

Sell Global Amazon Ads Management

Case Study

amazon ads

Advanced
partner

Case Study: Starting September 2023

The Work:

After completing a comprehensive advertising audit, we identified some of the following areas as opportunities to grow:

- Product Catalogue gaps.
- Under-utilised Advertising types.
- Poor Campaign Structure with products of different AOV.

We got to work and completed the following to improve results:

- Growth research to fix the catalogue gaps.
- Launched all available Advertising types.
- Restructured campaigns to effectively manage budgets.

The Results:

- We saw an **increase of \$81,000** from our first full month of management, October 2023 to November 2023 for an increase of **133%** while improving the ACOS from 12% to **7.8%** over that same period.
- We **continued to improve results** over the next 8 months to register the best 8 month period on record for this brand.



Case Study: Starting November 2023

The Work:

After completing a comprehensive advertising audit, we identified some of the following areas as opportunities to grow:

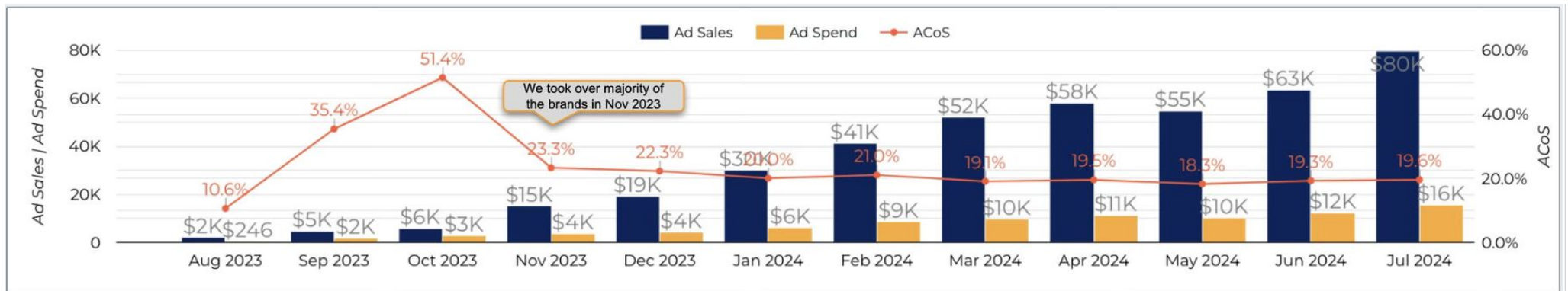
- There were multiple brands with no advertising.
- Most of the product listings were of poor quality.
- We identified the highest- margin products suited for advertising.

We got to work and completed the following to improve results:

- Growth research to fix the catalogue gaps on high margin products.
- We spent the first few months improving the product detail pages, this included image stacks, copy and store fronts.

The Results:

- We saw an increase of **\$17,000** from June 2024 to July 2024 and a **32%** month on month increase.
- We have been able to **successfully increase sales each month** since advertising all the major brands for this company.
- Our **ACoS has been maintained** each month to maintain advertising efficiency.



Case Study: Starting December 2023

The Work:

After completing a comprehensive advertising audit, we identified some of the following areas as opportunities to grow:

- There were multiple brands with no advertising.
- Of the brands that had been advertising, there were quite a lot of high quality products without any ad spend.
- Limited spend on different available advertising

We got to work and completed the following to improve results:

- Growth research to fix the catalogue gaps.
- We had strict budgets and, as such, focused on the highest impact advertising, in this case, primarily Sponsored Products.
- Due to tight budgets, we had to focus our ad spend on promotional events, maximising our ad dollars.

The Results:

- **Ad sales continue to rise each month** on the back of continued optimisation, with even ‘non promotion’ months outselling previous peak promotion periods.
- We continue to **see growth month on month** for non-branded growth.
- Our ACOS has been increasing but is still below our target.
- Our recent month from June 2024 to July 2024 saw an **increase of \$53,000** for an **increase of 128%**.



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