



AMAZIO WORKS

Ticketts

Case Study: Tucketts' Amazon PPC Optimization

Tucketts came to us looking for help on their Amazon PPC as they were struggling to be profitable even with close to 6-figures in monthly sales.



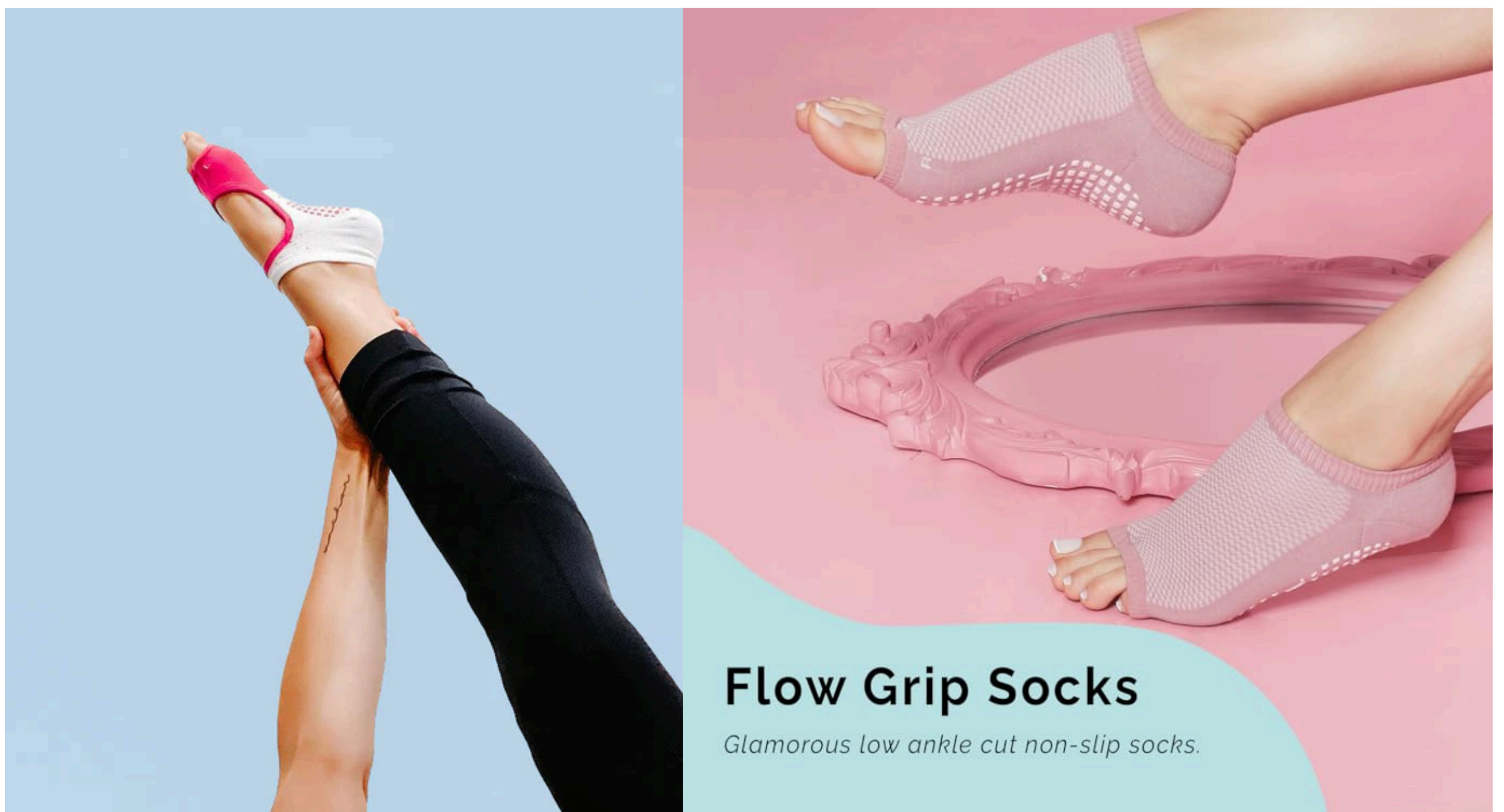
Issue:

Large disparity between organic sales and sponsored sales- We like to aim for 80% of sales coming organically and 20% coming from PPC. Our client was having a hard time achieving this.



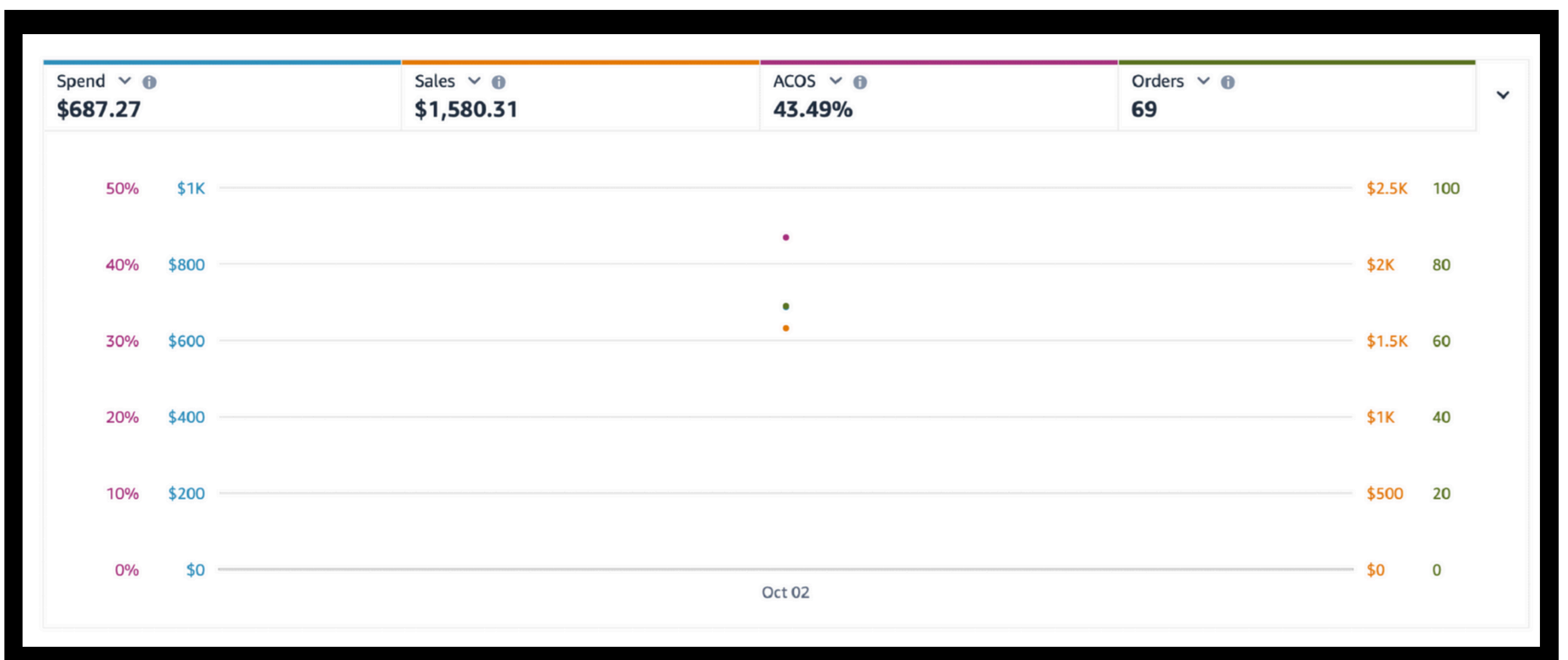
Approach:

- Cut out all wasted ad spend
- Negate keywords with high ACOS and low conversion
- Prioritize and maximize best converting campaigns using the wasted ad spend from other campaigns
- Increase the BSR for top 3 products



Results:

In a 24-hour span we reduced their ACOS by 25% while also increasing their sales



Results:

We were able to do this by increasing the BSR rank for their best selling products:

BSR		
Product # 1	Product # 2	Product # 3
16,714	68,579	207,237

BSR		
Product # 1	Product # 2	Product # 3
5,853	39,091	89,994

-64.98%	-43.00%	-56.57%
----------------	----------------	----------------

If you would like to achieve results like this for your [Amazon Brand...](#)

We would love to help kick the competitions butt!

Reach us at contact@amazioworks.com for a video audit of your brand showing you how we can help scale your brand to new heights.

