

## **Brand Analysis - Supersonic Brands - Ann-Kristin Lipsky Summary**

**BA Link:** [+ Brand Analysis - Supersonic Brands - Ann-Kristin Lipsky](#)

SB User: info@af-gtc.com

Intro:

- Supersonic Brands Inc is a big brand.
- Selling \$4,161,996 annually with 5 parent ASINs
- Ann-Kristin Lipsky started selling on Amazon in 2019
- Selling in the USA, Canada, Germany, UK, France, Spain, Netherlands, Italy, Poland, Sweden
- Ann-Kristin Lipsky has 3 employees.

Ann-Kristin Lipsky is using an agency for \$7K per month - Not so happy with them  
(2/10)

There are thousands of reviews in the top 10 parent ASINs. This is gonna help significantly in the launch, as his overall assets are solid

### **Ann-Kristin Lipsky's Goals & Challenges**

- Goals: Double my business annually
- Biggest challenge: Disruption of the US account & recovery from account disruption in 2023/2024 - neglect of the EU marketplaces
- Needs support with: Overall management, PPC

**Main points you should focus on:**

1. **PPC** -
  - a. **USA:** 104 high-CVR, low-ACOS non-branded KWs remain unharvested. 76% of sales come from PPC (only 24% organic), showing a weak organic ranking. Spend is heavily diluted, with 89% allocated to multiple variations in the same ad group and 46% going to ASIN targeting, which does not improve keyword rankings. **TOS spend is only 43%,** despite delivering stronger CVR and lower ACOS.
  - b. **UK:** 23 high-CVR, low-ACOS non-branded KWs remain unharvested. 62% of sales are PPC-driven (38% organic), indicating underperforming organic rankings. **62% of spend** is diluted across multiple variations in the

- same ad group, and **15% of spend** goes to Product Pages with poor ACOS and CVR.
- c. **DE: 15 high-CVR, low-ACOS non-branded KWs** remain unharvested. Spend inefficiency is high, with **68%** allocated to multiple variations in the same ad group and **33%** to ASIN targeting, which does not drive keyword ranking growth. **TOS spend is only 36%**, limiting CVR, ACOS efficiency, and organic ranking improvements.
2. **Growth** - Based on SQP & Datadive analysis - there's a big opportunity to scale and increase sales.
  3. **OP1** -
    - a. Run best day deals and lightning deals for ASIN 1, 9, & 11
    - b. Pay for PPC using a credit card to **generate \$19.5K+ in annual cashback for the USA**
    - c. Add MSRP across ASINs to show strike-through
  4. **OP2** - Improve A+ content

## **OP1**

Opportunity: 8/10

We identified several notable wins that should help increase customer value, traffic, and sales.

### **Cash Flow Optimization:**

- **Freight Forwarder Credit Terms:** Leverage GNO's recommended freight forwarders, offering exclusive 60-day credit terms for GNO Partners' clients.
- **Suppliers' Payment Terms:** Negotiate improved payment terms with suppliers using GNO's negotiation tactics.

### **For the UK:**

- **PPC Billing Thresholds:** Increase billing thresholds from smaller increments from £1K to £10K

### **Quick Wins:**

**Easy-Win PPC Campaigns & Creator Connections(only USA):** Launch those quick-win campaigns to drive immediate sales boosts with low ACOS.

**Best Deals & L.Deals:** Implementing deals for **ASINs 1, 9, & 11** will be a strong strategy to boost sales and improve organic rankings, with the main goal of increasing profits. Deals work well for high-volume listings and are especially relevant during the Relaunch Phase.

#### **For USA:**

**Pay for PPC with CC for Cashback & Cash-Flow:** Currently, using an account balance. Should use a CC (e.g., Amex Gold) that can generate \$19.5K+ in annual cashback and improve cash flow.

**Shipments Reconciliation (Refer to "[Shipment Reconciliation Tab](#)"):** Address Up To \$1K for the USA, £0.2K for the UK, and €0.6K for DE worth of missing inbound shipments. Use Sellerise to manage reconciliations and reimbursements.

**VAT Reconciliation** - Since you're UK-based, Amazon charges you on its fees, which may be eligible for reconciliation (If it has not been done already). We recommend consulting with your UK accountant/tax advisor to explore this topic. This adjustment could contribute an additional estimated €19.6K to your annual profit.

**MSRP (Strike-through in PDP):** Suggest adding the actual MSRP if it is higher than the Amazon price, so Amazon will strike through the MSRP and show it as a discount on the PDP. (GNO Consultant will show you the exact step-by-step tactic to make this work.)

#### **PPC Budget Allocation Check -**

1. **Shared portfolio budgets:** Turn off budget sharing to ensure each campaign has its own dedicated spend control.

## **OP2**

Opportunity: 8/10

#### **Creative & SEO Improvements:**

##### **A+ content Optimization:**

- Improve A+ content to boost CVR. Currently, A+ content is not engaging, and font weight is very low. Add high-quality images that show product features, measurements, and installation guide. Here is the [reference](#).

## **OS PPC**

Opportunity: 8/10

Several aspects of the current PPC performance can be optimized for significant improvement.

**Keyword Harvesting: 104 in the USA, 23 in the UK, and 15 in DE** non-branded KWs with high CVR and super low ACOS are unharvested in exact, showing a BIG scaling opportunity. Harvesting these into Exact will lower ACOS and improve organic rankings.

**Low Organic Sales (76% from PPC): In the USA and the UK, 76% and 62% of sales,** respectively, are generated from PPC, while only 24% and 38% are from Organic Sources. This indicates that the overall organic ranking strategy is not good.

- **Child Variations Performance (TBD with GNO Consultant):** Within the **ASIN 4** variations, ASIN **B0C7HJ1Y65** clearly outperforms with much stronger metrics, lower ACOS, and a higher CVR. There's some spending allocation for a poor-performing variation that should be shifted to the top-performing variation. In this way, we can lower ACOS, improve ad efficiency, and most importantly, drive stronger organic ranking growth by focusing spend and "organic juice" on the best-converting ASIN.

**Multiple Variations Inside The Same Ad Group: 89% in the USA, 62% in the UK, and 68% in DE** of total spend is allocated here, which is a mistake. It dilutes spend by spreading the budget across all variations (auto-selected by Amazon), limits scaling, as low-performers also absorb some of the budget, and reduces organic ranking impact by spreading "ranking juice" thinly instead of focusing on the top-performing variations.

**High Spend on ASIN Targeting vs Keyword Targeting:** Currently, **46% in the USA and 33% in DE** of total PPC spend is allocated to ASIN targeting. This is a problem because ASIN targeting does not contribute to organic keyword ranking growth. The primary purpose of PPC is to improve organic ranking for high-opportunity search terms. We should shift more spend toward keyword-based campaigns (Exact/Phrase) where CVR directly improves ranking, while keeping ASIN targeting only where it is significantly outperforming average ACOS.

- **Minimal TOS Placement Spending (Major point):** Only **43% in the USA and 36% in DE** of spending goes to TOS. TOS delivers far better CVR than other placements and delivers lower ACOS. Increasing TOS spend will improve organic rankings, profitability, and sales.

#### **For UK**

- **Spending on Product Pages:** **15%** of spend goes to Product pages, which have bad ACOS and CVR; it should be redirected to TOS. TOS delivers far better CVR than other placements. Increasing TOS spend will improve organic rankings, profitability, and sales.

**In-House PPC Management: Implement GNO's PPC Systems and Frameworks:**

- Streamline PPC management, optimization, and scaling with GNO's structured frameworks, SOPs, and processes. These provide a clear roadmap of weekly, bi-weekly, and monthly tasks to ensure consistent improvements and high-level PPC campaign optimization.

- **(This will also save you \$84K annually in agency cost.)**

#### **Recruit & Train a VA:**

- GNO will recruit, train, and onboard a dedicated VA to handle 80% of recurring technical PPC tasks. You'll focus on strategic PPC management to gain full control of your results, supported by a semi-automated PPC system. With the VA handling daily technical work, you'll need only a few hours per week for PPC management.

## **Growth**

**Opportunity: 8/10**

#### **Relaunch Analysis:**

- **SQPR & PPC Data for ASINs 1, 2, 4, 7, 9, 10 & 11(PPC Data for ASINs 3, 6, 8, 12, & 13):** Shows **several** opportunities with very large KWs where your CVR is much higher than the competitors' average, but the current organic ranking is poor, which presents a big growth opportunity.
- Highlights many untapped opportunities to scale organic ranking and, as a result, grow market share.

#### **DataDive for ASINs 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 14 & 15:**

- Your current organic ranking is minimal for many very large keywords, leading to a low market share, while competitors are achieving much more sales and ranking significantly higher. This highlights significant room for growth for your products within your niche. With a substantial market size and current low organic visibility, the relaunch growth phase will focus on improving your rankings to significantly increase market share