

CASE STUDY #1: EZSIMPLY US

PRODUCT BACKGROUND:

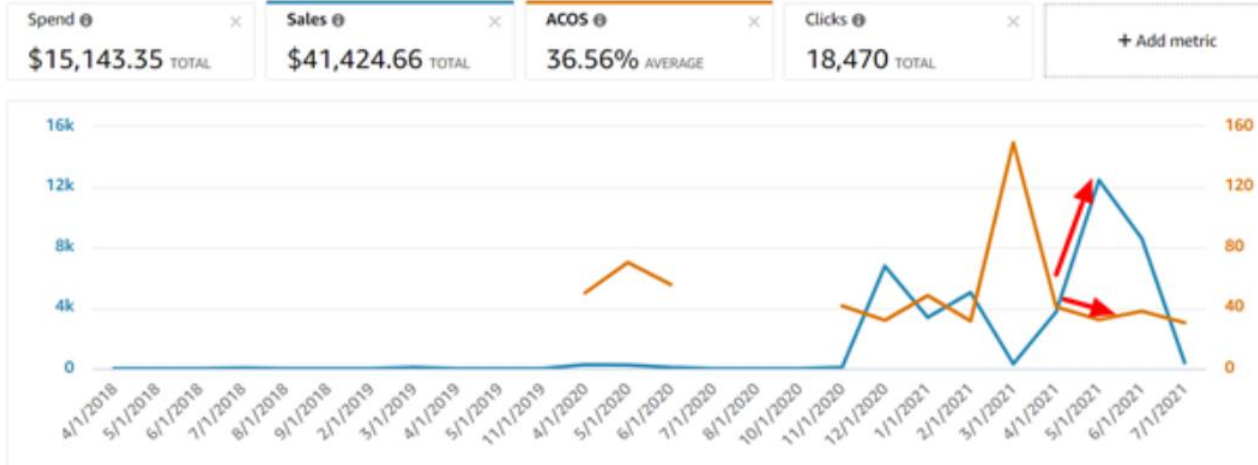
- Category: Industrial and Scientific
- Products range focuses on providing simple tools for everyone. Target market are customers who are looking for a scientific solution but easy to use tools. Current product campaigns are tools for Poultry needs.

GOAL: To improve sales after a long month of stock out while maintaining healthy ACOS

STRATEGY:

1. Products were divided into categories based on similarities in features
2. Extensive keyword research was performed to target not just the main keywords but low hanging long fruit through long tail keyword targeting.
3. Multiple campaign launched with different match types - Exact, Phrase and Broad
4. Launch Offensive product targeting with top competitor ASINs, Low Review and Rating Competitors
5. Launch Defensive product targeting
6. Launch Sponsored Brand Video campaigns for Best Seller ASINs which resulted to an ACOS of 20% for exact targeting
7. Launch Sponsored Display Campaigns views remarketing for advertised products, similar advertised and category which gets a lower ACOS than SP and SB campaigns.

PPC RESULT:



- March 2021 to May 2021
 - Increased sales by 232%
 - A decrease of 75.33% in ACOS
 - A decrease of 77% in Total ACOS (TACOS)

