



SESSIONS  
INCREASE 45% 

SALES  
INCREASE 343% 

ITEMS ORDERED  
INCREASE 366% 

ACOS  
DECREASE 67% 

## Essential Oils Producer Decreases ACoS by 67% In 3 Months

### Client

Our client creates pure essential oil blends in easy-to-use roll on bottles, as well as skincare products, and supplements.

### Situation

The client sought to increase product sales in the Amazon marketplace while decreasing ACoS and was in need a team of Amazon experts. The results of the company's Amazon marketing efforts were lackluster and they needed professional help.

### Approach

The program we implemented included managing the client's Sponsored Products and Sponsored Brands to improve sales. The company had Brand Registry and utilized Enhanced Brand Content; however, it was not used to its fullest potential. We updated their EBC, adding optimized imagery.

### Results

In a 90-day year-over-year comparison, our essential oils client saw overwhelming improvements across the board. The company saw a 45% increase in Sessions, a 343% increase in product sales, a 366% increase in items ordered, and ACoS decreased by 67% overall.