

## AMAZON CASE STUDY– SPONSORED ADS RETURN IMPROVEMENT

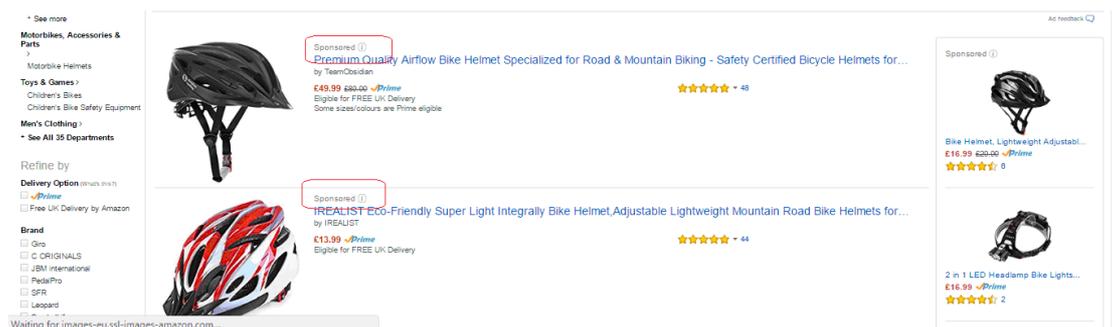
[Over 1400% return on Ads Spend]

Amazon Sponsored Products ( Amazon PPC ) aims to increase your product visibility with automatic targeting and manual targeting. These ads are only eligible for Buy Box winning products and generally return is quite good in our experience.

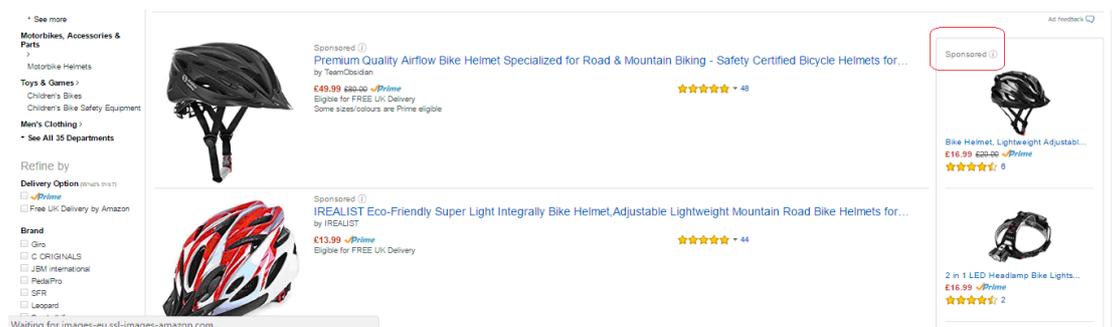


Below are 4 places where your ads appear on search:

### Top of search



### Right hand side of search



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### Bottom page of search

Sponsored ⓘ  
**Evolva Future Technology Bike Light USB 1800LM Cree with 7 Hours Runtime Original Samsung Battery Pack - Front and Back Rechargeable Set Headlight with High Dipped Beam Functions and Integrated 360 Degree Rotatable Mount**  
by Evolva Future Technology  
£29.99 ✓Prime  
Get it by **Tomorrow, Feb 13**  
Eligible for FREE UK Delivery

★★★★☆ 97

Sponsored ⓘ  
**Owl Vision Hoot – Classic Bicycle Bell**  
by Owl  
£11.95 ~~£12.95~~ ✓Prime  
Eligible for FREE UK Delivery

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### On related product pages

Sponsored Products Related To This Item (What's this?) Page 1 of 34

 Premium Quality Airflow Bike Helmet Specialized for Road & Mountain Riding - Safety Certified... ★★★★☆ 48 £10.00 ✓Prime	 Bike Tail Light, Rechargeable Waterproof Rear Flashlight Universal Fit... ★★★★☆ 19 £9.99 ✓Prime	 Most Comfortable Bicycle Seat for Men - Bike Saddle With Soft Cushion - Provides... £22.99 ✓Prime	 Adult Cycling Bike Helmet Specialized for Mens Womens Safety Protection £22.99 ✓Prime	 Cycling Gloves, Waterproof Touchscreen in Winter Outdoor Bike Gloves Adjustable Size... ★★★★☆ 2,100 £9.99 ✓Prime	 Duro Polarized Sports Sunglasses with 5 Interchangeable Lenses UV400 Protection... ★★★★☆ 34 £15.00 ✓Prime	 JBM girls boys bmx bike Knee pad + Elbow pads for cycling bicycle ride rider kids child junior... ★★★★☆ 1 £7.99 ✓Prime	 Bike Helmet Lightweight Adjustable Mountain/Road Cycling Helmet Adult-Black ★★★★☆ 0 £16.99 ✓Prime
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Early last year we enrolled *Luna DIY* on our Amazon PPC campaign management program and ever since we have been working with them and improving performance.

### How do we work?

We analysed their existing campaigns and got approval of ACoS. We investigated the Amazon Advertising reports including the search term report and campaign report and found the most effective campaigns and vice versa. We

Advertising Cost of Sales (ACoS) is the percentage of sales that you spent on advertising. This is calculated by dividing total ad spend by attributed sales.

$$\text{ACoS} = \text{total spend} \div \text{total sales} \times 100$$

also identified campaigns that were ineffective. We then started making changes on existing campaigns to improve performance alongside creating new ads for new listings.

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### What we did to make improvements?

These key actions are unique to every account which we define after initial account audit.

Amazon Sponsored Products account management usually takes a substantial time to analyse but implementation can be very quick and here is a list of key actions we undertook on this account:

1. Analysed search term reports
2. Stopped auto ads and started targeted manual ads
3. Bid adjustment and change keyword type
4. Recategorised ads but better reporting

### The result

Return on Ads Spend (ROAS) is simply PPC revenue minus PPC cost, divided by PPC cost. It's usually shown as a percentage.

The table below shows spend, sales and ACoS. The result is fantastic! We achieved over 1400% return on Ads spend (ROAS).

Campaigns	Spend (£)	Sales (£)	ACoS
A	197	3707	5%
B	42	1150	4%
C	185	2509	7%
D	143	1098	13%
E	23	998	2%
F	156	2046	8%
Total	745	11508	
Return on Ad Spend		10763	1444%

Whilst keeping ACoS at profitable level and we saw rise in sales with Amazon PPC.

The chart below shows amount spends vs sales from Amazon PPC.

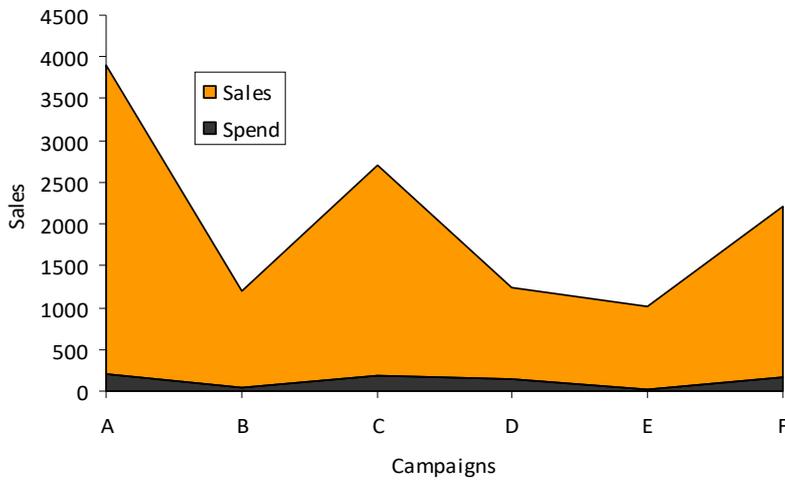
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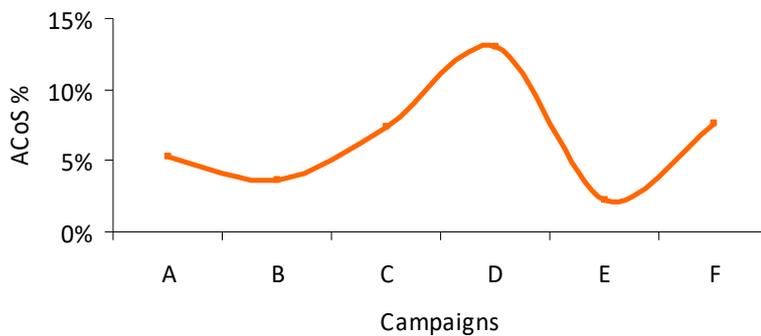
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The chart below shows ACoS % on various campaigns which is under 7% on average and our target was 10%. It is important for you to monitor this cost as it can go beyond your profitable level.



### Conclusion

Amazon Sponsored Ads have been successful for most of our clients. It works well when we monitor results and make regular amendments. Our unique approach to Amazon campaigns has helped many retailers improve their performance. We can help you too! Please [get in touch](#) with Prabhat today.



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