

Client Success Cases: Amazon Sponsored Ads (PPC) Management Service



Learn What Our ROI-Focused PPC Services Can Do For Your Business

“Lucas and the team really gave us the boost and cost savings we needed. We are very grateful for the help we received. They communicated regularly with us, explained every step and most important we achieved the objectives of the project in only 2 weeks!”

Service Overview & Methodology

Through data driven optimization, your brand will be put front and center in front of your key demographics. Our PPC team will examine your traffic to make sure you are not wasting a penny on unnecessary spend and focus on driving in traffic that will maximize your return on spend. Here's what our PPC manger brings to your business.

- 4 Years Experience managing PPC in Seller Central and AMS
- Manager of several 6 and 7-figure / month Amazon businesses
- Broad range of experience across various product category with significant experience in the supplement category
- Mathematical background with long history of manipulating and analyzing data
- Campaign data analysis, recommendation, combined with simple to understand reporting

Client Case #1: Natural Supplements

This manufacturer was in a very competitive niche with a higher priced item that had low conversion

Prior to engaging BSR Marketing, they were seeing a very low return on advertising and stagnant in overall sales.

<input type="checkbox"/>	Date	Ordered Product Sales
<input type="checkbox"/>	09/01/2017	\$59,508.95
<input type="checkbox"/>	10/01/2017	\$51,856.92
<input type="checkbox"/>	11/01/2017	\$65,025.49
<input type="checkbox"/>	12/01/2017	\$56,652.30
<input type="checkbox"/>	01/01/2018	\$89,678.74
<input type="checkbox"/>	02/01/2018	\$85,731.03

PPC Management Started

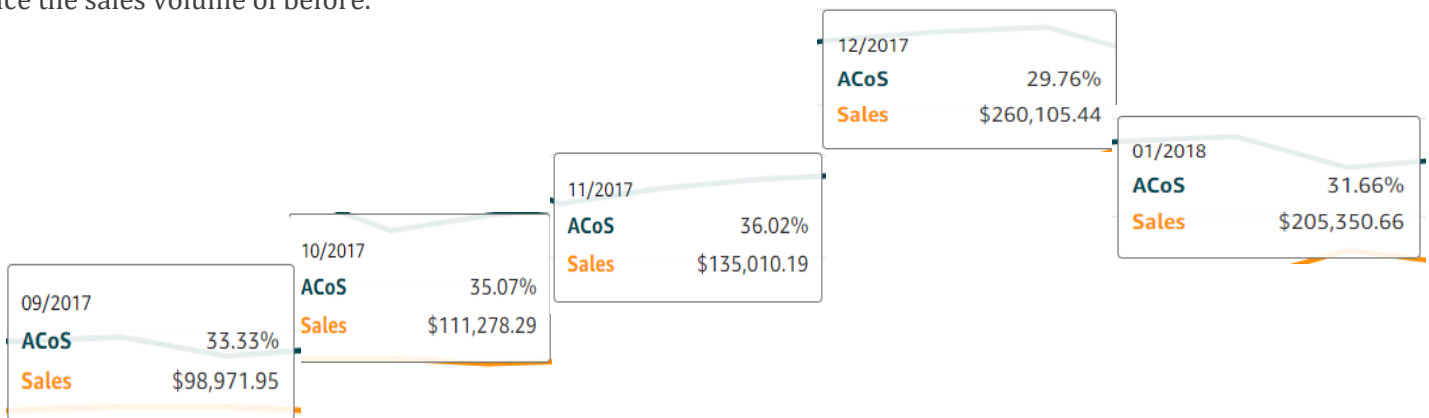
How BSR Marketing Helped

With some backend optimization, Split Testing and full PPC overhaul they saw nearly a 60% increase in sales with a 10% drop in ACoS in only one month.

Customized: 12/01/2017 - 12/31/2017				Customized: 01/01/2018 - 01/31/2018			
↓ Spend	Sales	ACoS		↓ Spend	Sales	ACoS	
\$13,292.38	\$29,002.85	45.83%		\$16,668.82	\$47,254.01	35.27%	

Client Case #2: Home Goods

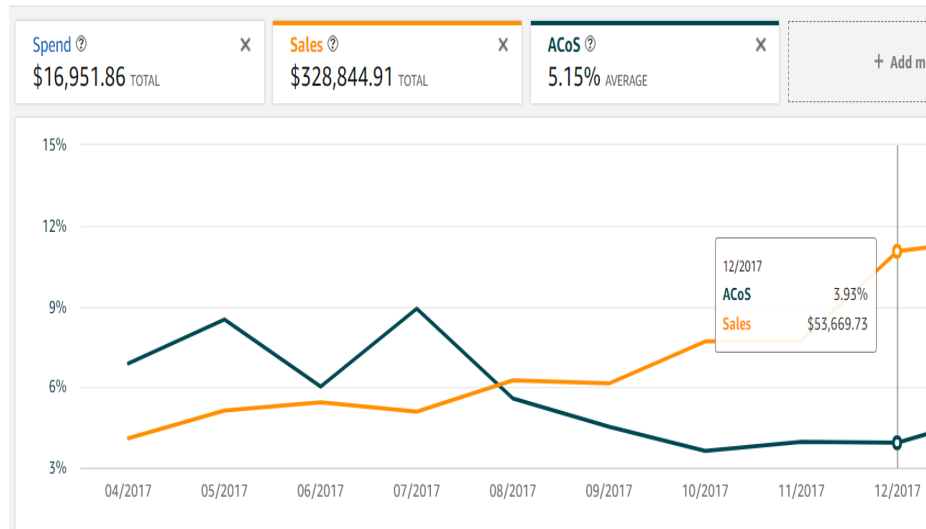
A 6-figure account, with hundreds of SKUs. The client wanted to expand on sales while cutting wasted ad spend. Starting in October we were able to see a spike in sales and maintain high volume through Q4. By the new year the new PPC campaigns were optimized and running at a lower ACoS with twice the sales volume of before.



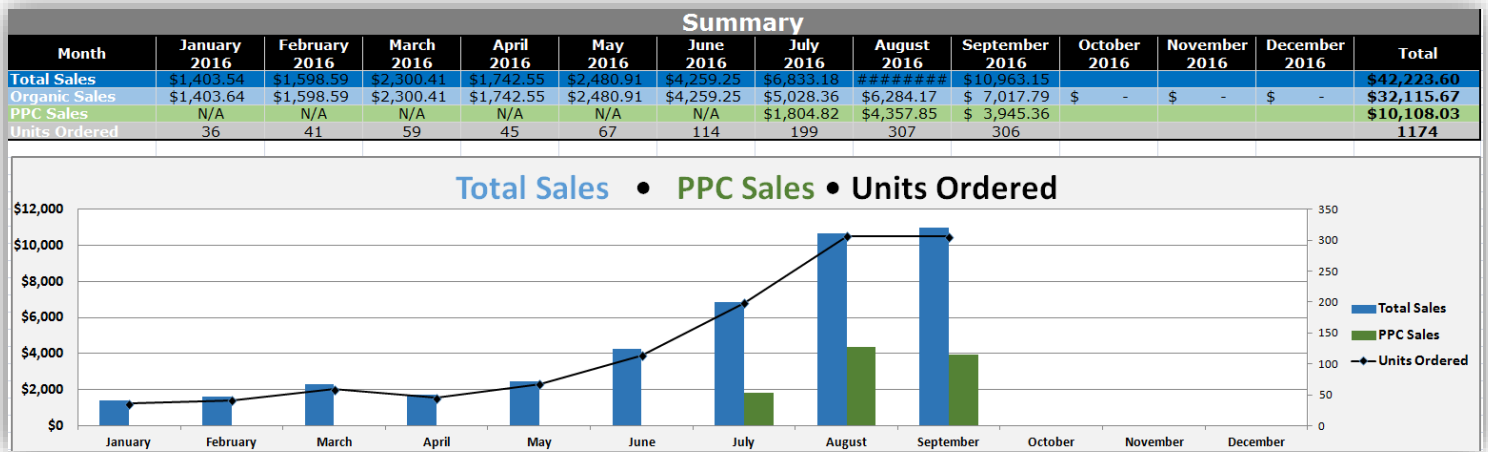
Client Case #3 Electronics

An established brand that wanted to optimize PPC for profitability. When starting in July, PPC had \$14k in sales at 9% ACoS. By the end of the year December saw \$54k in sales at 4% ACoS

Advanced keyword tactics cut spend while increasing sales in Seller Central and AMS.



Service Includes Simple, Easy to Follow Summary Reports:



Interested to see how much more profitable your Amazon PPC campaigns can be? We'll show you what to fix.

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