivers LED and Solar solutions to the market's top 15 electrical distributors, as well as thousands of other distributors across the United States.

Client approached us to get managed his account in a very professional manner and he was looking for an experienced Person/SPN/Organization who can understand his online eCommerce business and help in various key like product listings, promotion, sponsored ads, SEO, sales boost and more.

Solution

- We firstly optimized listings and create the required content as per client requirements.
- We used some targeted keywords and search terms to make products get listed on the first page of amazon
- Afterward, we used some PPC plan on track, we created basic campaigns and able to maintain the acos of 12 % per month starts by understanding client expectations and business processes.
- Categorized the products to target right audience and save unnecessary spend in campaign.
- Finalize the data and get approval from the client on the template.
- Get done the new listings in batches to speed up the process.
- Analyzed the top competitors and suggested accordingly.
- Identify the stand-alone items in inventory and create parent to have better buying experience.
- Run PPC with optimized products and generated good amount of impression with our tactics.
- Utilized helium 10 tool for high density keyword search and implemented into the respective ASIN for quick sessions.

Result

As a result, we set a target to accomplish our sales goal within the stipulated time frame, and our client appreciated the effort we put in to finish the job on time and to their satisfaction. Our campaign goals surpassed the client's expectations, as overall spends-to-sale dropped considerably while we met our sales targets.

<input type="checkbox"/>	Date [↑] ↓	Ordered Product Sales ^{↑↓} ↓	Units Ordered ^{↑↓} ↓	Total Order Items ^{↑↓} ↓	Shipped Product Sales ^{↑↓} ↓	Units Shipped ^{↑↓} ↓	Orders Shipped ^{↑↓} ↓
<input type="checkbox"/>	3/01/2020	\$43,712.30	498	146	\$45,992.96	519	149
<input type="checkbox"/>	4/01/2020	\$52,488.08	485	194	\$52,871.18	495	190
<input type="checkbox"/>	5/01/2020	\$70,512.01	790	235	\$67,857.51	761	214
<input type="checkbox"/>	6/01/2020	\$67,936.01	754	249	\$67,044.73	751	248
<input type="checkbox"/>	7/01/2020	\$71,614.80	873	283	\$74,400.28	894	280
<input type="checkbox"/>	8/01/2020	\$45,963.22	538	200	\$45,967.34	546	200
<input type="checkbox"/>	9/01/2020	\$45,683.27	592	187	\$40,496.94	509	175
<input type="checkbox"/>	10/01/2020	\$94,099.41	1,138	319	\$97,386.37	1,186	311
<input type="checkbox"/>	11/01/2020	\$95,071.56	1,230	342	\$95,672.88	1,244	337
<input type="checkbox"/>	12/01/2020	\$70,115.04	871	333	\$71,351.31	883	334
<input type="checkbox"/>	1/01/2021	\$82,577.62	1,081	365	\$71,476.93	945	331
<input type="checkbox"/>	2/01/2021	\$84,872.21	1,040	342	\$94,852.53	1,161	354
<input type="checkbox"/>	3/01/2021	\$79,968.07	961	304	\$80,473.79	969	308
<input type="checkbox"/>	4/01/2021	\$57,401.85	685	278	\$57,538.43	691	279
<input type="checkbox"/>	5/01/2021	\$58,538.82	598	243	\$56,380.07	569	227
	Total	\$1,476,420.63	17,383	5,881	\$1,473,090.13	17,356	6,512

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