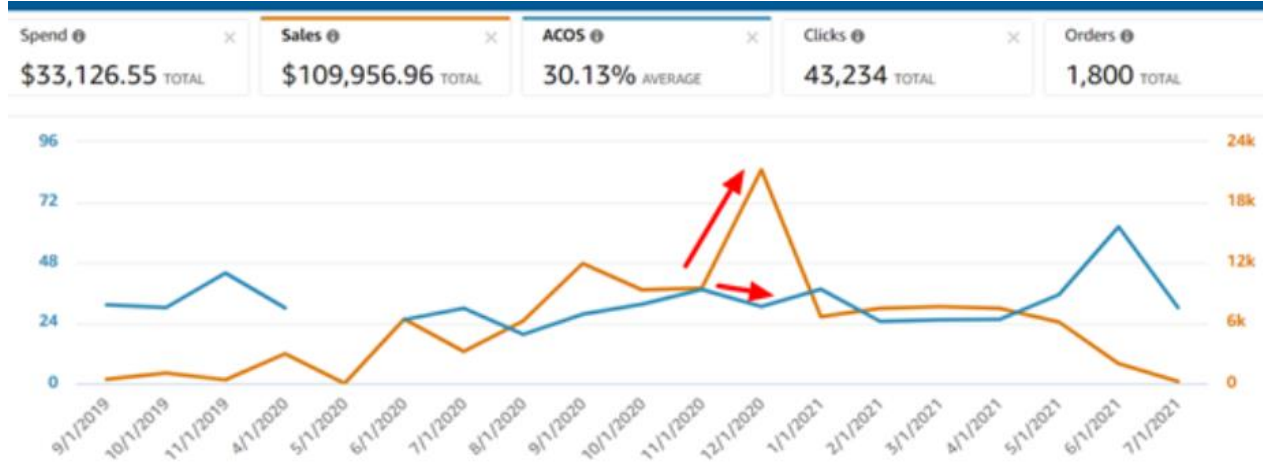# CASE STUDY #1: EVORETRO US

PRODUCT BACKGROUND:

- Category: Video Games

- Competitive niche with big brands as a competitor

- Products ranges from Nintendo Switch and Switch lite gaming accessories, replacements parts, consoles, Funko pop protectors, action figure protectors, pixel art kit and etc.

- Strong sales were also observed during Q4

GOAL: To prepare and improve sales during the peak season November to December 2020 while controlling the ACOS.

STRATEGY:

1. From August onward complete account restructuring was done – dividing products into different categories and making portfolios based on these categories.

2. New campaigns Auto and Manual targeting all match types were launched to get more impressions and search term data.

3. From October Sponsored product campaigns were launched to target previous converting search terms using Phrase and exact match with aggressive bidding.

4. The budget and bids were increased during the holiday season to prevent out of budget situation and aggressively compete for increased traffic.

PPC RESULT:

Spend ⓘ	×	Sales ⓘ	×	ACOS ⓘ	×	Clicks ⓘ	×	Orders ⓘ
$33,126.55 TOTAL		$109,956.96 TOTAL		30.13% AVERAGE		43,234 TOTAL		1,800 TOTAL

- August 2020 to December 2020
  - Increase in sales revenue by 124%
  - A controlled ACOS of 20% to 40%
  - A healthy and controlled TACOS of 18% to 25%