

Client Background

Our client, a kitchen appliances company, initially selling in the Australian market, partnered with us for PPC services. Through our targeted PPC strategies, we not only increased their sales in Australia but also facilitated a successful expansion into seven new markets: the UK, USA, Canada, UAE, Germany, Netherlands, and Africa.

Their growth in these regions has been remarkable, and our PPC efforts played a key role in this expansion. Additionally, we assisted the client in obtaining the necessary certificate compliances from Amazon for this product, further ensuring a smooth entry into these markets.

Challenges

- **No brand registered:** Without brand registration, the account lacks access to enhanced marketing tools and is more vulnerable to hijackers.
- **Hijackers affecting listings:** Unauthorized sellers are taking over listings, damaging product visibility and trustworthiness.
- **Lack of PPC strategy:** Absence of a structured ad campaign is leading to low traffic and missed sales opportunities.
- **Inventory management issues:** Poor stock management is causing overstocking or stockouts, resulting in lost sales or excessive holding costs.
- **Unoptimized images:** Product photos lack clarity and appeal, reducing customer interest and conversions.
- **No video content:** Missing videos prevent engaging potential buyers and demonstrating product value effectively.
- **Absence of graphics on pictures:** Product images are missing crucial branding elements, reducing visual appeal and professionalism.
- **Listings not optimized:** Listings lack relevant keywords and formatting, resulting in poor search ranking and lower visibility.
- **No storefront:** The absence of an Amazon storefront limits brand representation and cross-selling opportunities.
- **Low organic sales:** Due to poor SEO and content optimization, the products are not ranking well for organic searches.
- **No A+ content:** Missing enhanced content, which helps showcase product features and build brand trust, leading to lower conversion rates.
- **Compliance certification issues:** The client struggled to obtain the necessary certifications from Amazon, delaying product launches and limiting market access.

Solutions

Brand Registration: Assisted in the brand registration process to protect intellectual property and prevent hijackers.

Hijackers: Monitored and reported unauthorized sellers to Amazon, reducing the impact of hijackers on listings.

PPC Strategy: Developed and executed a comprehensive PPC strategy to increase visibility and drive targeted traffic.

Inventory Management: Implemented an inventory management system to streamline stock levels and prevent out-of-stock issues.

Image Optimization: Improved product images by ensuring they are high-quality, clear, and optimized for conversion.

Video Content: Created and integrated engaging product videos to enhance listings and attract more customers.

Graphics on Pictures: Added graphics and informative overlays to images to better showcase product features and benefits.

Listing Optimization: Conducted a thorough review and optimization of product listings to improve search rankings and conversion rates.

Storefront: Designed and launched a professional storefront to enhance brand presence and provide a cohesive shopping experience.

Organic Sales: Enhanced SEO strategies and listing content to boost organic sales and improve visibility.

A+ Content: Developed and added A+ content to enhance product descriptions and highlight key features, improving customer engagement and conversion rates.

Assistance in Securing Amazon Compliance Certifications We assisted the client in obtaining the necessary certificate compliances from Amazon for their product by ensuring proper documentation and coordinating with Amazon support, which expedited the approval process and enabled a successful product launch

Successful Strategic Advertisements

Our client was experiencing low sales and High Acos , low conversion rates due to poor indexing, low-quality pictures, and the absence of a PPC strategy and no spend strategy. We developed and implemented a comprehensive PPC and spend strategy, performed negative targeting, indexed on higher search volume keywords, and increased visibility. This approach increased sales and conversion rates while maintaining an ACOS of 5% and a TACOS of 4%, resulting in significant account growth.

Australia

JULUY 2023

JULY 2024

1 Jul 2023

● Spend	\$208.03
◆ Sales	\$5,530.00
■ Clicks	337
▲ Advertising cost of sale (ACoS)	3.76%

1 Jul 2024

● Spend	\$687.45
◆ Sales	\$13,825.00
■ Clicks	966
▲ Advertising cost of sale (ACoS)	4.97%

Date
 Custom ▼
 01/01/2024 10/09/2024

Fulfilment channel
 Both (Amazon and seller) ▼ Apply

Sales snapshot Taken at 10/09/2024, 6:56:38 pm AEST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
399	400	\$158,000.00	1	\$395.99

Compare sales Graph view Table view

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	399	400	\$158,000.00	1	\$395.99
Same date range one year ago	200	202	\$80,102.00	1.01	\$400.51
+ % change from same date range one year ago	99%	98%	97.25%	-0.99%	-1.13%

USa

JUN 2023

JUN 2024

Jun 1, 2023		Jun 1, 2024	
● Spend	\$643.46	● Spend	\$658.51
◆ Sales	\$2,093.00	◆ Sales	\$8,372.00
■ Orders	7	■ Orders	27
▲ Advertising cost of sale (ACOS)	30.74%	▲ Advertising cost of sale (ACOS)	7.87%

Date:
 Sales breakdown:
 Fulfillment channel:

Sales Snapshot taken at 9/10/2024, 2:06:29 AM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
479	481	\$141,726.00	1	\$295.88

Compare Sales

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
This year so far	479	481	\$141,726.00	1	\$295.88
Last year	292	294	\$85,695.96	1.01	\$293.48
+ % change from last year	388%	385%	393.75%	-0.99%	1.02%

UK New launch

AUGUST 2024

1 Aug 2024	
● Spend	£161.71
◆ Orders	9
■ Sales	£2,167.47
▲ Advertising cost of sale (ACOS)	7.46%

Year to date - 9/10/2024

Marketplace total

Both (Amazon and seller)

Apply

Sales Snapshot Taken at 10/09/2024, 10:13:11 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
132	133	£37,943.25	1.01	£287.45

Compare sales

Graph view **Table view**

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
This year so far	132	133	£37,943.25	1.01	£287.45
Last year	0	0	£0.00	0	£0.00
+ % change from last year	N/A	N/A	N/A	N/A	N/A

Canada New launch

AUGUST 2024

Aug 1, 2024

● Spend	\$1,034.71
◆ Sales	\$7,900.00
■ Advertising cost of sale (ACOS)	13.1%
▲ Orders	20

Year to date - 9/10/2024



Marketplace total



Both (Amazon and seller)

Apply

Sales snapshot taken at 2024-09-10, 2:21:48 a.m. PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
70	70	\$27,650.00	1	\$395.00

Compare sales

Graph view

Table view

	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
This year so far	70	70	\$27,650.00	1	\$395.00
Last year	0	0	\$0.00	0	\$0.00
+ % change from last year	N/A	N/A	N/A	N/A	N/A

