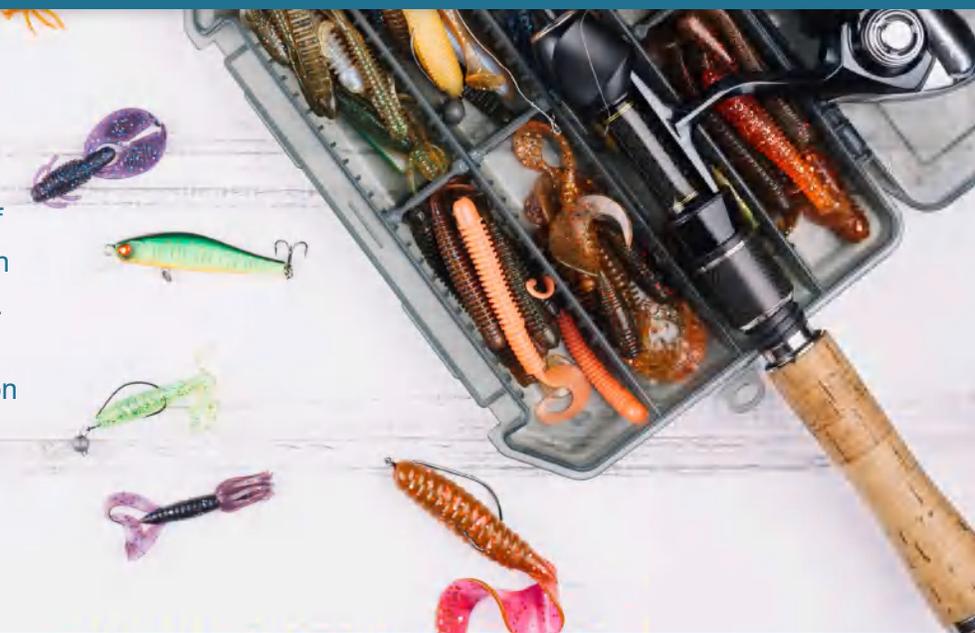


MAINTAINED ANNUAL SALES AND DECREASED ADVERTISING SPENDING BY 52%

OVERVIEW

A small but thriving fishing tackle company reached out to Awesome Dynamic in August of 2018 needing to decrease their overall Amazon advertising spend of about \$18,000 per month. Their concern was that decreasing the spend would have a corresponding negative impact on sales. They did not have the time to develop a level of expertise in PPC optimization.



PROCESS

Understanding how critical PPC can be in driving traffic to listings that aren't supported by a large brand and budget, we first conducted an audit of their existing campaign to see what steps we might be able to immediately take to reduce the hemorrhaging from their previous ad spend. By moving keywords from Auto campaigns to Manual campaigns we were able to expand the number of relevant keywords, reduce the ad spend, and work on optimizing the ACoS. This was done over several months.

In tandem with the edits to the advertising, we got to work on the listings. Knowing that it was a waste of money to send buyers to listings that fell short of delivering the best possible buyer experience, we formulated a plan to optimize the listings for better conversions. We wrote new copy, took and created new images and infographics, along with adding new keywords into content and backend keyword banks accordingly.

SOLUTION

- Spending was decreased on keywords that were not performing, while increased spending on keywords that were generating sales
- New keyword research was conducted using various tools at our disposal
- A competitive analysis was performed to glean any insights about what was working and what wasn't on Amazon, as well as generate additional high ranking keywords
- New product photos and infographics were completed
- Updates were made to the client's listings with new keywords, titles, bullets, descriptions and images

RESULTS

We were able to maintain the same sales volume from January 2018 to January 2019, with a 52% reduction in advertising spend.