



TOTAL SPEND

DECREASE

42%



AVERAGE CPC

DECREASE

21%



ORDERS

INCREASE

101%



TOTAL SALES

INCREASE

123%



Ink & Toner Seller Increases Sales By 123% In 3 Months

Client

Our client sells solid ink and toner for computer printers, copy machines and more. The company has a seller rating of 5 stars and a lifetime positive feedback rating of 99% in Amazon.

Situation

The surplus ink and toner business sought to decrease advertising spend, decrease average cost-per-click, and increase total sales. One major challenge the company faced is that as a reseller of popular brand name products, competition is fierce.

Approach

Using both automatic and manual targeting, Vertical Rail built out new campaigns based on the company's most popular products. In addition, we created a broad campaign structure to ensure all active items were targeted, allowing opportunity for underperforming products to grow. We managed the performance of the campaigns and made adjustments as needed, which led to incredible increases in Total Sales and orders.

Results

In a 90-day year-over-year comparison, our client saw impressive overall results. Their orders in Amazon increased more than 100%, while total sales jumped 123%. At the same time, CPC and total spend decreased significantly, far surpassing the company's goal.