Case Study by a PPC Manager (FPPCM Member)

The background of this case study revolves around a complication of the client faced challenges due to the seasonality of the product, with the peak season starting in August and lasting until mid-September. Additionally, there was a concern about the late arrival of inventory affecting sales. The advertising for the product commenced on August 22, 2022.

Objectives:

To achieve effective advertising and sales performance despite entering the peak season late and facing inventory-related challenges. Maximize sales and visibility for the product during the short seasonality window.

Strategies/Actions Taken:

1. Budget Allocation: Allocate 80% of the advertising budget to Exact match campaigns, focusing on specific keywords likely to drive targeted traffic and conversions. Dedicate 20% of the budget to Discovery campaigns, aiming to explore and capture potential audiences interested in the product.
2. Keyword Focus: Concentrate on the right keywords only, avoiding Sponsored Brand (SB) and Sponsored Display (SD) ads. Implement simple Sponsored Products (SP) ads, ensuring targeted and relevant advertising.
3. Keyword Research (KWR): Conducted comprehensive keyword research wholeheartedly, likely to identify high-performing keywords, optimize targeting, and enhance advertising effectiveness.

Results:

➢ Averaged over 100 orders per day, indicating a significant sales volume and successful advertising efforts.
➢ Achieved a TACOS (Total Advertising Cost of Sales) of less than 6%, signaling efficient advertising spend and profitability.
➢ Attained an instant rank of 2 in Best Seller Rank (BSR), highlighting the product's popularity and sales performance.

> ➤ Secured Amazon's choice recognition for a keyword with a search volume of 37,000, enhancing visibility, credibility, and potential sales.

Conclusion:

Despite starting advertising late due to inventory challenges and operating within a short seasonality window, the strategic approach focusing on specific budget allocations, targeted keywords, and comprehensive keyword research resulted in outstanding results.

The emphasis on Exact match campaigns, Discovery campaigns, and strategic keyword targeting contributed to high sales volumes, efficient advertising spend, and enhanced product visibility and recognition on Amazon.

The case study underscores the importance of strategic advertising, keyword optimization, and focused budget allocation in maximizing sales and performance, even within challenging seasonal and inventory constraints.

Sales	Spend	ACOS	CTR	Orders
$33,386.35 TOTAL	$2,214.77 TOTAL	6.63% AVERAGE	1.19% AVERAGE	1,095 TOTAL
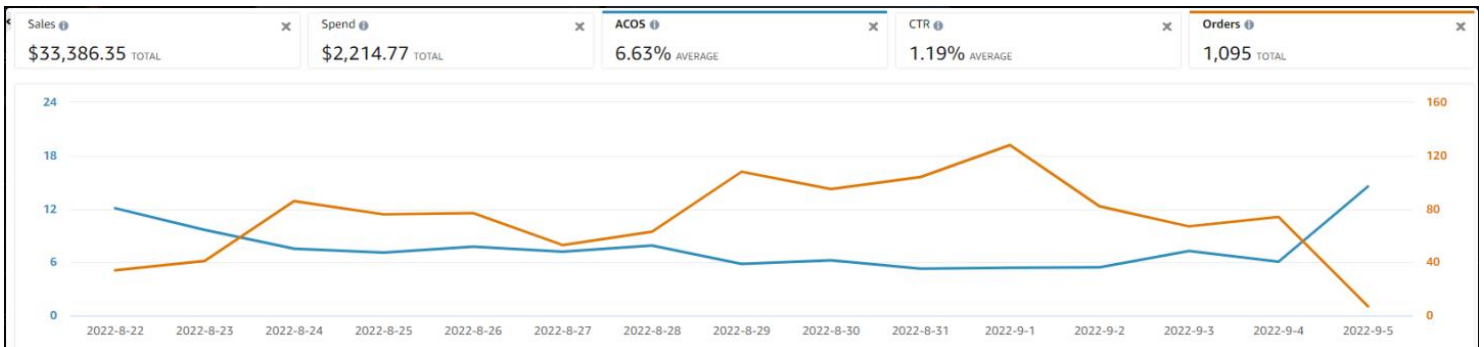
	Note	Search Volume	CPR	Competing Products	Trend	Organic Rank
Amazon's Choice	Add	37,766	N/A	>8,000		4 -
	Add	14,046	N/A	937		11 +3
Amazon's Choice	Add	8,682	N/A	>2,000		3 -
	Add	6,358	N/A	>100,000		8 +1
Amazon's Choice	Add	4,242	N/A	>9,000		2 -
	Add	3,490	N/A	357		3 +1
Amazon's Choice	Add	3,979	N/A	>20,000		7 -4
	Add	1,963	N/A	>1,000		13 -
	Add	1,023	N/A	732		12 +1
	Add	1,350	N/A	>3,000		1 -
	Add	2,722	N/A	830		9 +2