



ACoS

DECREASE

86%

ADVERTISING SPEND

DECREASE

61%

AVERAGE CPC

DECREASE

53%

SALES FROM ADS

INCREASE

190%

BUY BOX WINS

INCREASE

22%

Electronics Manufacturer Decreases ACoS 86% In 3 Months

Client

Our client is a leading manufacturer of audio products, from wireless headphones and outdoor Bluetooth speakers, to waterproof earbuds and indoor speakers.

Situation

The company's in-house Amazon marketing efforts were producing underwhelming results and they needed professional help. As with most companies, the primary goal was to increase overall sales in Amazon and significantly drive down their Advertising Cost of Sale (ACoS).

Approach

We implemented a program where our main objectives were to manage campaigns to increase sales, optimize products to increase winning Buy Box percentage, and achieve a 15% or lower ACoS.

Results

After 3 months, the audio equipment company saw extraordinary increases in visibility, clicks, product Buy Box win percentage and transactions. Their ACoS decreased by nearly 90% of their baseline – far surpassing the original goal. Overall, they achieved a nearly 200% increase in revenue from Sponsored Ads.