

## Case Study 1:

How We Helped a  
Kitchen & Dining Brand  
Achieve **386% Growth**  
with Data-Driven  
Amazon PPC Strategies



## The Challenge:

A Kitchen & Dining brand faced several obstacles in scaling sales for one of their popular products while maintaining profitability:

1. High Advertising Costs: Campaigns had high ACOS (Advertising Cost of Sale) due to inefficient budget allocation, leading to overspending with poor returns.
2. Inventory Constraints: Frequent low stock levels, particularly for popular variations like Black and White, limited ad performance and sales potential.
3. Customer Trust Issues: A specific product variation had a "Frequently Returned Item" badge, which negatively impacted customer confidence and conversions.
4. Buy Box Challenges: Pricing inconsistencies caused them to lose the Buy Box, reducing their competitiveness and sales.
5. Campaign Efficiency Problems: Discovery campaigns were consuming budgets without delivering measurable results.

# Our Solution:

To address these challenges, we implemented a multi-pronged approach:

## 1. Optimized Campaign Management:

- Conducted weekly bulk bid optimizations and keyword negations to eliminate wasted ad spend.
- Shifted focus from underperforming discovery campaigns to high-converting ranking campaigns for better visibility.
- Paused ad campaigns for out-of-stock variations to avoid wasting the budget.

## 2. Dynamic Pricing Adjustments:

- Used dynamic pricing to regain the Buy Box and improve competitiveness.
- Recommended strategic price increases during peak sales periods to maximize profitability.

## 3. Inventory Management:

- Synced ad strategies with available stock to ensure active variations were prioritized.

## 4. Addressing Customer Trust Issues:

- Improved product messaging and pricing strategies to mitigate concerns caused by the "Frequently Returned Item" badge.

## 5. Data-Driven Decision Making:

- Leveraged weekly and monthly reports to refine strategies using metrics like TACOS, ACOS, CTR ), and impressions.

## 6. Communication and Strategic Alignment:

- Held 2 strategy calls during the first 2 months of onboarding and regular check ins to align PPC efforts with product listings and inventory planning.

# The Results:

## Month 1 (Sept 2024):

- Initial efforts focused on bulk bid optimization to lay the foundation for improved efficiency.

## Month 2 (Oct 2024):

- Regained the Buy Box and optimized ad spend for better budget allocation.

## Month 3 (Nov 2024):

- Reduced ad spend by 48% while growing organic sales through improved rankings.

## Month 4 (Dec 2024):

- Record-breaking month with a 179% increase in PPC sales, a 65% TACOS reduction, and significantly higher organic sales driven by data-backed strategies.

# Reports:

Overall Stats	Dec 2024	Nov 2024	Oct 2024	Sep 2024
PPC Spent	\$5,077.46	\$3,676.34	\$7,143.84	\$7,510.25
PPC Sales	\$12,373.63	\$4,433.94	\$8,284.76	\$6,414.61
PPC Orders	163	73	155	136
ACOS	41.03%	82.91%	86.23%	117.08%
Impressions	280,513	421,323	1,236,205	1,435,825
CPC	\$1.74	\$1.22	\$1.40	\$1.98
Clicks	2,914	3,014	5,116	3,787
CTR	1.04%	0.72%	0.41%	0.26%
Units ordered	564	172	279	194
Ordered product sales	\$40,013.22	\$10,139.83	\$13,195.35	\$8,229.60
TACOS	12.69%	36.26%	54.14%	91.26%
Total Sales	\$34,935.76	\$6,463.49	\$6,051.51	\$719.35

## Conclusion:

Through precise campaign management, dynamic pricing, and strategic inventory alignment, we transformed the brand's product from a struggling listing into a scalable, profitable success.

By addressing challenges like high ACOS, inventory shortages, and customer trust issues, we helped this brand achieve sustained growth and profitability on Amazon.

This case study highlights the power of data-driven strategies in achieving long-term business success.

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