

Reviving Market Dominance: A Tale of Quick Recovery and Amplified Sales Performance

Background: The brand stopped advertising for two months, September and October 2023, due to a shortage of available stock. Limited stock affected brand visibility and product ranking, when they restocked they approached us to assist in reinstating their advertising campaigns, aiming to reclaim their previous rankings and visibility.

Challenges:

After the audit of the whole account and analyzing market depth the following challenges were there for us

Visibility Struggle: Decreased rankings and visibility on the marketplace due to the absence of PPC advertising.

Sales Disruption: There was a strong need to quickly bounce back and regain the pace of selling. The pause in advertising caused a drop in sales momentum, creating urgency to reestablish market presence.

Decreased Presence: Without active ad campaigns, their products appeared less frequently in searches. This lowered their visibility on the marketplace, leading to a decline in rankings and fewer people finding their offerings.

Rebuilding Trust: After being less visible due to paused ads, they needed to rebuild consumer confidence and interest. This involved reconnecting with their audience and reinstating trust in their brand.

Time Sensitivity: The urgency to recover from the setback swiftly was critical. They needed to regain lost ground promptly and regain their position in the market.

Balancing Strategies: Striking the right balance between organic sales and reintroducing PPC was crucial. They aimed to maintain natural growth while strategically using ads without overwhelming their organic presence.

Objectives:

After meeting with client we were agreed on the following objectives:

Restore Rankings and Visibility: Reestablish the brand's presence and rankings within the marketplace by reinitiating PPC campaigns. The primary goal is to regain lost visibility and improve product rankings swiftly.

Revitalize Sales Momentum: Promptly revive and accelerate sales momentum to recapture market share and compensate for the hiatus in advertising. The objective is to regain lost ground and meet or exceed previous sales performance.

Enhance Marketplace Presence: Improve brand visibility and product exposure by ensuring a consistent appearance in relevant searches. The aim is to increase product visibility to potential customers and regain lost traction.

Strategy Executed

To overcome the challenges and meet our goals, we crafted and executed a thorough Amazon PPC strategy. Here are the key elements:

Resume Campaigns: First of all we resumed previous campaigns that were performed very well and have a strong data base on the amazon algorithms. These campaigns were more effective than newly launched campaigns.

Keyword Research and Optimization: Extensive keyword research was conducted to identify relevant and high-converting keywords. A mix of broad, phrase, and exact match keywords was utilized to capture different levels of customer intent effectively.

Seed keywords: We were harvested seed keywords from keyword research sheet and launched in a separate campaigns it were helped us to generate profitable sales while enhancing rankings

Conversion-Oriented Campaigns: Different campaign types on conversion objectives were used to increase sales velocity, supporting ranking campaigns with lower bids.

Focus on Best Variation: We shifted focus to the best-performing variation to enhance visibility.

Variation-Specific Campaigns: We targeted keywords related to different design variations, widening our customer reach.

Negative Targeting Strategy: We used a negative targeting strategy to stop our ads from showing up for irrelevant search terms that weren't related to our products. This helped us save money on ads and made sure our ads were seen by the right audience.

Product Targeting: We targeted relevant competitors product pages, By this strategy we targeted customers who were already interested in similar products, this increased conversion chances.

Bid Adjustment: Monitoring campaigns allowed us to adjust bids based on keyword performance and maximize efficiency.

Fixed Bidding Strategy: We maintained control over ranking campaigns, ensuring steady growth without overspending.

Continuous Optimization: We meticulously tracked and optimized campaigns weekly, making data-driven decisions to align with goals.

Learning from the Best: We looked at what other popular sellers were doing to learn how to do better.

Results:

The PPC campaign yielded significant results:

Total PPC Spend: £3132.33

Sales Generated through PPC: £16424.80

Advertising Cost of Sales (ACOS): 19.07%

Overall sales performance was notable:

Total Units Sold: 1173

Total Revenue Generated: £51395

Furthermore, the campaign successfully restored the brand's position in the market:

Market Position Regained: BSR (Best Seller Rank) dropped dramatically from 5893 to an impressive 40.

These combined results indicate a strong turnaround for the brand, showcasing not only a profitable PPC campaign but also a significant boost in overall sales performance and a remarkable improvement in market visibility.

Additional Information

ASIN	
Customer Reviews	4.9 ★★★★★ 16 ratings 4.9 out of 5 stars
Best Sellers Rank	95,167 in Home & Kitchen (See Top 100 in Home & Kitchen) 40 in
Date First Available	30 Jun. 2023

Conclusion:

The case study highlights the challenges faced by a brand when it ceased advertising due to stock shortages, leading to reduced visibility and sales disruption. To recover, they aimed to reinstate advertising swiftly while balancing organic growth.

Objectives were set to regain visibility, sales momentum, consumer trust, and market presence promptly. The executed strategy involved resuming successful campaigns, thorough keyword research, diverse campaign types, and optimizing bids.

The outcomes were impressive:

PPC spend: £3132.33

PPC sales: £16424.80

Advertising Cost of Sales (ACOS): 19.07%

Total units sold: 1173

Total revenue generated: £51395

Market position: BSR improved dramatically from 5893 to 40.

The strategy proved successful, leading to substantial PPC sales, improved overall sales performance and a notable market position recovery. It showcases a remarkable turnaround for the brand with increased visibility and strong sales performance.

Future Recommendations:

Here are further recommendations for sustaining and enhancing the brand's market position:

Consumer Engagement: Strengthen consumer engagement strategies beyond advertising. Leverage social media, content marketing, and customer-centric initiatives to foster lasting connections with the audience, enhancing brand loyalty.

Data-Driven Insights: Continuously analyze campaign data and customer feedback to extract actionable insights. This knowledge can drive informed decisions for future strategies, ensuring sustained growth and relevance in the marketplace.

Adaptability and Innovation: Stay attuned to emerging trends and innovative advertising features within the Amazon platform. Being adaptable and exploring new advertising tools can offer a competitive edge and new avenues for growth.

Competitor Analysis: Regularly analyze competitor strategies and market trends to identify new opportunities or potential threats. Learning from industry peers and market leaders can inspire innovative approaches.

Investment Diversification: Consider diversifying advertising investments across multiple channels. Exploring avenues beyond PPC, such as influencer partnerships or sponsored content, can broaden reach and diversify audience engagement.

Customer-Centric Approach: Focus on providing exceptional customer experiences, addressing concerns promptly, and incorporating customer feedback into product improvements and marketing strategies.

Testing and Experimentation: Implement a culture of testing and experimentation within advertising campaigns. A/B testing different ad creatives, copy variations, or targeting strategies can unveil new insights and refine approaches.

Final Remarks:

The brand encountered hurdles due to a pause in advertising caused by stock shortages, resulting in diminished visibility and disrupted sales. Swift action was taken to restore the brand's market standing by reinstating advertising efforts while delicately managing organic growth.

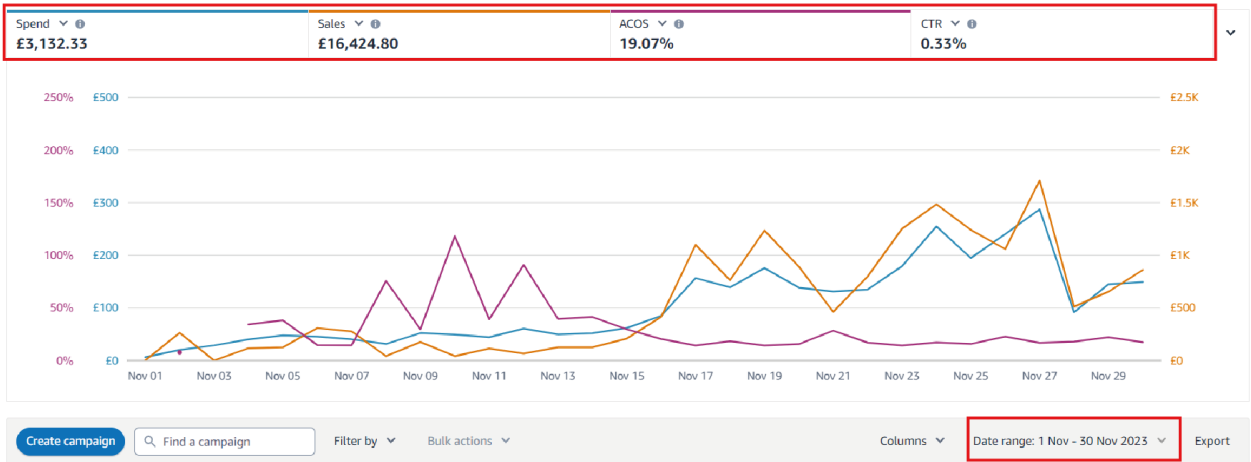
The objectives were clear: regain visibility, sales momentum and market presence promptly. The executed strategy involved resuming successful campaigns, conducting extensive keyword research, employing diverse campaign types, and tactically optimizing bids.

This implemented strategy demonstrated remarkable PPC sales, amplified overall sales performance, and a notable recovery in market position. It signifies a strong resurgence for the brand, showcasing heightened visibility and robust sales performance, marking a successful turnaround from the encountered challenges.

Before



After



Before

Sales Dashboard [Learn more](#)

Refresh

Download

Date

Custom

Sales breakdown

Marketplace total

Fulfilment channel

Both (Amazon and seller)

Apply



01/10/2023



31/10/2023

Sales Snapshot Taken at 11/12/2023, 15:49:45 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
49	52	£2,603.52	1.06	£53.13

After

Sales Dashboard [Learn more](#)

Refresh

Download

Date

Custom

Sales breakdown

Marketplace total

Fulfilment channel

Both (Amazon and seller)

Apply



01/11/2023



30/11/2023

Sales Snapshot Taken at 11/12/2023, 15:51:51 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
1,128	1,173	£51,395.54	1.04	£45.56