Case Study: PPC AUTO Campaign

Stats Before I started		
ACOS	77.44%	
Sales	**196**	**Pound**
ROAS	1.29	
After Working on listing & PPC		
ACOS	35.22%	
Sales	**1213**	**Pound**
ROAS	2.84	

<mark>PPC ACOS DECREASED FROM 77% TO 35% WITH THE INCREASE OF IMPRESSIONS AND SALES BY 10X TIMES.</mark>
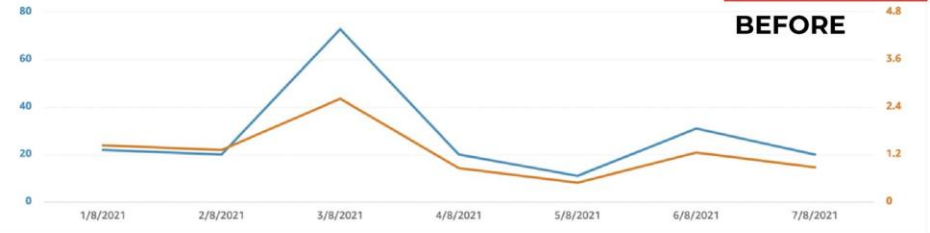
Situation:

- It was an Auto campaign.
- The backend search term was not optimized.
- Mostly super relevant keywords and main keyword were in negative exact.
- The campaign was frequently getting out of budget.
- Loose match and compliment were getting most of the budget but the conversion was none.

Strategy:

- Did keyword research and Proper optimized Backed search term.
- Downloaded search term report & Bulk file of 30 days and did proper PPC Audit.
- Added Irrelevant keywords & ASINs and main keywords of irrelevant ASINs in negative exact.
- Removed Super relevant, semi-relevant, and main keywords from negative exact.
- Increased the campaign budget.
- Paused loose match & compliment and Increased bid of close match & substitute with slightly increased in TOS not too much.

Status: **Delivering**   Type: Sponsored Products - Automatic targeting   Schedule: 31 Jul 2021 - No end date   Budget: €25.00 - Daily

Ad groups
Placements
Negative targeting
Budget rules `New`
Campaign settings
History

Spend ⓘ ✕	Sales ⓘ ✕	ROAS ⓘ ✕	Impressions ⓘ	ACOS ⓘ ✕
€152.05 TOTAL	€196.35 TOTAL	1.29 AVERAGE	19,994 TOTAL	77.44% AVERAGE

BEFORE

[Chart: line graph from 1/8/2021 to 7/8/2021, peak around 3/8/2021]

| Create ad group | Q Find an ad group | | Filter by ⌄ | | Hide chart | Columns ⌄ | Date range – 1 Aug 2021 - 7 Aug 2021 | Export |

☐	Active	Ad group ⓘ	Status	Total targets ⓘ	Products	Spend ⓘ	Orders ⓘ	Sales ⓘ	ROAS ⓘ
		Total: 1				€152.05	11	€196.35	1.29
☐	◑	Ad group 1	Delivering Details ⌄	-	8	€152.05	11	€196.35	1.29

Spend ⓘ ✕	Sales ⓘ ✕	ROAS ⓘ ✕	Impressions ⓘ ✕	ACOS ⓘ ✕
€427.60 TOTAL	€1,213.95 TOTAL	2.84 AVERAGE	194,455 TOTAL	35.22% AVERAGE

AFTER

[Chart: line graph from 15/8/2021 to 31/8/2021]
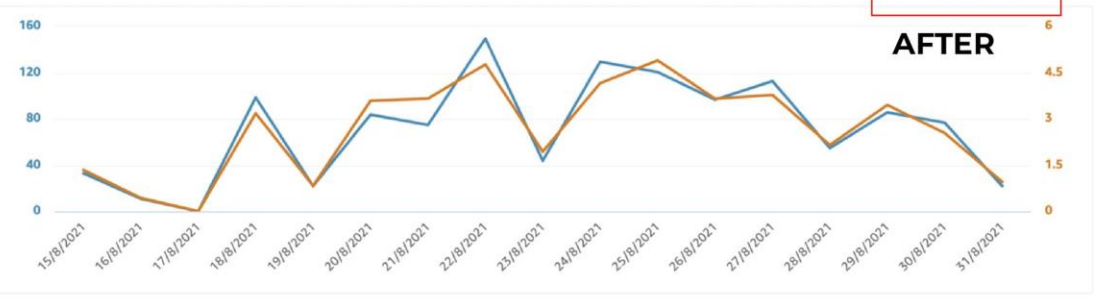
| Create ad group | Q Find an ad group | | Filter by ⌄ | | Hide chart | Columns ⌄ | Date range – 15 Aug 2021 - 31 Aug 2021 | Export |

☐	Active	Ad group ⓘ	Status	Total targets ⓘ	Products	Spend ⓘ	Orders ⓘ	Sales ⓘ	ROAS ⓘ
		Total: 1				€427.60	97	€1,213.95	2.84
☐	◑	Ad group 1	Delivering Details ⌄	-	8	€427.60	97	€1,213.95	2.84

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