

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.







SSUE:

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





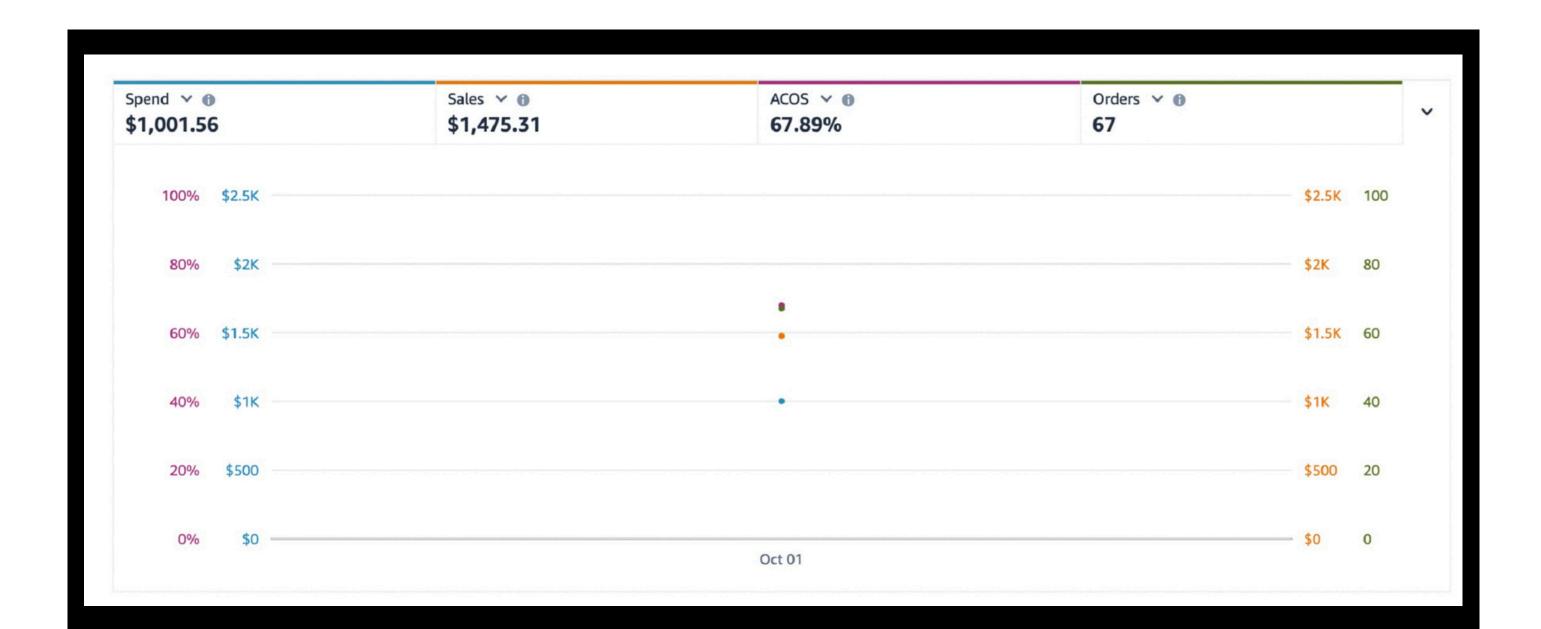
Flow Grip Socks

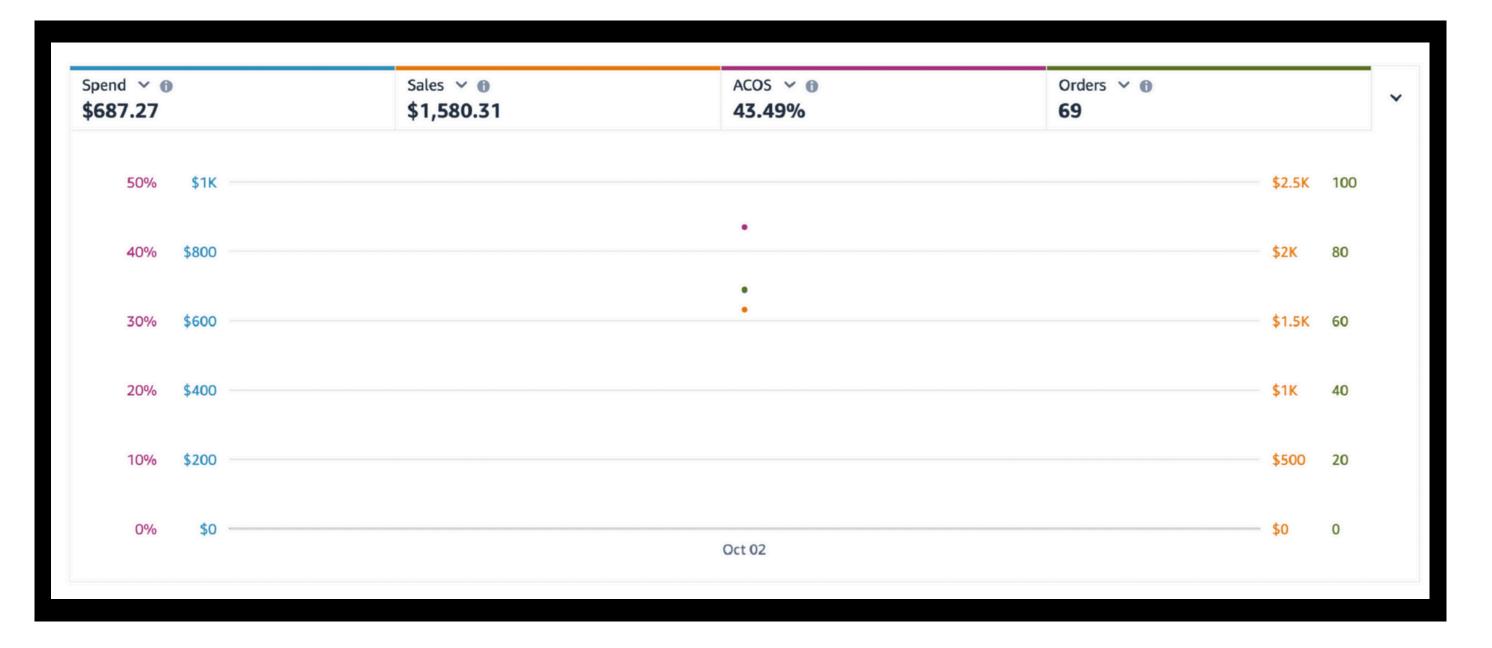
Glamorous low ankle cut non-slip socks.



Results:

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







Results:

Within 2 weeks we spent almost \$4000 less on PPC and achieved over \$13,000 more in sales! Most important thing is reducing TACOS from 42% to 23%

A	ccount Perfo	ormance (Se	р 16 - Ѕер	30)	
Orders	Spend	PPC Sales	ACOS	Total Sales	TACOS
1088	£14,880.23	£24,294.66	61.25%	£35,434.76	41.99%
		formance (O			
Orders	Spend	PPC Sales	ACOS	Total Sales	TACOS
1382	£11,175.65	£29,742.04	37.58%	£48,084.65	23.24%
27.02%	-24.90%	22.42%	-38.65%	35.70%	-44.65%



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.



