

Case Study: PPC Campaign

My statistics:

Stats Before Me	
Started:	July first 15 days
Sales:	\$6,604
Total Order:	174 units
After Working on listing & PPC: (Within 26 days)	
Started:	September 15 days
Sales:	\$18,156
Order:	481 units

My STRATEGIES

(Got this account on 1 August)

1. First, we transformed the listing content to golden 🌟 listing content in the first month.
2. Compiled all valuable data in the first month and used this data in September.
3. Reduced half Acos in the first month.
4. After curtailing the Acos in August, we've boosted visibility by bidding higher on top of search because we had space due to half Acos.
5. We've run extensive campaigns to increase exposure because we now have confidence in our listings.

Note: Yes, there are a lot of strategies and stuff I've used but I can't explain everything in one post.

My Achievements

1. Have increased revenue by 300%. (About 18 lakhs PKR)
2. Have increased sales by 200%
3. Have halved ACOS.

Management Drafts Budgets Targeting Settings History

All campaigns
Portfolios
+ Create a portfolio

Spend \$2,256.20 TOTAL Sales \$31,985.38 TOTAL ACOS 7.05% AVERAGE ROAS 14.18 AVERAGE Orders 856 TOTAL

Filter Active status = Enabled X Reset

Create campaign Find a campaign Filter by 15 results Hide chart Columns Date range - Aug 1, 2021 - Sep 30, 2021 Export

Active Campaigns Status Type Portfolio Campaign bidding strategy Start date End date Budget

Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance Partner Network Brands

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Sales Dashboard [Learn more](#) Refresh

Date Custom Sales breakdown Marketplace total Fulfillment channel Both (Amazon and seller) Apply

7/1/2021 7/15/2021

Sales Snapshot taken at 9/18/2021, 4:05:22 AM PDT

Total order items	168	Units ordered	174	Ordered product sales	\$6,604.29	Avg. units/order item	1.04	Avg. sales/order item	\$39.31
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Compare Sales

Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance Partner Network Brands

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9/1/2021 9/15/2021

Sales Snapshot taken at 9/18/2021, 4:08:16 AM PDT

Total order items	470	Units ordered	479	Ordered product sales	\$18,072.24	Avg. units/order item	1.02	Avg. sales/order item	\$38.45
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Compare Sales Graph view Table view