

From Struggling Sales to Unprecedented Success: How This Bathroom Related Product Achieved a 26X Revenue Increase within 8 weeks!

Background

In the highly competitive UK bathroom solutions niche, the brand was facing an uphill battle with only a meager 2% market share, while the 70% market share was dominated by well-established competitors. Over the past six months, the brand experienced a distressing decline in sales, leading to financial constraints and difficulties in managing cash flow and Amazon storage fees. The client, a full-time employee, found it challenging to dedicate sufficient time to the business, exacerbating the situation.

Challenges

The challenges faced by the brand in the UK bathroom solutions niche were multi-faceted and demanded strategic and innovative solutions to stay competitive and achieve growth:

1. **Intense Competition:** The bathroom solutions niche was saturated with numerous sellers offering innovative products to keep bathrooms dry. This fierce competition made it challenging for the brand to stand out and attract potential customers.
2. **Established Brands' Dominance:** A significant portion of the market share, approximately 70%, was controlled by the top 10 established brands in the niche. This dominance left little room for newcomers, making it difficult for the client's brand to gain a foothold and grow.
3. **Declining Market Share:** The client's brand struggled to secure more than 2% of the overall niche share. The declining market share was a clear indication that the existing strategies were not effective in driving sales and achieving sustainable growth.
4. **Financial Constraints:** The decline in sales impacted the brand's profits, leading to financial constraints and difficulties in managing cash flow. Additionally, the Amazon storage fees further strained the brand's resources.
5. **Limited Time Resources:** The client, being a full-time employee, faced difficulties in dedicating sufficient time and attention to the business. This limited resource availability hindered the brand's ability to implement necessary changes and optimize its Amazon presence effectively.

Objectives

With the client's challenges in mind, two primary objectives were established through mutual agreement:

1. **Enhance Visibility and Drive Conversions on Amazon:** The first goal was to improve the brand's visibility on Amazon's platform and increase conversion rates to boost sales.

2. Achieve Substantial Revenue Growth: The second objective aimed to achieve significant revenue growth for the bathroom solutions product, aligning with the client's primary goal.

Strategy Executed

To address the challenges and achieve the set objectives, a comprehensive and data-driven Amazon PPC strategy was devised and executed. The strategy encompassed several key elements:

1. Keyword Research and Optimization: Extensive keyword research was conducted to identify relevant and high-converting keywords specific to the bathroom solutions niche. A mix of broad, phrase, and exact match keywords was utilized to capture different levels of customer intent effectively.
2. Product Listing Revamp: The product listings were revamped with highly relevant and engaging content that directly addressed the buyer's pain points. The title, bullet points, product description, and backend search terms were optimized to enhance discoverability and relevance.
3. Negative Keywords: A robust negative keyword strategy was implemented to prevent ads from appearing for irrelevant search queries. This strategy reduced wasted ad spend and ensured that the ads reached the right target audience.
4. Product Targeting: Product targeting was employed to advertise on relevant competitor product detail pages. This approach enabled the brand to target customers who were already interested in similar bathroom solutions, increasing the likelihood of conversions.
5. Bid Optimization: Continuous monitoring of advertising campaigns allowed for the adjustment of bids based on keyword performance, conversion rates, and ACoS (Advertising Cost of Sales). Budget allocation was focused on top-performing keywords, while bids for underperforming ones were adjusted to maximize efficiency.
6. Sponsored Product Campaigns: Compelling Sponsored Products campaigns were developed to improve product visibility and drive traffic to product listing.
7. Shift to Hero Variation: After gathering sufficient data, the advertising focus was shifted to the hero variation to drive more traffic and increase visibility for the brand.
8. Conversion-Focused Campaigns: A variety of campaign types, including broad, phrase, and broad modifier match types, were employed to improve sales velocity. Low bids were used to support ranking campaigns and aid in securing prominent positions in search results.
9. Variation-Specific Campaigns: Specific campaigns were launched to target keywords related to different design variations of the bathroom solutions product. This approach

resulted in impressive outcomes, as it allowed the brand to target a wider range of potential customers.

10. Tracking and Optimization: The performance of the advertising campaigns was meticulously monitored and optimized on a weekly basis. Data-driven decisions were made to ensure that the strategies remained effective and aligned with the client's objectives.

11. Starting from Bottom of the Funnel: The strategic approach began with ranking campaigns focused on bottom-of-the-funnel keywords. This allowed the brand to gain initial traction and drive conversions from customers who were closer to making a purchase decision.

12. Utilizing Fixed Bidding Strategy: A fixed bidding strategy was employed to maintain control over traffic to ranking campaigns and ensure steady growth while avoiding unnecessary spending on non-performing keywords.

13. Targeting Top Competitors: The client strategically targeted top sellers in the bathroom solutions niche with similar designs. This allowed them to gain insights into competitor strategies and effectively compete in the market.

Results

The strategic implementation of the Amazon PPC campaign yielded impressive results:

- Ad Sales Increased: The brand experienced a remarkable increase in ad sales compared to the previous six months, demonstrating the effectiveness of the new strategy in driving conversions and visibility.

- Organic Sales: Organic sales saw a remarkable increase during the campaign duration, showcasing the positive impact of the optimized product listings and increased brand visibility.

- Total Sales: Overall, the total sales of the bathroom solutions product increased 26X during the 60-day campaign, signifying the substantial revenue growth achieved through the strategic approach.

Conclusion

In conclusion, this case study exemplifies the power of data-driven strategies and the importance of continuous monitoring and optimization in the world of Amazon PPC. Despite the challenges presented by the highly competitive UK bathroom solutions niche, the client's brand managed to achieve an extraordinary 26x growth in revenue on a previously declining Amazon listing. The strategic combination of keyword research, product listing optimization, bid management, and targeting specific competitors allowed the brand to thrive in a fiercely competitive market.

The success of this PPC campaign serves as a testament to the effectiveness of a well-planned and executed Amazon PPC strategy. By enhancing visibility, optimizing product

listings, and targeting the right audience, the client's brand not only achieved its revenue growth objective but also established a prominent presence on Amazon.

Future Recommendations

1. Diversify Advertising Channels: To further increase sales and reduce reliance on Amazon alone, the client could consider expanding advertising efforts to other platforms and channels. Exploring opportunities in social media advertising, Google Ads, and other e-commerce platforms could help reach a broader audience.

2. New Product Launches: Consider launching new complementary products to expand the product line and capture a broader audience. By introducing innovative and high-quality products, the brand can position itself as a leader in the niche and attract more customers.

Final Remarks

The transformation of the client's

Amazon store into a revenue-generating machine was nothing short of extraordinary. The strategic approach, combined with meticulous monitoring and optimization, yielded remarkable results that surpassed all expectations. The client's brand rose to prominence in a fiercely competitive market, achieving the visibility, conversions, and substantial revenue growth they had envisioned.

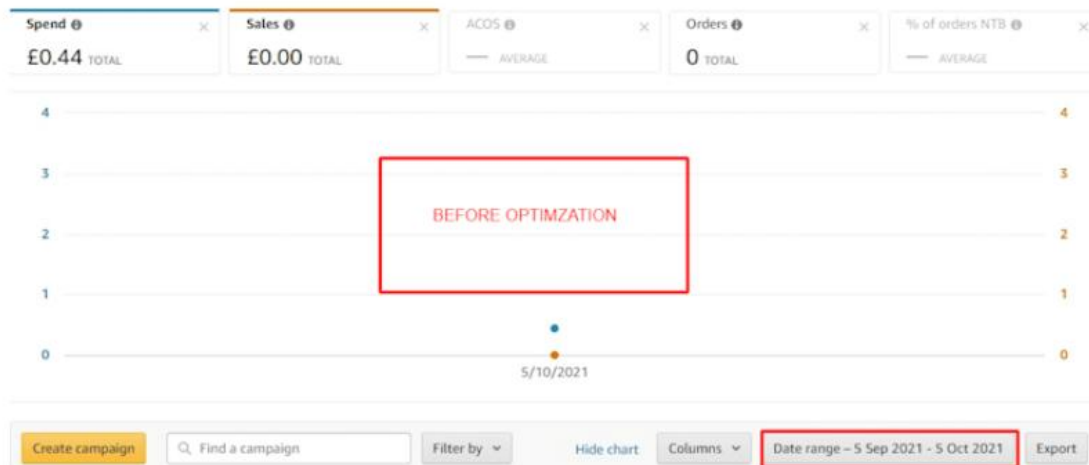
As we look ahead, the client is well-equipped to sustain this growth and forge an even brighter future with their transformed revenue-generating Amazon store. The success of this PPC breakthrough case study serves as a valuable learning experience and opens up opportunities for continued growth and success in the UK bathroom solutions market.

The achievements of this campaign highlight the potential that lies within a well-crafted and executed Amazon PPC campaign. By staying data-driven, continuously optimizing strategies, and embracing innovation, brands can achieve remarkable results in the competitive world of e-commerce.

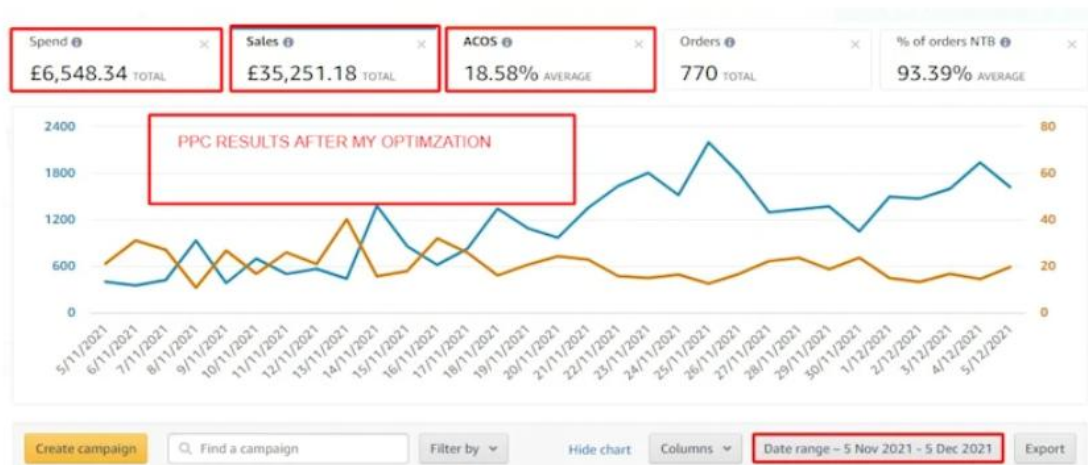
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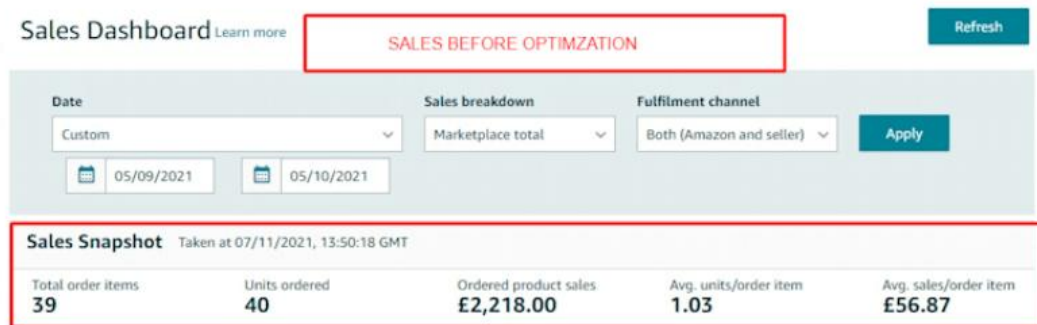
BEFORE



AFTER



BEFORE



AFTER

Sales Dashboard [Learn more](#)

SALES & REVENUE AFTER OPTIMIZATION

RefreshDownload

Date

Custom

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

05/11/2021

05/12/2021

Sales Snapshot

Taken at 08/12/2021, 14:25:21 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
1,081	1,112	£59,719.87	1.03	£55.25