



REVENUE  
INCREASE 188%

TOTAL ORDERS  
INCREASE 346%

ROAS  
INCREASE 97%

ADVERTISING COST OF  
SALE  
DECREASE 49%

CPC  
DECREASE 49%

## Grill Accessories Manufacturer Increases Revenue By 188%

### Client

Our client produces grilling accessories for a wide range of grill sizes and types. The company maintains a website and social presence, but all online sales come from Amazon.

### Situation

The client wanted to increase sales in Amazon while getting a better economy on advertising spend.

### Approach

We took over the client's Amazon Marketing Services and created a campaign structure that segmented the client's most important products. We focused on spending ad dollars on high converting keywords and building engagement through Headline Search, Product Display, and Sponsored Product ads.

### Results

Through these efforts, sales through advertising saw a significant increase. After our advertising program began in 2018, we increased revenue from ads by 188%, improved Return on Ad Spend by 97%, decreased CPC by 49% and increased orders by 346%.