



CASE STUDY

**Boosted Sales and Accelerated Revenue
Growth from 7 to 8 Figures for a Leading
Supplement Brand**



BACKGROUND

A supplement brand in the Amazon US marketplace, specializing in health supplements, generated over \$6M in revenue in 2023. In April 2024, they partnered with us for Amazon PPC management to optimize their advertising strategy and drive further growth.



BACKGROUND

A brand selling health supplements in the Amazon US marketplace generated over \$6M in revenue in 2024. Prior to partnering with me in April, the brand was struggling with high ACoS, consistently above 40%. They were spending around \$8K per month on advertising, but their sales were not translating into the desired profitability. With monthly revenue around \$500K, the high ACoS was eating into their margins and limiting growth potential. The brand approached us for Amazon PPC management, seeking to optimize their ad spend, reduce ACoS, and improve overall campaign efficiency to drive more profitable sales.

CHALLENGES

Despite having a high-quality product with strong reviews and ratings, the brand struggled to stand out in a highly competitive market. Being relatively new, they faced challenges gaining visibility, and their ACoS remained uncontrollable, making it difficult to generate profitable sales and reach their target audience.

High Advertising Cost Spend:

The brand's ACoS was consistently above 40%, which was significantly impacting profitability. Despite spending \$8K per month on ads, the revenue generated from ads wasn't aligning with the ad spend. This inefficiency led to low margins and limited ability to scale the business profitably. The high ACoS made it challenging to maintain a sustainable advertising strategy.

Campaign Disorganization:

The campaigns were cluttered, with numerous keywords grouped together in a single campaign without a proper organizational structure. This disorganization made it nearly impossible to track keyword-level performance and identify opportunities for optimization. Without a clear naming structure or categorization, the account lacked transparency, leading to wasted spend and poor campaign management.

Non-Performing Keywords:

Many underperforming keywords were left active without being paused or adjusted. These irrelevant or low-performing keywords were draining the ad budget without delivering any meaningful results. This failure to eliminate wasteful spend contributed to the high ACoS and prevented the brand from reallocating budget toward more effective keywords.

CHALLENGES

Lack of Strategy:

There was no cohesive PPC strategy in place. Keywords were not segmented by match type, which led to unnecessary overlap and inefficiencies. Additionally, the campaigns didn't have a clear focus on targeting the right audience or re-engaging past customers, which meant the ads were casting too wide a net. This lack of strategic direction resulted in a lot of untapped potential in reaching the brand's core customers.

Irrelevant Search Terms:

The campaigns were also targeting non-relevant search terms, leading to overspending on clicks that didn't convert. This caused the ad spend to balloon without driving meaningful results, further driving up the ACoS and reducing the overall efficiency of the campaigns.

Limited Campaign Types:

The brand was only using Sponsored Products campaigns and was not utilizing other ad types like Sponsored Brands or Sponsored Display ads. This restricted their ability to expand their reach, increase brand awareness, and effectively target potential customers at different stages of their buying journey. The lack of budget allocation across these ad types further contributed to inefficiencies and limited growth.

Incorrect Budget Allocation:

The brand's budget was not allocated correctly across the campaigns, with too much focus on Sponsored Products and insufficient budget for Sponsored Brands or Sponsored Display ads. This incorrect budget distribution led to missed opportunities to maximize visibility, drive engagement, and capture potential customers, further limiting the efficiency of their overall ad strategy.

SOLUTIONS

OUR COMPREHENSIVE SOLUTIONS

Campaign Organization and Structure:

We reorganized the campaigns by implementing a clear naming structure and separating them based on match types. This improved campaign management and tracking, leading to better optimization and reduced inefficiencies.

Negative Targeting and Keyword Optimization:

We conducted thorough negative targeting to filter out irrelevant traffic and paused underperforming keywords. This immediate action helped optimize ad spend and reduced wasted spend, leading to a more effective campaign.

Targeted Strategy Development:

We developed a focused strategy to increase brand awareness and re-engage past customers. By segmenting campaigns based on audience behavior, We ensured our targeting remained highly relevant and laser-focused on driving conversions.

Budget Allocation and Campaign Diversification:

We allocated the budget more effectively across Sponsored Products, Sponsored Brands, and Sponsored Display ads, ensuring a well-rounded approach that expanded reach and maximized visibility.

RESULTS

Our hard work paid off with a 70% increase in website traffic, a 50% increase in conversion rate, and an impressive 120% sales boost in just six months.

Lowered
ACOS by

75%

Increased Ad
Sales by

300%

Increased
Overall
Sales by

168%







Initially, the brand's total sales were \$500K per month, but after implementing the new strategy, their sales increased to \$1.34M, marking a 168% improvement in total sales.

Similarly, ad sales saw a dramatic rise. Previously, ad sales were \$20K per month. After the campaign optimizations, ad sales grew to \$80K, resulting in a 300% improvement in ad sales.

Initially, the brand's ACoS was 40%, but after the optimization, it was reduced to 10%, representing a 75% improvement in advertising efficiency. This drastic reduction in ACoS allowed the brand to generate significantly more revenue at a lower cost.

SIX MONTHS PROGRESS

The brand achieved remarkable progress after optimizing its Amazon PPC campaigns. The ACoS was reduced from 40% to just 10%, representing a 75% improvement in advertising efficiency, which significantly lowered ad costs and boosted profitability. Total monthly sales surged from \$500K to \$1.34M, reflecting a 168% increase, while ad sales skyrocketed by 300%, growing from \$20K to \$80K per month. As a result, the brand reached over \$10M in sales in November 2024, officially making it an 8-figure brand. These outstanding results demonstrate the power of effective PPC optimization in driving substantial growth and profitability, transforming the brand into a dominant force in its market.

<input type="checkbox"/>	Date  	Ordered Product Sales  	Units Ordered  
<input type="checkbox"/>	1/01/2024	\$764,678.38	69,328
<input type="checkbox"/>	2/01/2024	\$741,637.58	71,209
<input type="checkbox"/>	3/01/2024	\$803,212.37	78,402
<input checked="" type="checkbox"/>	4/01/2024	\$719,606.09	70,615
<input type="checkbox"/>	5/01/2024	\$821,357.48	78,260
<input type="checkbox"/>	6/01/2024	\$837,795.24	81,774
<input type="checkbox"/>	7/01/2024	\$1,147,846.05	116,582
<input type="checkbox"/>	8/01/2024	\$1,328,980.45	138,350
<input type="checkbox"/>	9/01/2024	\$1,271,634.50	133,002
<input type="checkbox"/>	10/01/2024	\$1,333,679.09	137,326

CLIENT FEEDBACK

TESTIMONIAL

Our partnership with this health supplement brand showcases the impact of a strategically crafted and data-driven Amazon PPC marketing approach. The brand expressed high satisfaction with the results, particularly noting that despite maintaining the same advertising budget, We were able to achieve a remarkable 300% increase in ad sales. This substantial uplift in performance played a pivotal role in accelerating their revenue growth, with their annual sales projected to rise from \$6 million to an impressive \$10 million before the close of the year. This success underscores the value of optimizing ad spend and leveraging targeted strategies to drive sustained business growth.

THANK YOU!

Inspired by the success of our Amazon PPC strategy for this 8-figure health supplement brand?

Contact us today to begin your journey toward exceptional growth and outstanding results.



AQUILLEON