

## **Case Study by a PPC Coach (FPPCM Coach)**

The case study focuses on the Year-To-Date (YTD) trend analysis of a hero product for a client based in the US. The product is a variation consisting of 3-7 items.

### **Objectives:**

To establish a balanced PPC sales to Organic Sale Ratio of at least 60% organic and 40% PPC. Improve profitability. Reduce TACOS (Total Advertising Cost of Sales). Maintain or enhance keyword rankings and Best Seller (BS) rankings. Sustain or elevate the conversion rate.

### **Strategies/Actions Taken:**

1. Gradual Spend Adjustment: The strategy involved gradually reducing advertising spend rather than abruptly cutting it, as immediate reductions might negatively impact sales.
2. Variation Strategy: Instead of promoting all variations through PPC, a focused approach was adopted in October, targeting only the variation with the best conversion rate.
3. TACOS Management: By being aggressive with the primary variation (reaching 30% TACOS) and less so with others, the overall TACOS for October was maintained at 16%, close to the 15% goal.
4. Sponsored Brand Videos: Due to high reliance on Sponsored Brands (SB) Videos, they were temporarily paused to evaluate organic ranking performance.
5. Keyword Tracking: Utilized Helium10 KW Tracker to monitor keyword rankings diligently.
6. High Traffic Days Strategy: During peak days like Prime Days, increased advertising efforts were implemented to boost rankings, followed by a reduction afterward.

### **Results:**

- Profit margins remained consistent between January and October, despite selling fewer units.
- By focusing PPC efforts on a single high-performing variation in October, TACOS was managed effectively, nearing the set goal.
- The strategy of pausing Sponsored Brand Videos and ensuring organic ranking was implemented.

- High traffic days like Prime Days were leveraged to enhance rankings, contributing to improved performance metrics.

### Conclusion:

The case study demonstrates the effectiveness of a strategic approach in managing PPC campaigns, optimizing TACOS, and focusing on high-conversion variations.

Gradual adjustments and focused targeting allowed for better profitability and performance, as evidenced by maintaining profit levels despite selling fewer units.

Future expansion plans, including targeting gifting keywords and reactivating successful SB Videos, indicate a forward-thinking approach to capitalize on potential growth opportunities and achieve higher profitability levels, possibly reaching the \$20K profit mark in the coming months.

Overall Trend		Products Trend												Analysis
	Summary	01-Jan-22 31-Jan-22	01-Feb-22 28-Feb-22	01-Mar-22 31-Mar-22	01-Apr-22 30-Apr-22	01-May-22 31-May-22	01-Jun-22 30-Jun-22	01-Jul-22 31-Jul-22	01-Aug-22 31-Aug-22	01-Sep-22 30-Sep-22	01-Oct-22 31-Oct-22	01-Nov-22 30-Nov-22		
Sales	\$454,746.21	\$66,333.83	\$69,082.32	\$57,313.85	\$49,153.29	\$33,303.62	\$34,442.46	\$33,735.61	\$27,167.54	\$20,132.80	\$40,666.35	\$23,394.54		
Profits	\$114,950.01	\$12,430.98	\$12,589.47	\$8,559.82	\$13,411.09	\$10,718.20	\$11,477.99	\$9,044.84	\$9,772.77	\$6,162.95	\$12,151.60	\$8,630.30		
Orders	45,236	6,522	7,075	5,567	4,742	3,421	3,507	3,529	2,680	1,960	4,066	2,167		
Units	47,244	6,721	7,268	5,753	4,938	3,571	3,625	3,649	2,855	2,098	4,420	2,346		
Organic Units	25,664	3,034	3,166	2,157	2,861	2,247	2,248	2,236	1,854	1,293	2,798	1,770		
Promotions	653	6	6	67	1	6	1	280	0	0	286	0		
Refunds	1,365	271	211	166	151	120	97	110	92	60	65	22		
PPC Sales %	46.61%	55.64%	57.38%	63.54%	42.70%	37.97%	38.93%	40.18%	35.64%	39.13%	36.94%	24.94%		
PPC Orders	20,991	3,616	4,014	3,523	2,018	1,267	1,348	1,370	975	772	1,538	550		
PPC Units	21,580	3,687	4,102	3,596	2,077	1,324	1,377	1,413	1,001	805	1,622	576		
PPC Sales	\$211,976.15	\$36,905.08	\$39,642.50	\$36,418.09	\$20,986.71	\$12,646.24	\$13,407.36	\$13,545.32	\$9,690.41	\$7,878.38	\$15,021.81	\$5,834.25		
PPC Cost	\$77,000.17	\$12,910.56	\$12,526.46	\$13,977.35	\$6,274.86	\$4,157.46	\$5,016.47	\$6,099.53	\$3,178.96	\$3,435.40	\$6,805.97	\$2,617.15		
PPC Impressions	19,639,997	2,631,383	2,032,362	2,254,920	1,116,663	1,114,080	1,554,999	2,308,402	1,992,613	1,339,376	2,205,416	1,089,783		
PPC Clicks	90,133	14,939	14,711	14,782	7,713	5,567	6,037	7,233	4,861	3,866	7,086	3,338		
PPC Cost Per Click	\$0.85	\$0.86	\$0.85	\$0.95	\$0.81	\$0.75	\$0.83	\$0.84	\$0.65	\$0.89	\$0.96	\$0.78		
PPC Conversion	23.29%	24.21%	27.29%	23.83%	26.16%	22.76%	22.33%	18.94%	20.06%	19.97%	21.70%	16.48%		
ACOS	36.32%	34.98%	31.66%	38.38%	29.90%	32.88%	37.42%	45.03%	32.61%	43.61%	45.31%	44.86%		
TACOS	16.93%	19.46%	18.13%	24.39%	12.77%	12.68%	14.56%	18.08%	11.69%	17.06%	16.74%	11.19%		
ROI	176.41%	134.24%	125.55%	108.29%	196.55%	216.24%	228.54%	179.13%	247.26%	212.66%	199.44%	271.93%		
Margin	25.28%	18.74%	18.22%	14.95%	27.28%	32.18%	33.33%	26.81%	35.95%	30.61%	29.88%	36.89%		
Avg Sales Price	\$9.63	\$9.87	\$9.50	\$9.96	\$9.95	\$9.33	\$9.50	\$9.25	\$9.52	\$9.60	\$9.20	\$9.97		