



Photo & Electronics Co. Increases Revenue 31% In 2 Months

Client

Our client is a leading seller of photography equipment. Their products include digital SLR cameras, point-and-shoot cameras, lenses, camcorders, lighting equipment, tripods, and accessories.

Situation

The company needed Amazon experts who could implement a strategy that would increase their Sponsored Ads sales, and decrease ACoS. The opportunity to make a profit in Amazon was there, they just couldn't quite figure out the marketplace's complexities.

Approach

Our strategy included optimizing the company's product content and their existing Amazon Advertising campaigns, while taking advantage of new opportunities to increase their sales and decrease ACoS.

Results

After 60 days, the photo and electronics company saw impressive increases in revenue, page views and sessions, and saw decreases in both ACoS and CPC. They achieved a nearly 22% increase in product sales from Amazon Sponsored Ads.