

# PPC Amazon Case Study

**Niche:** - Selling Wine Glasses (Ecommerce Store)

**Market:** - USA

**Monthly Budget:** \$10000/M

➤ Objective at beginning of the campaign:-

<input type="checkbox"/>	Active	Campaigns ⓘ	Impressions ⓘ	Clicks ⓘ	CTR ⓘ	Spend ⓘ	CPC ⓘ	Orders	Sales ⓘ	ACoS ⓘ
		Total: 76	1,257,301	4,838	0.38%	\$3,302.76	\$0.68	459	\$10,535.19	31.35%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Beer Mugs Manual - Sabee	182,295	1,468	0.81%	\$1,050.62	\$0.72	214	\$5,415.14	19.40%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Wine/Beer auto	237,073	664	0.28%	\$398.51	\$0.60	63	\$1,379.27	28.89%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Gold Leaf Glasses I New	138,819	396	0.29%	\$290.94	\$0.73	51	\$852.56	34.13%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Asteroidx - Whiskey Glass	43,944	311	0.71%	\$313.04	\$1.01	16	\$434.78	72.00%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Wine Glass Manual - Sabe	89,838	283	0.32%	\$182.89	\$0.65	48	\$746.44	24.50%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AsteroidX - GoTFlask - Aut	91,790	252	0.27%	\$99.30	\$0.39	3	\$69.93	142.00%

- No. of Orders was Low
- ACoS was High
- Sale Value was low

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➤ **Achievements – Clicks/Sales/Spend reduction or anything else you can think of.**

<input type="checkbox"/>	Active	Campaigns ⓘ	Impressions ⓘ	Clicks ⓘ	CTR ⓘ	Spend ⓘ	CPC ⓘ	Orders	Sales ⓘ	ACOS ⓘ
		Total: 76	3,347,149	16,700	0.50%	\$11,866.25	\$0.71	2,740	\$62,077.40	19.12%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Beer Mugs Manual - Sabeeh	494,720	4,554	0.92%	\$3,322.36	\$0.73	987	\$24,581.28	13.52%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Wine/Beer auto	581,265	2,145	0.37%	\$1,312.59	\$0.61	337	\$7,676.81	17.10%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Wine Glass Manual - Sabeeh	260,463	1,318	0.51%	\$1,039.69	\$0.79	312	\$6,183.49	16.81%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Asteroidx - Whiskey Glass	71,945	875	1.22%	\$927.91	\$1.06	122	\$2,652.67	34.98%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cognac Manual - Sabeeh	123,944	727	0.59%	\$482.36	\$0.66	87	\$1,944.97	24.80%

- Sales Increased: 600%
- ACoS Reduced : 19.12%
- No. of Orders Increased : 80%

