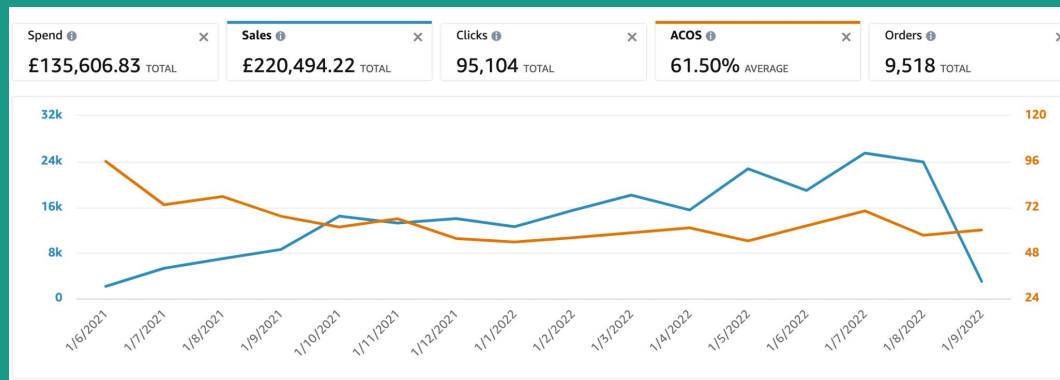


Case Study #2 by Nasko

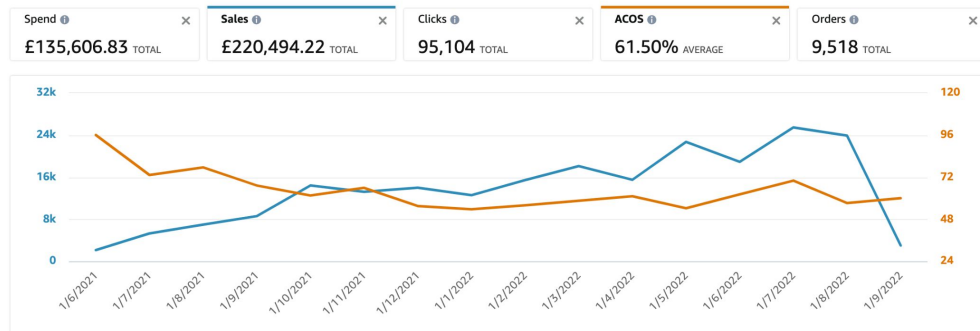
Coffee Pods Brand

- More than doubled total sales.
- Ad CVR up from 9.1% to 11.2%.
- Ranking top 4 on the main keyword.



Timeline

1. Onboarded the account on 01.02.2022
2. Full rebuild was done by mid February.
3. Had a stockout in April.
4. Record ad sales in May.
5. ATH ad sales in July.
6. 18% drop in ACOS while maintaining sales.
7. Expecting a strong Q4.



Challenges

1. Suboptimal account structure.
2. Poor optimization by software.
3. Unusual searching behavior.
4. Going head to head with huge brands.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad Group BROAD Match
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad Group EXACT Match
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad Group PHRASE Match

<input type="checkbox"/>	Active	Keyword	word bid	Impressions	Clicks	CTR	▼ Spend	CPC	Orders	Sales	ACOS
		Total: 172		92,130	1,631	1.77%	£1,468.86	£0.90	95	£1,518.71	96.72%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	coffee pod	0.51	23,523	222	0.94%	£196.22	£0.88	3	£46.50	421.98%



Strategy

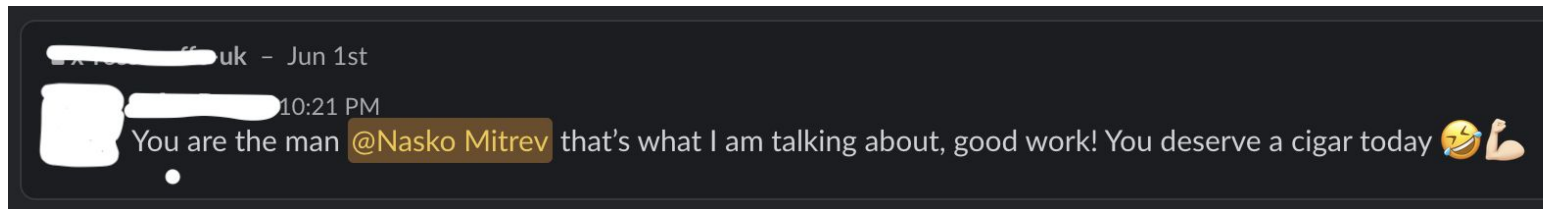
- Full rebuild, implementing topic clusters.
- Listing improvement suggestions.
- Tailored targeting strategy.
- Taking advantage of market opportunities.
- Dominating page one via all ad types.

Market Opportunities

1. Price Fluctuations
2. Stockouts
3. Reviews
4. Advertising Placements
5. Organic Rank

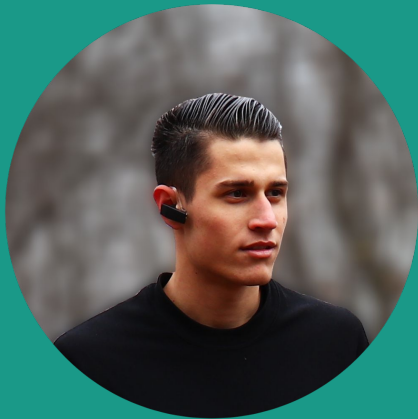


Testimonial



This was a case study by Nasko.

You can explore more content by me on my [LinkedIn profile](#).



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