

CASE STUDY [Resin Heads]

We recently worked with Resin Heads brand that was facing high ACOS, Client reached us to lower ACOS and increase ROI as well as improve its ranking.

What we did?

- Step#1 Thorough Account Audit
- Step#2 Optimization
- Step#3 Result Tracking & Adjustments
- Step#4 Stats Comparison

Stats:

Before Onboarding

ACOS%=64.21%

TACOS%=29.45%

PPC-Organic Sales %=45-55%

Rank in the sub-category: 181

After 30 days

ACOS%: 30.38%

TACOS%: 11.90%

PPC-Organic Sales %: 40-60%

Total Sales Increase: 14.50%

Spend Reduced: -53%

Rank in the sub-category: 6

Key Findings

- The brand was using only SP campaigns and all match types in a single campaign
- More than one ad-groups were created in a single campaign
- 20+ keywords were targeted in a one-ad group
- All match types were targeted in a single campaign.
- Negative Targeting was not performed.
- Product targeting campaign was the most profitable.
- The TOS placement resulted in the highest CVR.

- Budget distribution was not utilized on the placement level.

Missing Campaigns:

Branded Keywords Campaigns

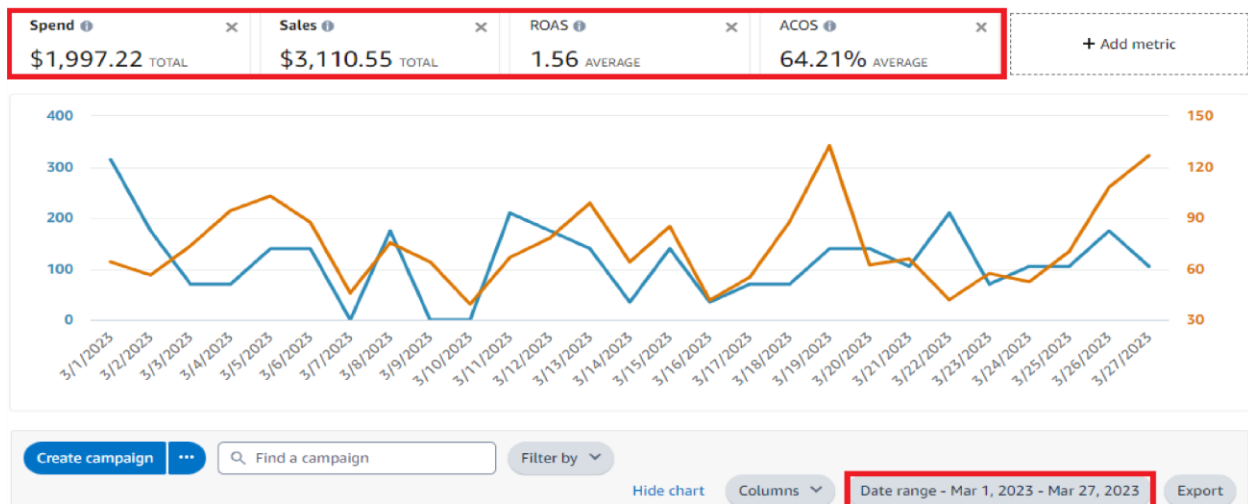
SB Campaigns

SD Campaigns

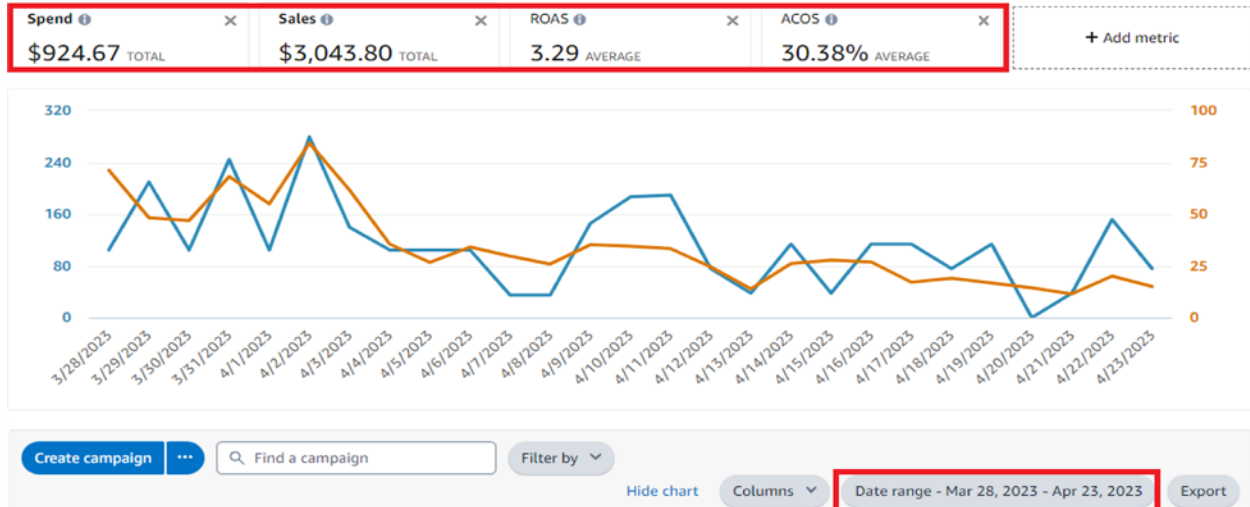
Our optimizations: ¶

- Search Term Report Analysis to find profitable search terms & ASINS for future
- Shifting non-performing to new separate campaigns
- Pausing irrelevant targeting
- Negating Irrelevant search terms on a weekly basis
- Optimized bids and placements for successful keyword targeting to increase ad spend ROI.

PPC BEFORE US



PPC AFTER OUR OPTIMIZATIONS



TOTAL SALES BEFORE

Business Reports | Detail Page Sales and Traffic By Parent Item [Learn more](#)

From Date 03/01/2023 To Date 03/27/2023

Download (.csv)

Page Views - Total - B2B	Page Views Percentage - Total	Page Views Percentage - Total - B2B	Featured Offer (Buy Box) Percentage	Featured Offer (Buy Box) Percentage - B2B	Units Ordered	Units Ordered - B2B	Unit Session Percentage	Unit Session Percentage - B2B	Ordered Product Sales	Ordered Product Sales - B2B	Total Order Items	Total Order Items - B2B
39	47.09%	48.63%	99.73%	100%	194	8	6.89%	12.12%	\$6,780.30	\$279.60	181	6

TOTAL SALES AFTER

Business Reports | Detail Page Sales and Traffic By Parent Item [Learn more](#)

From Date 03/28/2023 To Date 04/23/2023

Download (.csv)

Page Views - Total - B2B	Page Views Percentage - Total	Page Views Percentage - Total - B2B	Featured Offer (Buy Box) Percentage	Featured Offer (Buy Box) Percentage - B2B	Units Ordered	Units Ordered - B2B	Unit Session Percentage	Unit Session Percentage - B2B	Ordered Product Sales	Ordered Product Sales - B2B	Total Order Items	Total Order Items - B2B
38	63.42%	60.42%	99.27%	98.28%	215	4	7.59%	8.51%	\$7,764.30	\$145.80	200	3

Note:

The case study has been shared with you after approval from the client.