



Amazon Ads AU Case Study

Health, Household & Personal Care Category

amazon ads

Advanced
partner

Sell
Global 

The Analysis:

We completed an advertising audit and identified key areas that would improve overall sales and traffic performance.

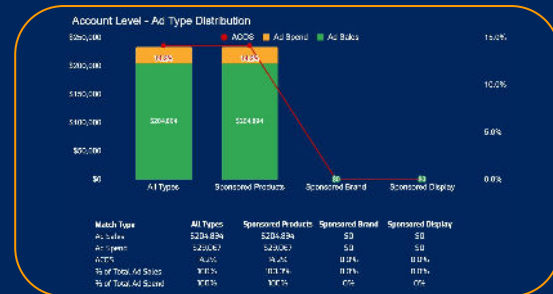
Areas of Improvement Included

- Product Gaps, Spend was scattered and unfocused.
- Only SP was utilized, while most of your spend should be on SP, Utilizing SB and SD can significantly grow sales, particularly on a repeat purchase product.
- While AVG ACOS and Conversion rate looked good, once we went deeper we discovered that branded search terms made the picture look better than it actually was and the true ACOS was 54% higher than reported.
- Wasted spend made up 42% of all ad spend and while you can never remove wasted spend completely, 42% was too high.
- Finally 32% of ad spend was going to search terms over 40% ACOS due to campaign structure not allowing for correct bid management.

Product Insights



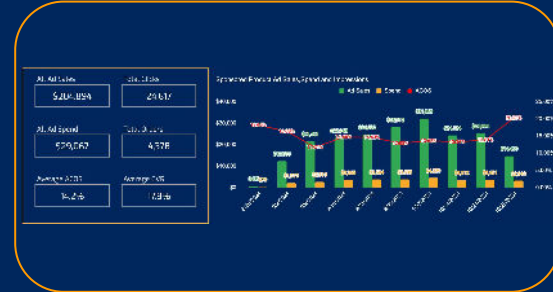
Ad Type Coverage



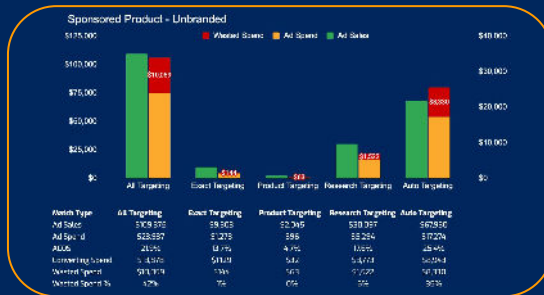
Unbranded vs Branded



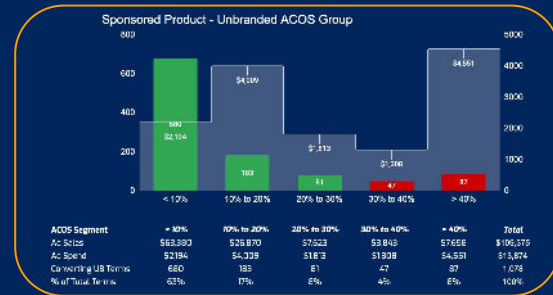
Account Level ACOS and CVR



Spending Efficiency



Search Term Opportunity



The Work:

We completed an advertising audit and Identified key areas that would improve overall sales and traffic performance.

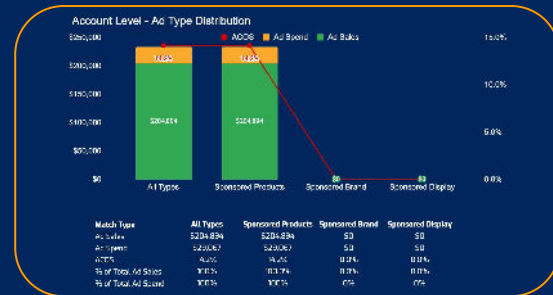
What we Implemented

- **Product Gaps:** Re-distributed spend focusing on best sellers first, Amplifying good results.
- **Re-Focused on Unbranded:** While bidding on branded terms can be a good option, In this case we wanted growth and branded terms won't do that. We re-focused our ad spend on unbranded terms to improve organic ranking.
- **Wasted spend:** Restructured campaigns to use better advertising match types that reduced wasted spend by focusing on less research based campaigns.
- **High ACOS Search Terms:** High ACOS terms are not necessarily bad, they mean we are not paying the right CPC. Restructuring campaigns allowed us to align our bids with actual advertising objectives rather than flying blind. 32% of Spend was going to search terms above 40% ACOS.

Product Insights



Ad Type Coverage



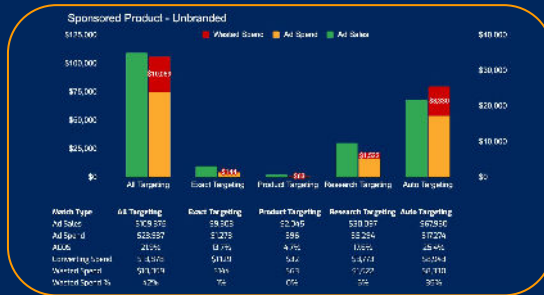
Unbranded vs Branded



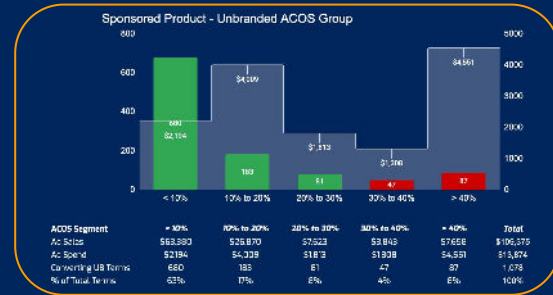
Account Level ACOS and CVR



Spending Efficiency



Search Term Opportunity



The Results:

Improvements For 45 days of Management

- **Wasted spend:** Wasted spend reduced to 33% down from 42% for a total reduction of 20% in real terms, for the first 45 days of management
- **High ACOS Search Terms:** We reduced spend to terms above an ACOS of 40%, Going from 32% of ad spend down to 11% of ad spend. This was a reduction of 66% to this high ACOS group.
- **Product Gaps:** Re-distributed spend focusing on best sellers first, Amplifying good results.

Results after 45 days

- **Total Sales:** Total Revenue was up by 15% over the previous period.
- **Ad Sales:** Ad Sales increased by 10%
- **Ad Spend:** Ad Spend decreased by 39%
- **ACOS:** ACOS decreased by 44%
- **TACOS:** TACOS decreased by 47%.

Total Sales
1.5M
↑ 15.4%

Ad Sales
240K
↑ 10.0%

Ad Spend
22.3K
↓ -39.4%

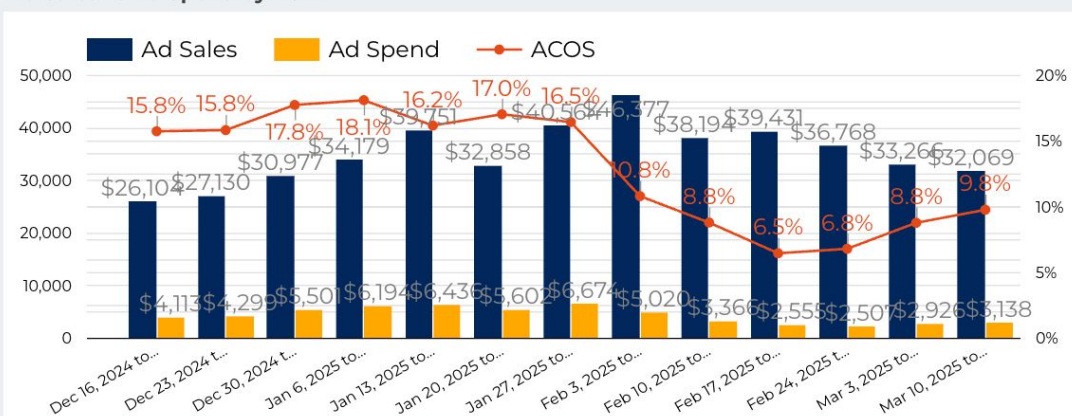
ACOS
9.3%
↓ -44.9%

TACOS
1.5%
↓ -47.5%

Total Sales vs TACOS by ASIN



Ad Sales vs Ad Spend by ASIN



Amazon Ads Spotlight Audit - 6 Outcomes You Can Expect

You will;

1. Discover what you are doing well with your Amazon Ads set up and performance.
2. Get new awareness and visibility about areas of your Amazon Ads performance and set up that are causing wasted spend, but, more importantly, missed growth opportunities.
3. Get clarity on the right ad types and campaign structure balance for your product and brand range.
4. Understand the pathway to growth based on the metrics that matter and what budgets will be required to help you achieve your goals utilising Amazon Ads.
5. Get a benchmark of how you compare to your competition and what market share opportunities you are missing out on right now.
6. Learn a lot about Amazon Ads that will expand your thinking and give you confidence to invest in the right way for growth.
7. We help you scale on ads on Amazon profitably.

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