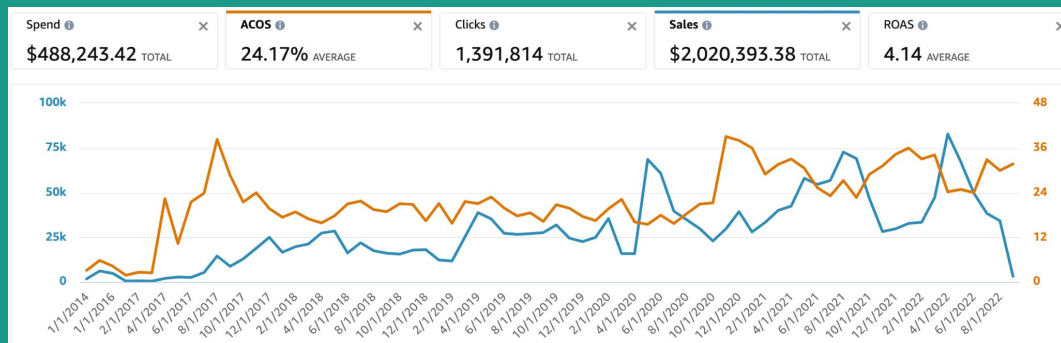# Case Study #3 by Nasko

Home Decor Brand

- More than doubled ad sales.
- Ad CVR up from 3% to 4.2%.
- Over 10 SKUs relaunched.

Spend ⓘ	ACOS ⓘ	Clicks ⓘ	Sales ⓘ	ROAS ⓘ
$488,243.42 TOTAL	24.17% AVERAGE	1,391,814 TOTAL	$2,020,393.38 TOTAL	4.14 AVERAGE

Timeline

1. Onboarded the account on 18.02.2022

2. Full rebuild was done by March.

3. ATH ad sales in April.

4. 29% drop in ACOS while growing sales.

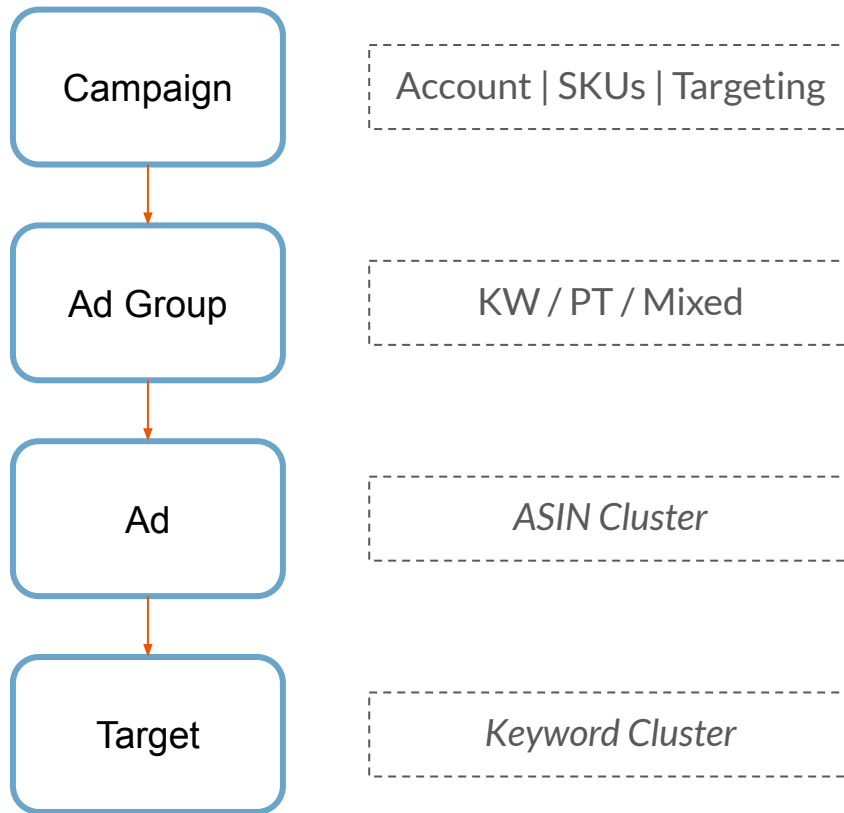5. Currently waiting for replenishments and listing work.

Spend ⓘ	ACOS ⓘ	Clicks ⓘ	Sales ⓘ	ROAS ⓘ
$488,243.42 TOTAL	24.17% AVERAGE	1,391,814 TOTAL	$2,020,393.38 TOTAL	4.14 AVERAGE
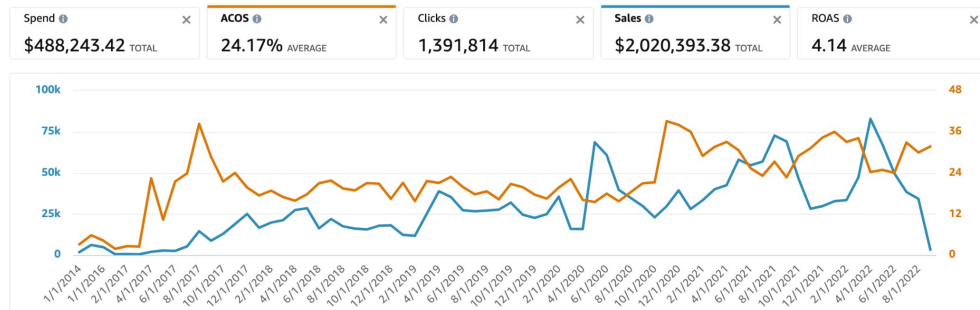
Challenges

1. Suboptimal account structure.
2. Poor optimization by software.
3. High average order value.
4. Quite a sizeable range of products.

Strategy

- Complete rebuild using Clusters.
- ASIN Clusters => Actionable Data.
- Granular brand defense.
- Relaunching dormant products.

Campaign	Account	SKUs	Targeting

Ad Group	KW / PT / Mixed

Ad	*ASIN Cluster*

Target	*Keyword Cluster*

Testimonial
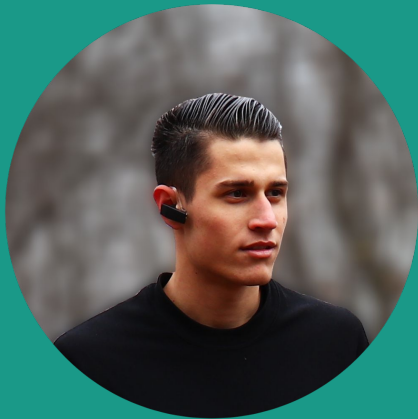
Great results @Nasko Mitrev I am really happy with how the account is currently performing let's keep it up!

2 reactions

This was a case study by Nasko.

You can explore more content by me on my LinkedIn profile.

Contact information.

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