

agency

Working with the top 1,000 sellers to deliver the
amazing results. Are you in this list?

Starting with Profit Whales
is your tipping point



\$20M 34% \$240M 27% 19%

TOTAL AMAZON
AD SPEND
MANAGED

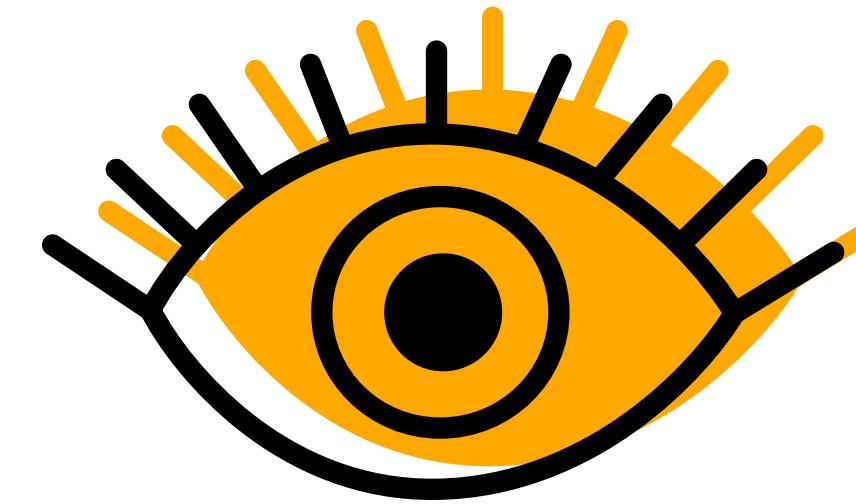
AVERAGE
DECREASE IN
ACOS

TOTAL AMAZON
REVENUE
OPTIMIZED

AVERAGE
INCREASE IN
REVENUE

INCREASE IN
ORGANIC
SALES

Our Vision



At Profit Whales, we are obsessed with data. We are on the mission to create the algorithms that will optimize your Advertising dollars on Amazon platform with the help of Data-Science combining with the top Experts in the industry, delivering the results that drive sales and expansions of your Brand.



Our Values

TO CREATE THE BEST
SOFTWARE ON THE MARKET,
SO EVERY PIESE OF IT IS
PERFECT

SOLUTION FOCUSED
THINKING

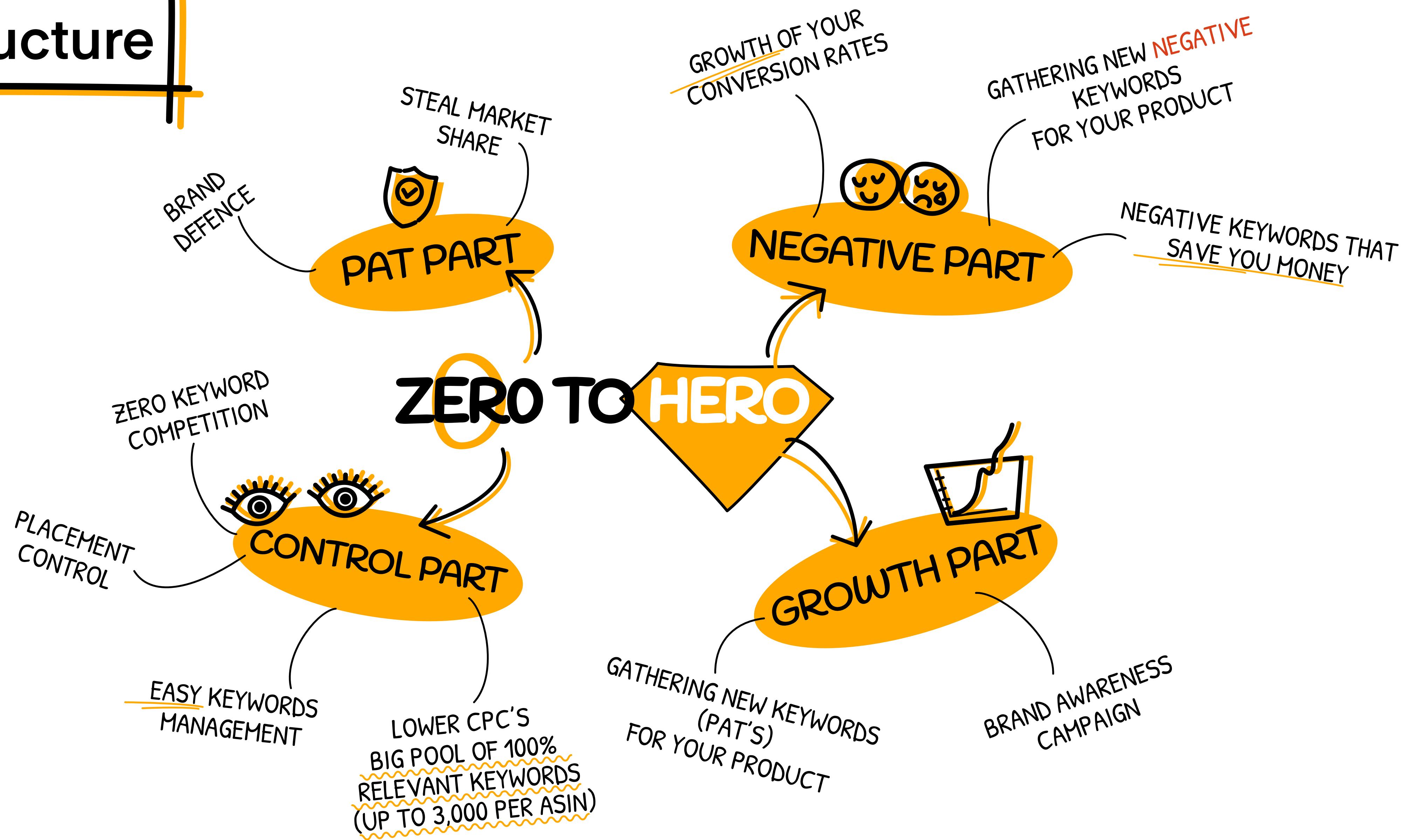
POSITIVE AND PRODUCTIVE
COMMUNICATIONS WITH
OUR FELLOW CLIENT'S

DELIVERING THE RESULTS
AND EXCEEDING THE
EXPECTATIONS

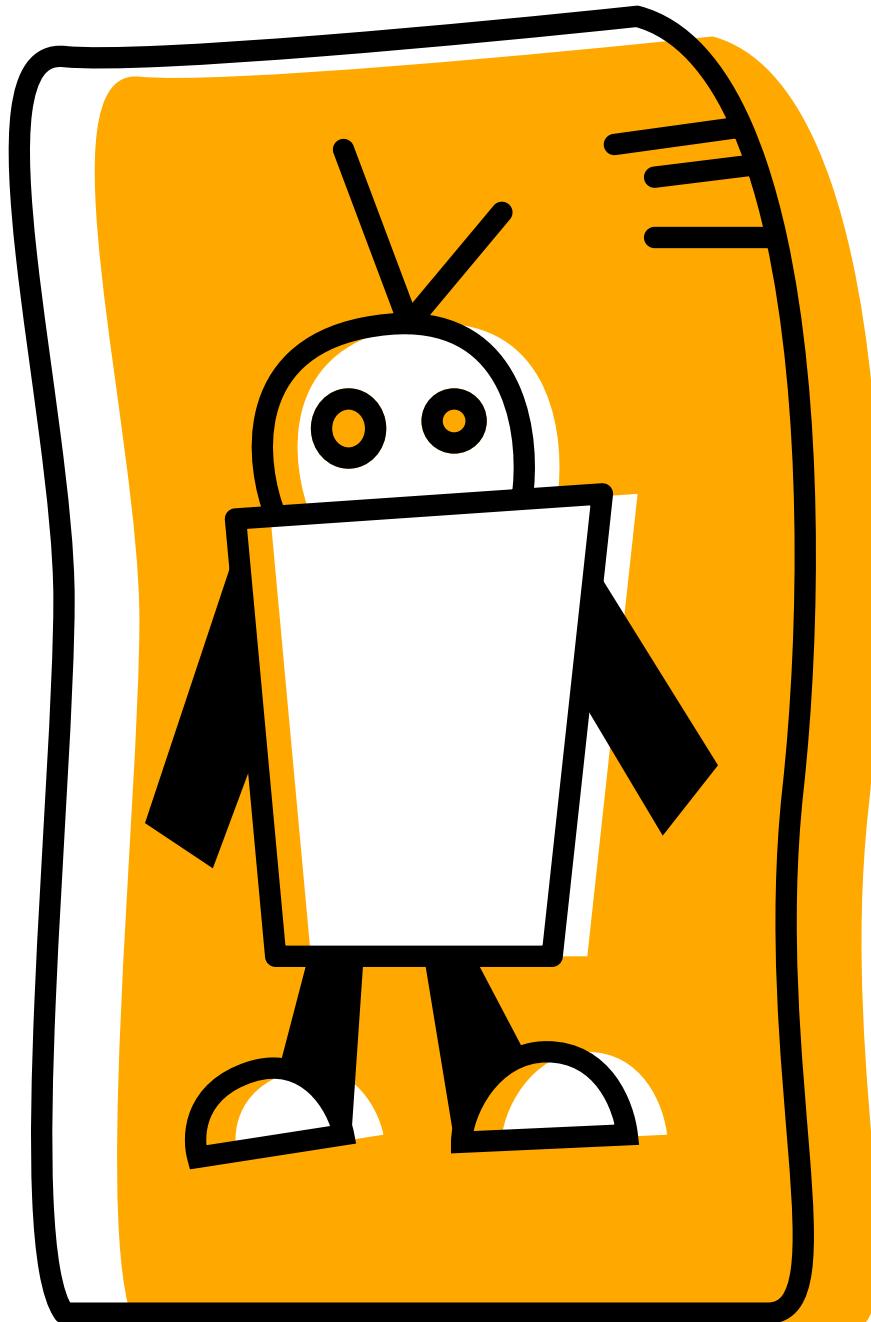
TO CREATE LONG LASTING
RELATIONSHIPS



Structure



Automation



Profit Whales fully automates Amazon Advertising management for Third-party Sellers in One Click. And no PPC knowledge required!

We help Amazon Sellers and Brands to focus on things that matter the most for them (like launching new products and improving the buyer experience), by taking all Amazon Advertising work from them.

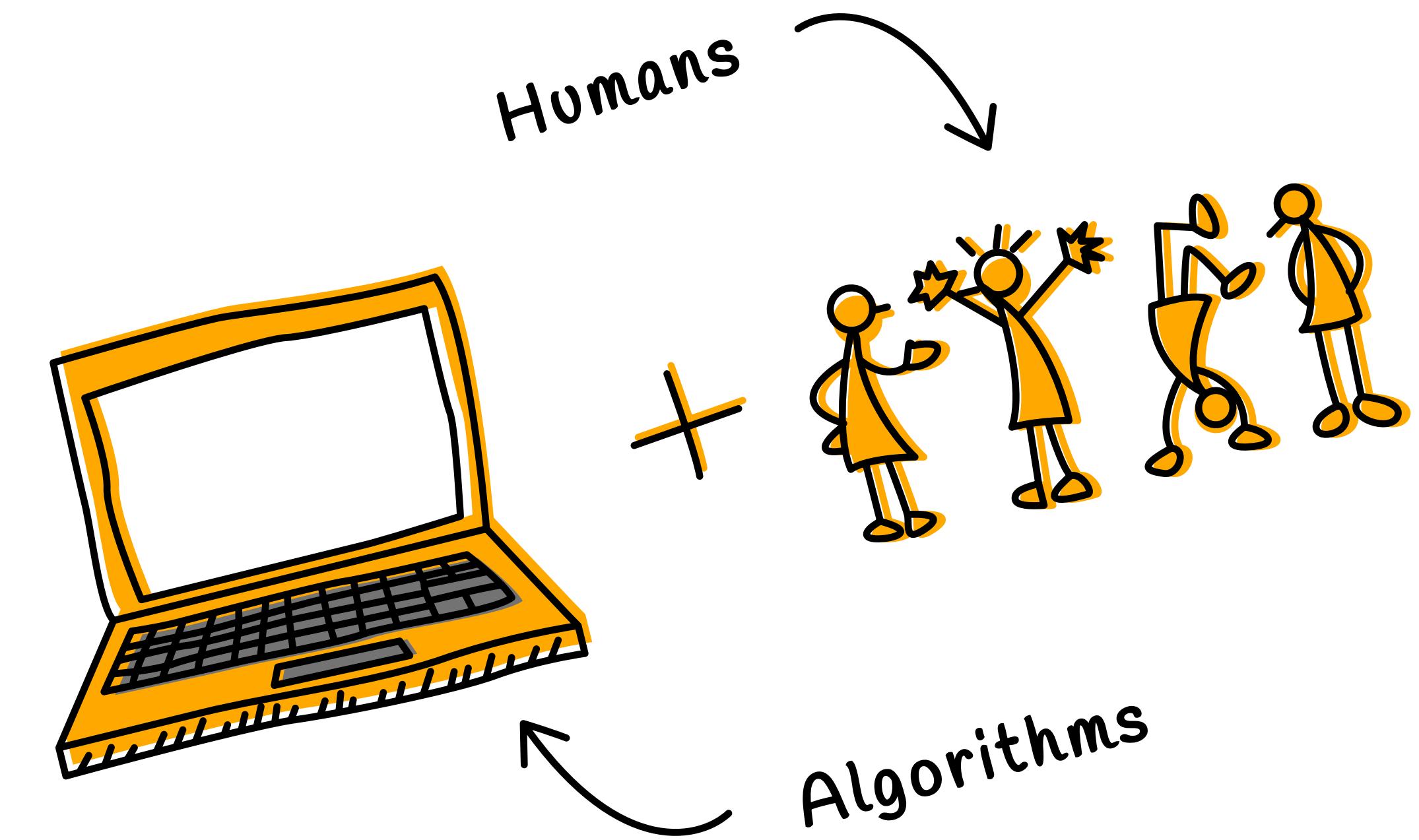
It was made by Amazon Sellers back at the end of 2017 with the mission to create and manage Amazon advertising in One Click on all marketplaces.

Nowadays, Profit Whales is optimizing billions of data points every day for thousands of sellers, and we are just starting to scratch the surface.

+ Humans

At Profit Whales, we are combining complex algorithms that we are continually updating with the A start PPC experts in the Amazon PPC industry that are working in our company.

In that way, we are keeping the hand on the pulse of the fast-growing Amazon Advertising industry so we can optimize your spend more efficiently and maximize the sales.

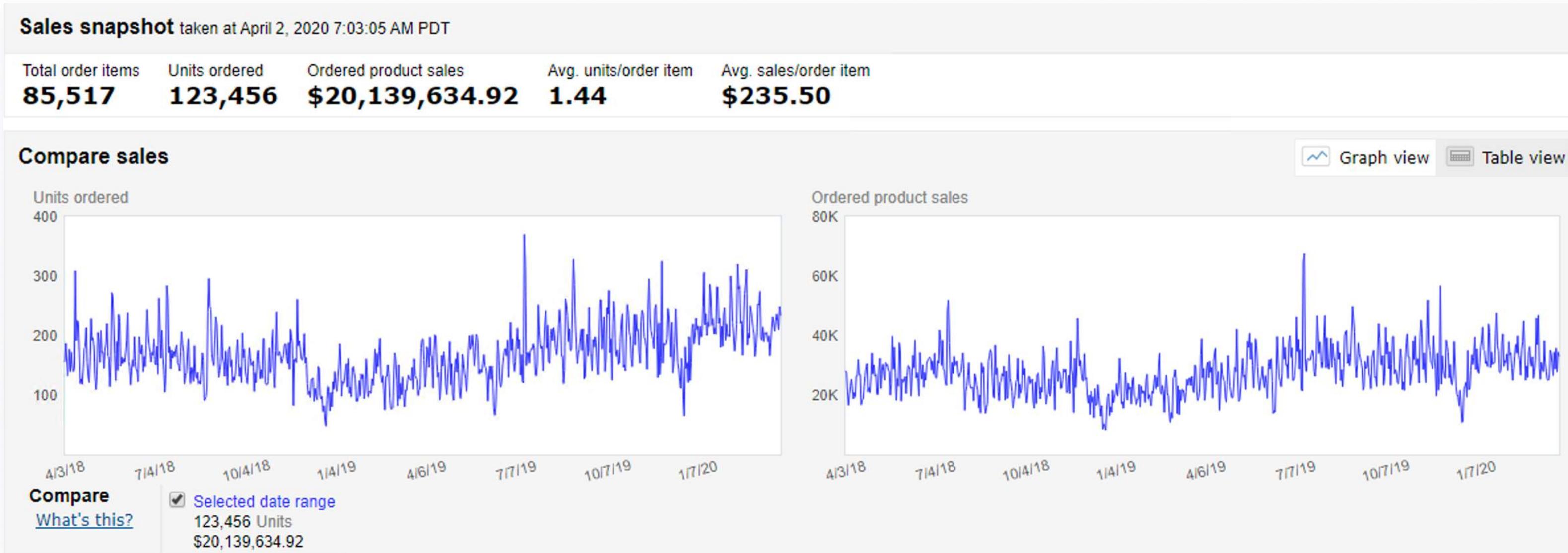
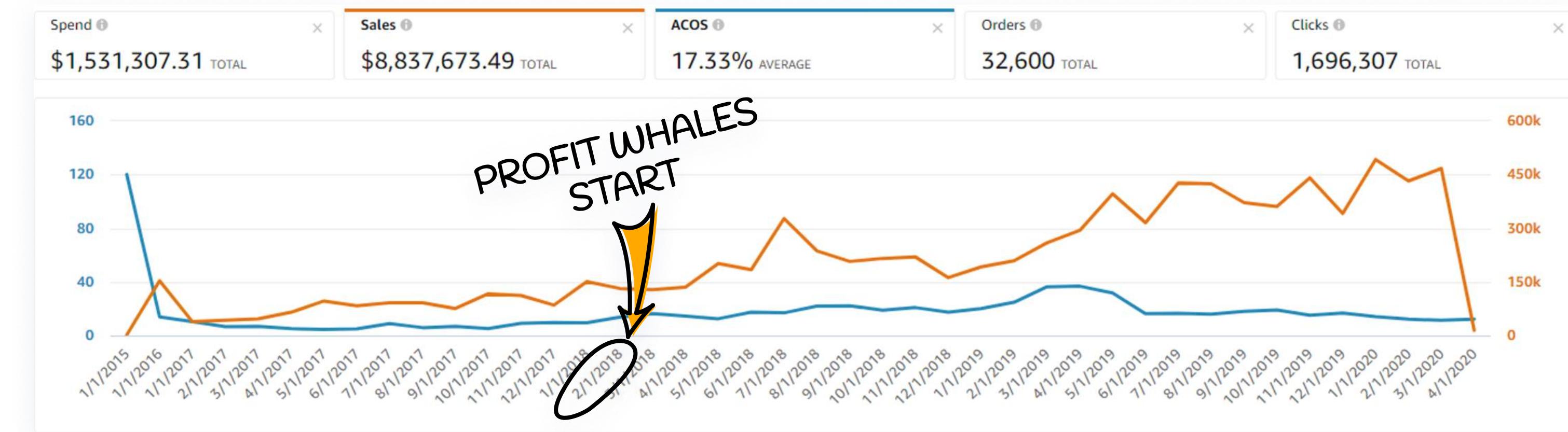


You sell, we do the rest.

Home Decore Brand

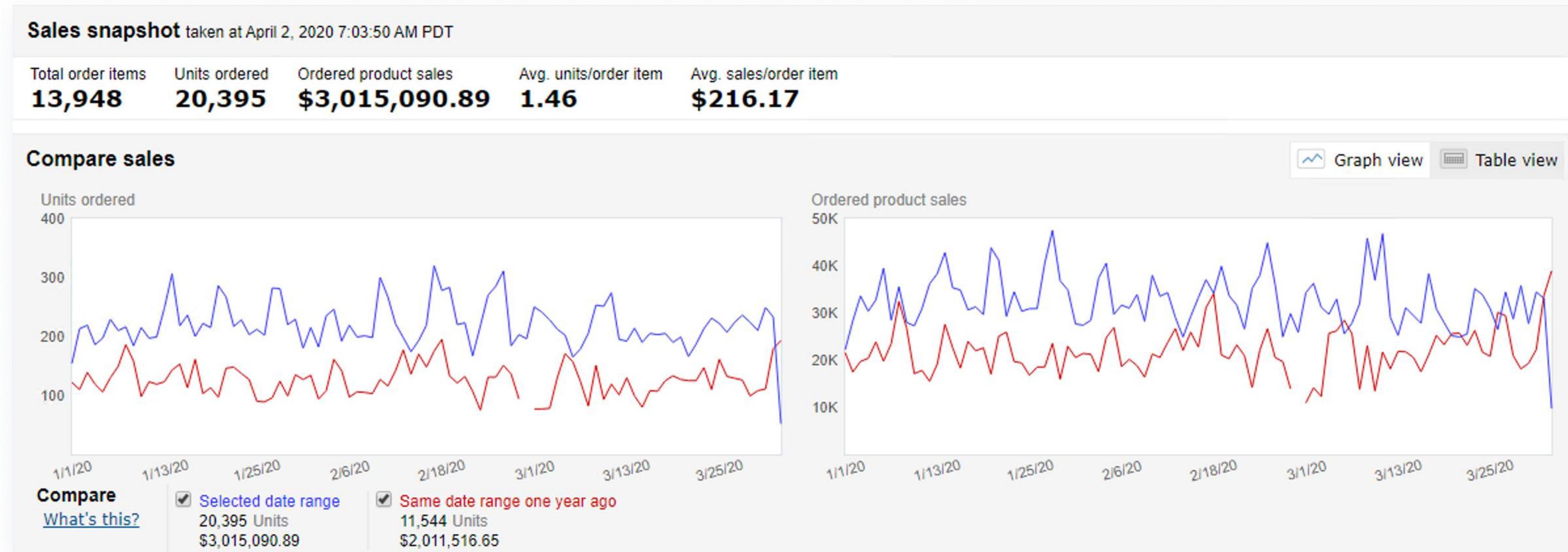
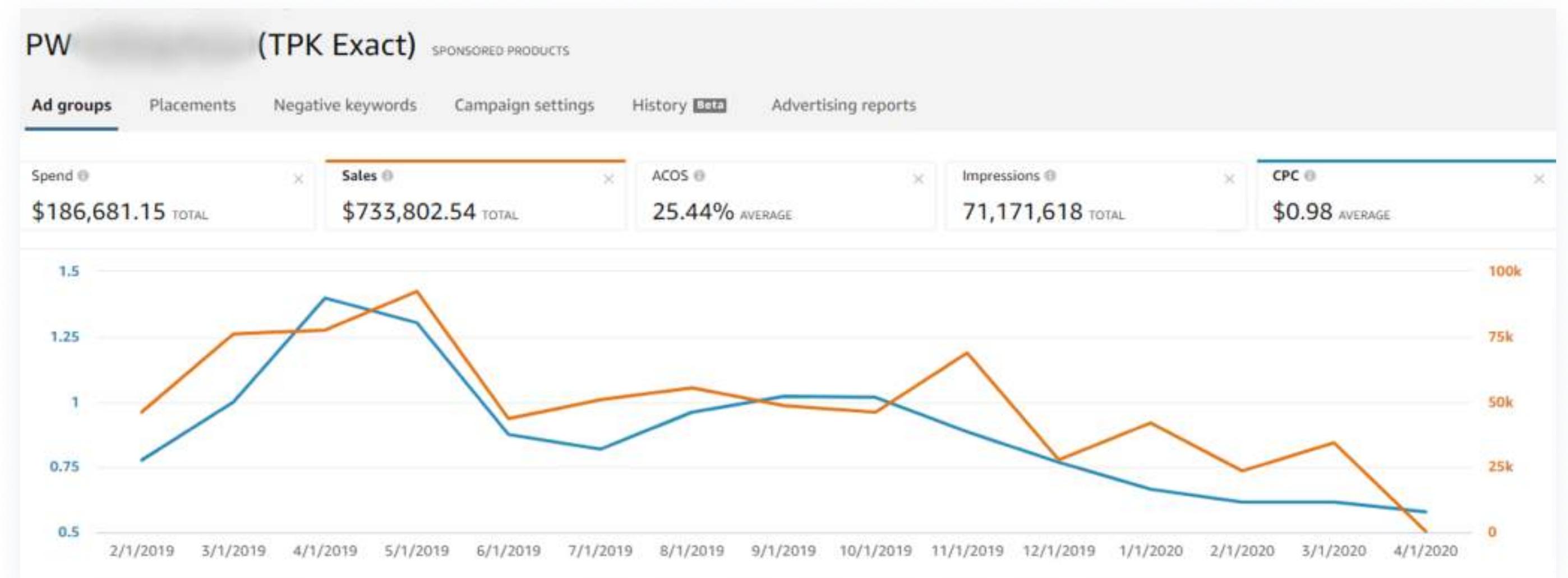
TWO YEARS WITH PROFIT WHALES (FEB 2018-2020)

- By now, we have sold over 123k units in the amount of 20m in revenue (average cost of products \$235)



- During all time Ad spend was 1,5m and brought 8,8m in sales with ACoS 17%
- 263 ZeroToHero campaigns were created

- The PW TPK Exact campaign (Control Part) spent 186k and brought 733k in sales with 25.44% ACoS

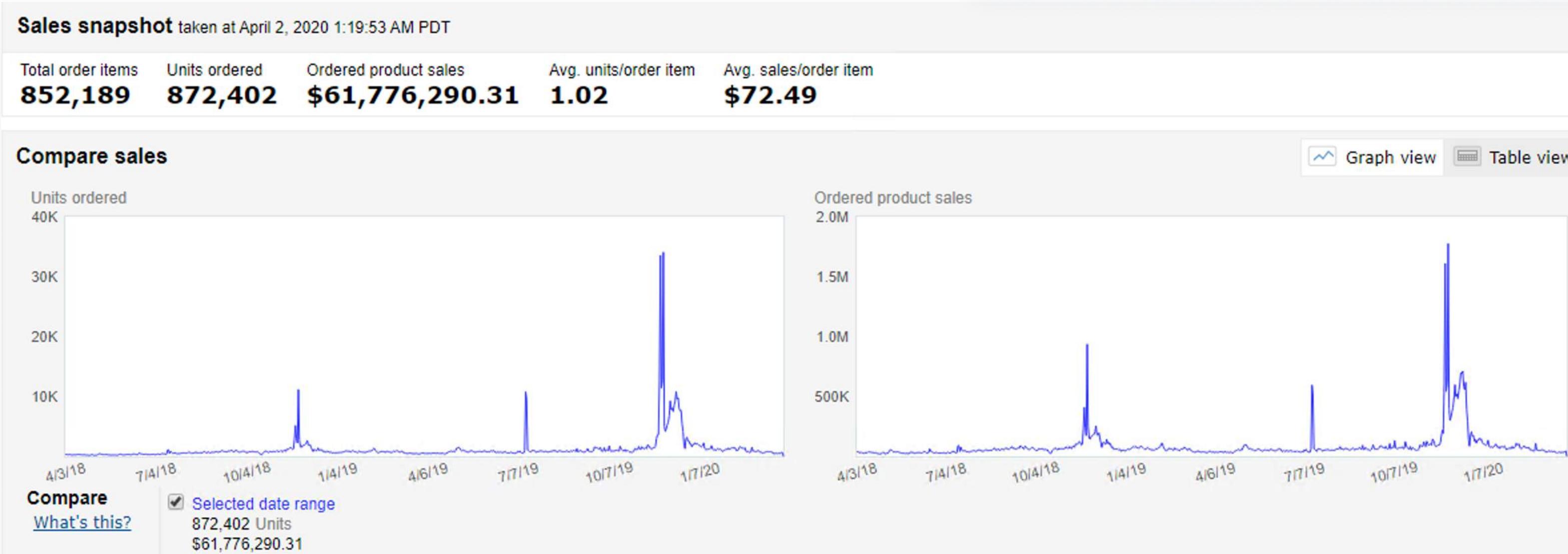
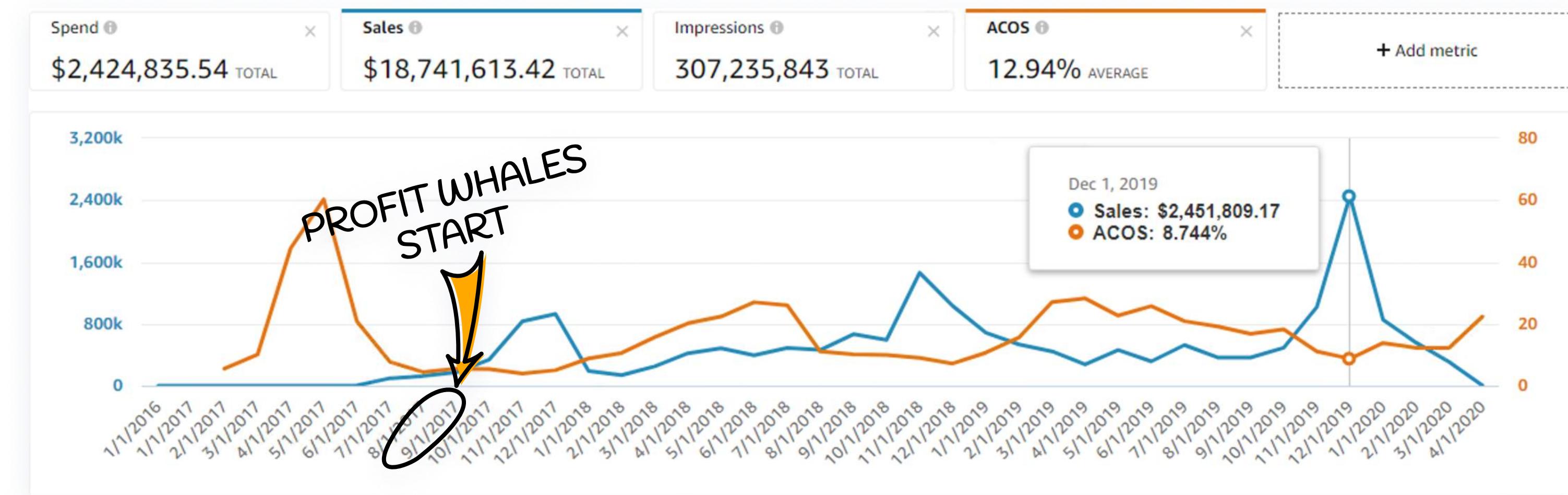


- In Q1 2020, we already sold 20,4k unites, that's 77% growth rate comparing with the last year (11,5k)
- We are planning to reach 17 m in sales by the end of the year 2020

Wellness and Relaxation Brand

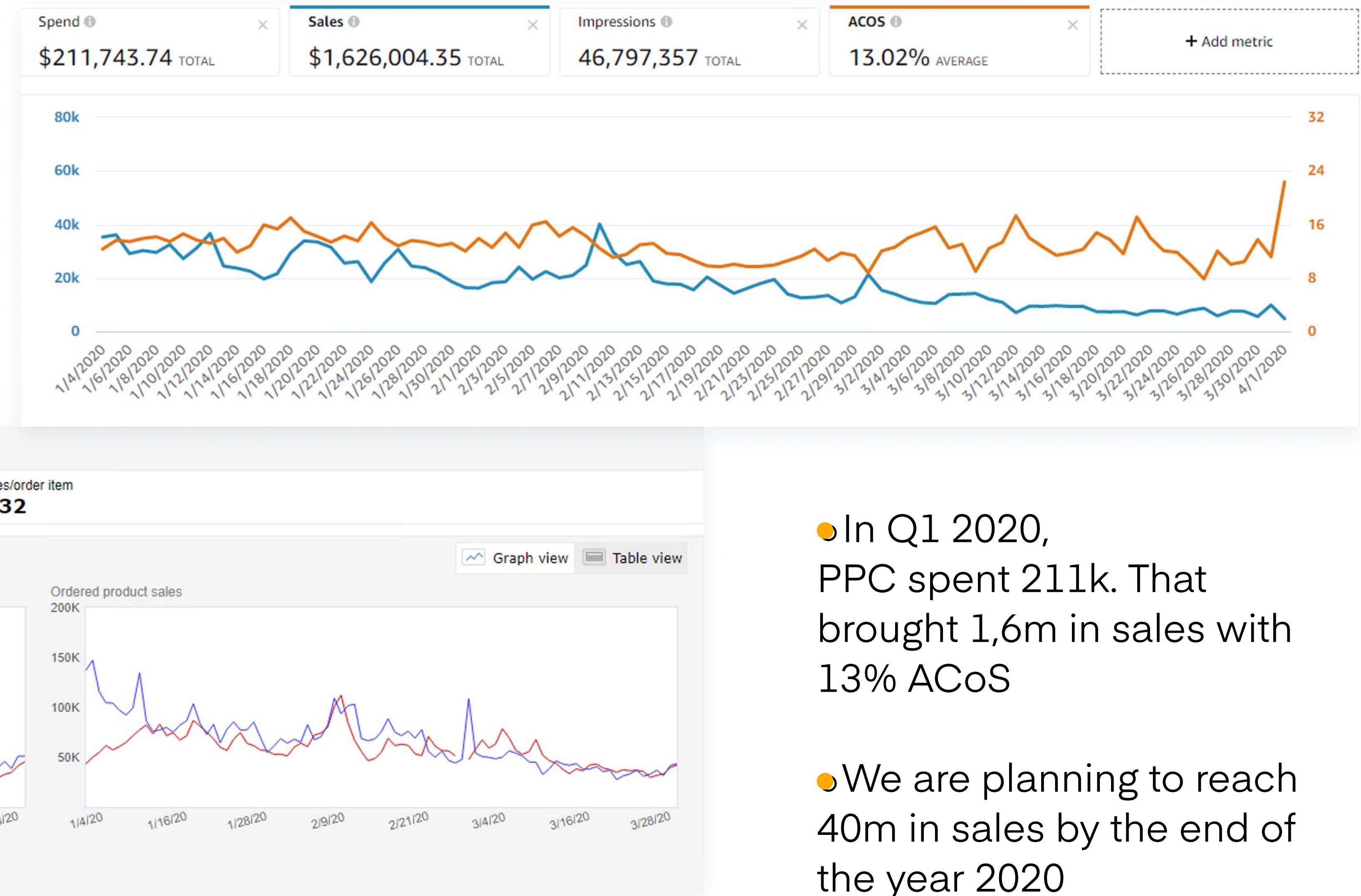
TWO YEARS WITH PROFIT WHALES (START OCT 2017)

- For two years, we have sold over 872k units in the amount of 61,7m in revenue (average cost of sale \$72,5)



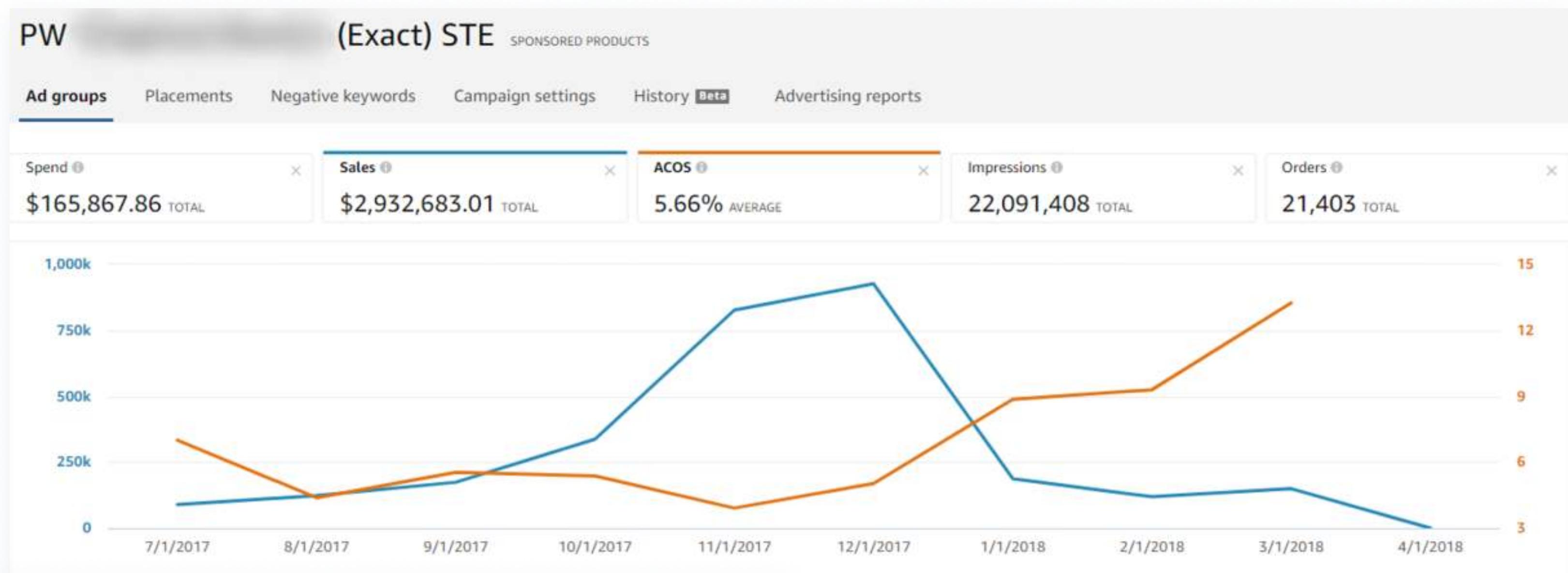
- During all time PPC spent 2,4m and brought 18,7m in sales with 12,94% ACoS
- 694 ZeroToHero campaigns were created

- In Q1 2020, we already sold 96k units, comparing with 63k for the previous year, that's 51% increase in sales

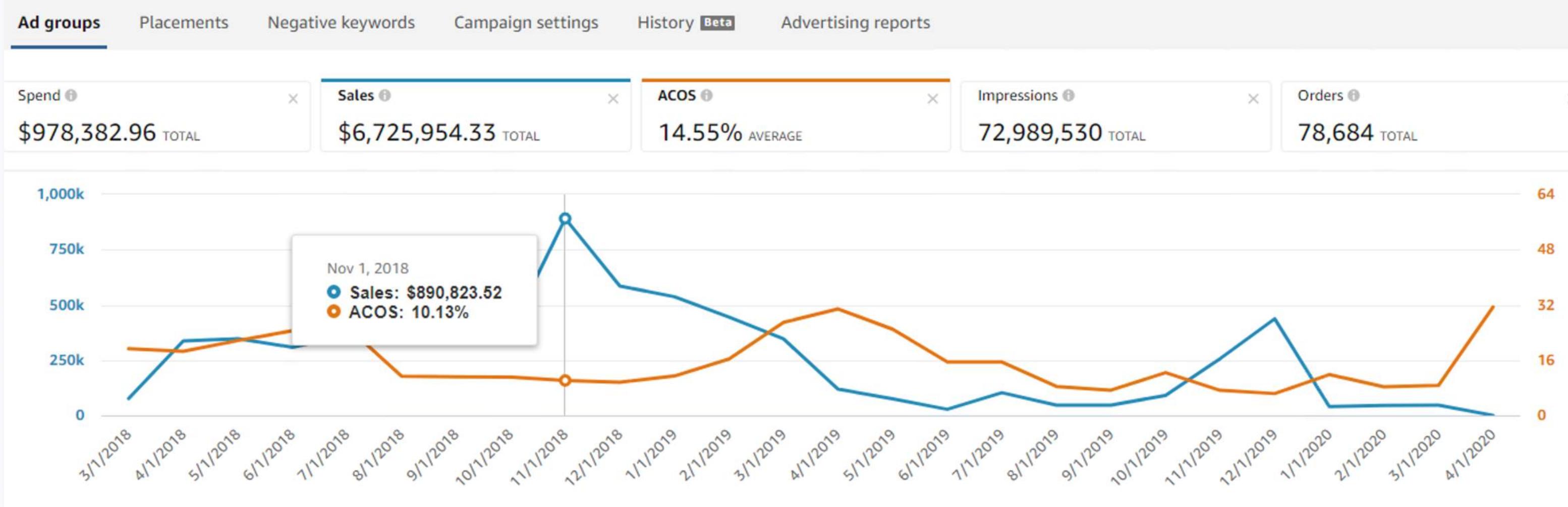


- In Q1 2020, PPC spent 211k. That brought 1.6m in sales with 13% ACoS
- We are planning to reach 40m in sales by the end of the year 2020

- The PW Exact STE campaign (Growth Part) spent 165k and brought 2.9m in sales with 5.66% ACoS



PW WB 5e-5n05-9c95 (Broad Negative) SPONSORED PRODUCTS



- The PW Broad Negative campaign (Growth Part) spent 978k with 6.7m in revenue and 14.55% ACoS
- In 2020 this brand plans to launch 180 new products with our help



Wellness and Relaxation Brand Head of Marketing

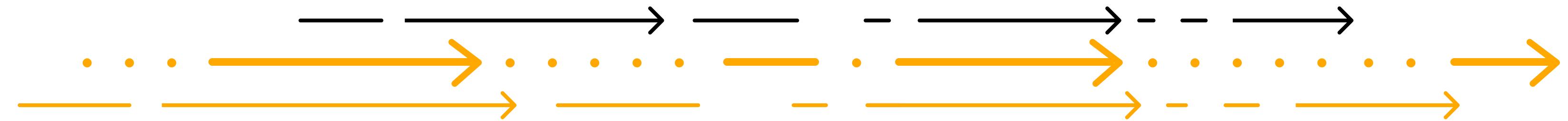
"The agency has managed to quickly launch the campaigns - it took them only about two weeks to create and fire up all the Sponsored Ads we needed. What's even better is the growth of our Sponsored, and total sales enjoyed up till April 2020. This all lets me anticipate the 2020th to still be our best selling year - even with all fluctuations, the market is experiencing right now. People still need their homes well maintained. And we will be there for them."

Alex, Profit Whales
 Top PPC Expert



"The problem was clear - such a large array of different products the Wellness and Relaxation Corp had would require 2-3 dedicated managers working full time to keep up with the task. Especially to do so without making inevitable mistakes common in this kind of simple yet fairly monotonous task. Our in house software is effective at quickly creating new keyword-rich PPC Campaigns and our managers are skilled at further optimising the campaigns to fit every specific category and product."

The workflow



STEP 1



DATA ANALYSIS

We will analyze all the data you've acquired previously with Amazon Advertising to extract the juice.

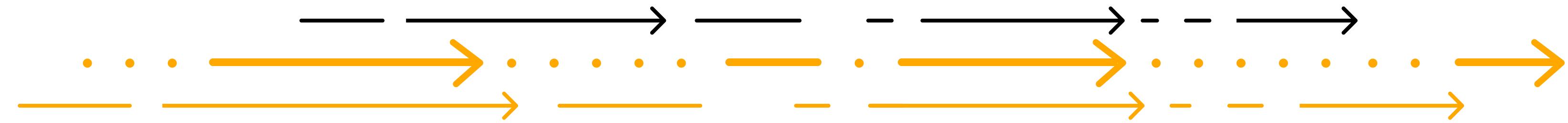
STEP 2



GOALS SETTING

We will set the monthly and quarterly objectives with you.

The workflow



STEP 3



STRATEGY CREATION

Our experts will partner up with you to learn about your business and create a strategy that will allow us to reach your business goals.

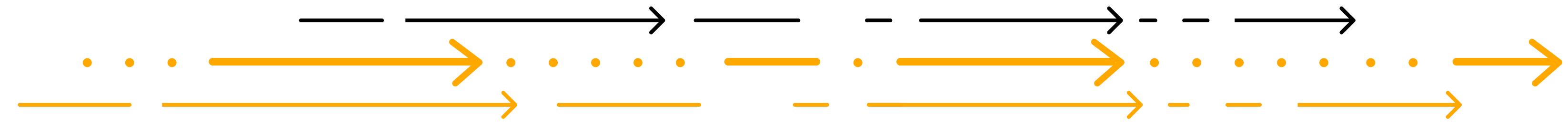
STEP 4



RECOMMENDATIONS LIST

You will receive the recommendations list on how to improve your products listing on Amazon to skyrocket the conversion rate.

The workflow



STEP 5



ZERO-TO-HERO STRATEGY CREATION AND IMPLEMENTATION

We will create a unique Advertising Structure that will give you the edge over your competition. We call it Zero to Hero.

STEP 6



DAILY OPTIMIZATION SOFTWARE + SPECIALIST

We will adjust the bids with the help of our programmatic bid management software + our in-house experts.

The process



STEP 7



REGULAR REPORTING

You will get a personalized weekly and monthly report that will give you the insights.

STEP 8



WEEKLY CALLS

These calls with our experts will allow you to review our performance and coordinate on strategy.

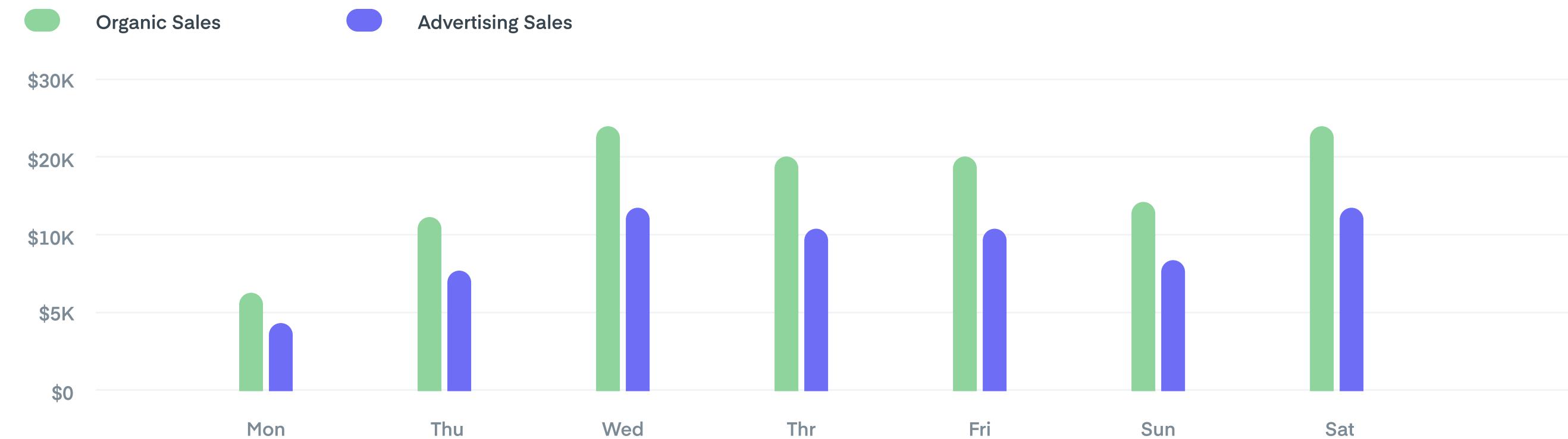
Report

We will provide you with the 7 and 30 days detailed reports, so you can see how we perform over time.

Organic & Advertising Sales



4/17/19 - 5/16/19



PPC Revenue

Oct 1-31 2019	Nov 1-30 2019	
\$17,355	\$26,114	↑ 50%

Total Revenue

Oct 1-31 2019	Nov 1-30 2019	
\$81,893	\$107,356	↑ 31%

ACoS

Oct 1-31 2019	Nov 1-30 2019	
39,03%	31,24%	↓ 25%

MACoS

Oct 1-31 2019	Nov 1-30 2019	
8,27%	7,60%	↓ 8%

PPC Spend

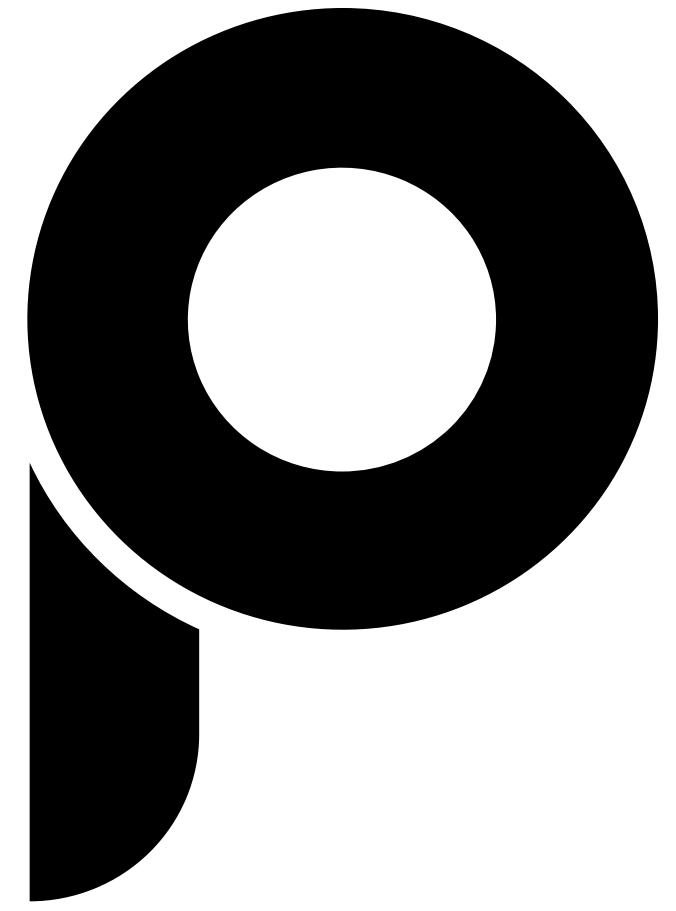
Oct 1-31 2019	Nov 1-30 2019	
\$6,774	\$8,156	↑ 20%

Organic / PPC

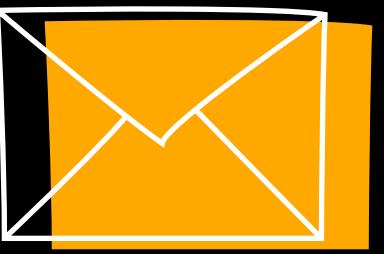
Oct 1-31 2019	Nov 1-30 2019	
2,71 : 1	3,12 : 1	↑ 15%

Contact US

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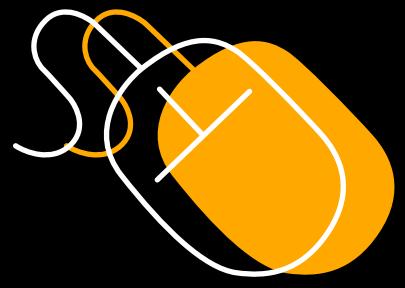


If you want to work with us,
please send us an email

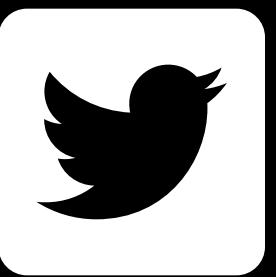
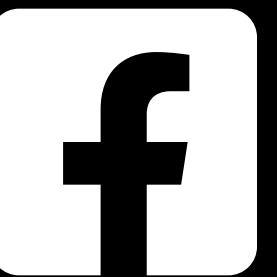


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