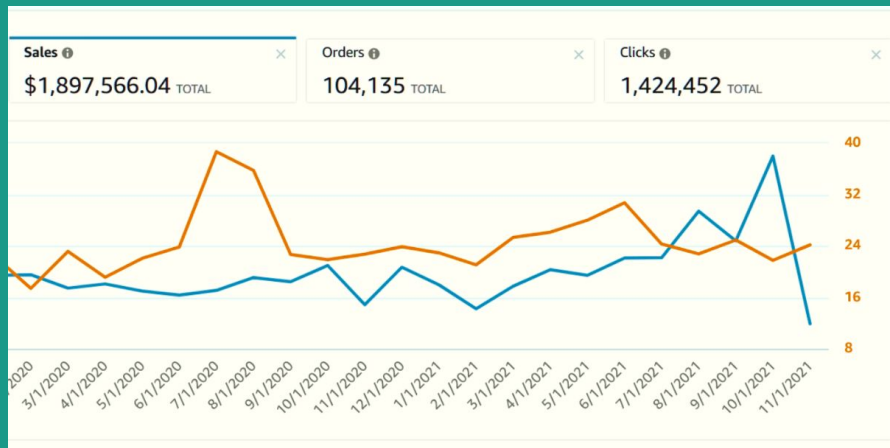


Case Study by Nasko

Children's Clothing Brand

- >200% increase in ad sales.
- CVR up from 7.3% to 11.2%.
- TACOS down by $\frac{1}{3}$. (12% to 8%)
- 474 SKUs rebuilt from scratch.
- 158 SKUs successfully launched.



Timeline

1. Onboarded the account on 16.03.21
2. Full rebuild was done by late May.
3. Inventory issues through June and July.
4. Record ad sales in August.
5. ATH ad sales in October..
6. Expecting a strong Q4.



Challenges

1. Suboptimal Account Structure
2. Poor Optimization by Software
3. Stock-Outs & Listing Issues
4. Poorly Performing SKUs

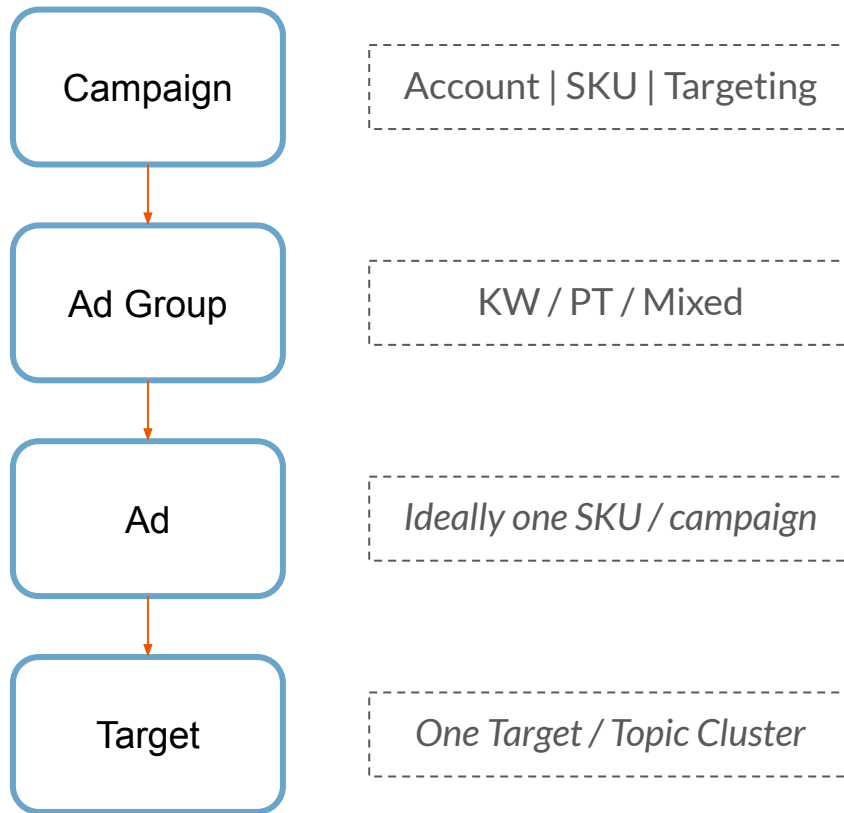
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad Group BROAD Match
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad Group EXACT Match
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad Group PHRASE Match

<input type="checkbox"/>	Active	Keyword	Match ty	Status	Suggested bid ⓘ	Bid ⓘ	Impressions ⓘ	Clicks ⓘ	CTR ⓘ	▼ Spend ⓘ	CPC ⓘ	Orders ⓘ	Sales ⓘ	ACOS ⓘ
		Total: 172			Apply all		479,928	1,975	0.41%	\$658.65	\$0.33	170	\$3,497.12	18.83%
<input type="checkbox"/>	<input type="checkbox"/>	costume girl	Broad	Paused Details ▼	ⓘ \$0.54 \$0.46-\$0.84	<input type="text" value="\$ 0.18"/>	150,840	300	0.20%	\$109.39	\$0.36	5	\$91.77	119.20%

Strategy

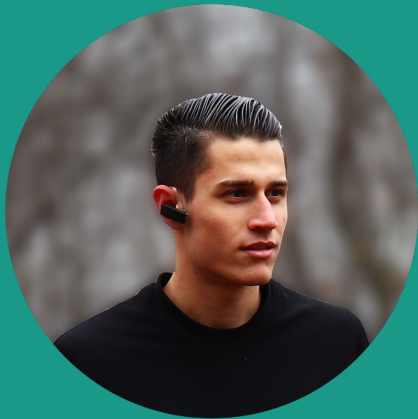
- Complete STC rebuild.
- Consistent naming structure.
- Catch-Alls for tough categories.
- Effective brand defense.
- Full SB & SD coverage.

STC = Single Target Campaigns



This was a case study by Nasko.

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



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