### **Case Study 1: Revenue Surge with Targeted PPC and SEO Strategies**

* **Client Background:** A brand onboarded in August 2023 seeking a comprehensive boost in revenue while maintaining specific ACOS and ad spend targets.
* **Goals:** Increase top-line revenue, maintain ACOS, and control ad spend.
* **Strategy:**
  + Conducted a detailed account audit, focusing on both listings and PPC performance.
  + Carried out competitor analysis to identify market gaps and opportunities.
  + Implemented a 4-phase SEO strategy that indexed the brand for 800 keywords in the first month.
  + Developed an ad expansion strategy using Strategic Keyword Positioning (SQP) and Search Term Report (STR) to enhance campaign efficiency.
  + Monitored top keyword performance to fine-tune organic rankings and PPC effectiveness.
* **Results:** Exceeded client expectations with a significant revenue increase, validating the effectiveness of the strategies employed.

### **Case Study 2: Optimizing Campaigns to Reduce Costs and Increase Revenue**

* **Client Background:** A brand struggling with high ACOS and ad spend seeking improved profitability.
* **Goals:** Reduce ACOS by 25%, keep TACOS below 13%, and limit weekly ad spend to $1,600.
* **Strategy:**
  + Conducted thorough keyword research to identify high-converting terms and remove irrelevant ones.
  + Restructured PPC campaigns for precise targeting, minimizing ad spend waste.
  + Implemented data-driven bid optimization to secure optimal ad placements at competitive costs.
  + Enhanced ad creatives with compelling copy and imagery to boost click-through and conversion rates.
* **Results:**
  + Reduced ACOS by 40.78%, significantly improving ad spend efficiency.
  + Decreased TACOS by 56.15%, showcasing enhanced profitability.
  + Cut weekly ad spend by $1,053 without compromising revenue, leading to a 21.74% increase in weekly revenue.

### **Case Study 3: Dramatic ACOS Reduction and Profitability Stabilization**

* **Client Background:** An Amazon seller with an unsustainable ACOS of 255.5%, leading to severe financial losses.
* **Goals:** Lower the ACOS to a sustainable level and optimize campaign performance.
* **Strategy:**
  + Refined the keyword targeting strategy to focus on high-converting terms, reducing irrelevant traffic.
  + Introduced automated bid management tools for real-time bid adjustments based on keyword performance.
  + Revamped ad content to be more engaging and conducted A/B testing to identify the most effective variations.
* **Results:**
  + Achieved an ACOS reduction from 255.5% to 13.82% within a week, a 241.68% improvement.
  + Stabilized the brand’s financials and positioned campaigns for scalable, cost-efficient success.

### **Case Study 4: Boosting Sales for a Niche Product with Customized Strategies**

* **Client Background:** A brand selling "eye patches" looking for growth through Amazon PPC and SEO.
* **Goals:** Develop a brand-specific strategy to achieve revenue growth while maintaining ad efficiency.
* **Strategy:**
  + Created a tailored advertising strategy, focusing on defensive campaigns to protect the brand's market share.
  + Structured campaigns with a clear portfolio segmentation to manage budgets and track performance effectively.
* **Results:** Achieved a 43% year-to-date increase in revenue, demonstrating the power of a customized and well-structured campaign approach.

### **Case Study 5: Sales and Profitability Revamp through Listing Optimization and Campaign Restructuring**

* **Client Background:** A brand with low sales, high ACOS, poor listing quality, and inefficient campaigns.
* **Goals:** Improve listing quality, increase indexed keywords, restructure campaigns, and enhance profitability.
* **Strategy:**
  + Optimized product listings using top-relevant keywords and indexed products on over 2,500 keywords using a 4-phase SEO strategy.
  + Implemented “strike-zoned” keyword targeting to boost organic rankings.
  + Restructured the entire PPC campaign strategy, creating growth and ranking-focused campaigns.
  + Used brand analytics to understand customer behavior and introduced Sponsored Brand and Display campaigns.
  + Conducted A/B testing on main images to increase click-through rates (CTR).
* **Results:**
  + Achieved an 88% year-over-year (YoY) sales increase.
  + Reduced ACOS by 66.99% and TACOS by 67.9%, resulting in a significant profitability boost.

### **Case Study 6: Immediate Campaign Overhaul for Cost Efficiency**

* **Client Background:** A brand facing an ACOS of 103% with inefficient PPC campaigns.
* **Goals:** Reduce ACOS, eliminate wasteful spending, and set the account on a path toward sustainable efficiency.
* **Strategy:**
  + Conducted a comprehensive campaign overhaul, removing low-performing ads to optimize spend.
  + Introduced Single Keyword Ad Groups (SKAGs) for precise targeting.
  + Segmented campaigns into portfolios for better budget allocation and tracking.
  + Implemented a clear match-type strategy to balance reach and relevance.
  + Used Brand Analytics data and tools like Helium10 for in-depth keyword research.
  + Focused on organic rank tracking to enhance profitability and lower TACOS.
* **Results:**
  + Reduced ACOS from 103% to 40% within 10 days, with further optimization lowering it to 30%.
  + Set a solid foundation for sustained advertising efficiency and growth.