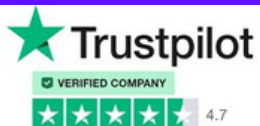




# BREAKING BOUNDARIES

How Category Expansion Catapulted  
Revenue To \$8.6M With Enhanced Roas



# THE CHALLENGE



The primary challenge for the brand was its unique product offering, which did not have direct competitors or comparable products for straightforward competitive analysis. This situation made traditional reverse engineering and competitive search volume analysis unfeasible. Additionally, the brand faced the issue of a stalemate in revenue growth, necessitating a fresh approach to market expansion and customer engagement.

To address these challenges, our team utilized Amazon's internal datasets, including search query performance reports, alongside external tools such as Helium 10 and Data Rova. This approach allowed us to focus on hyper-relevant, intent-based keywords for targeting potential new customers.



**Unique Product Offering:** The brand's product had no direct competitors, making typical competitive analysis and reverse engineering challenging.



**Lack of Comparable Products:** Without comparable products, standard search volume and keyword analysis were less effective.



**Revenue Growth Stagnation:** The brand faced stalled revenue growth, requiring a fresh, innovative approach to market expansion and customer engagement.

## OUR SOLUTION



### **DATA-DRIVEN TARGETING:**

- Leveraged Amazon's internal datasets, including search query performance reports.
- Integrated external tools such as Helium 10 and Data Rova for enhanced insights.
- Focused on hyper-relevant, intent-based keywords to reach potential new customers.



## **AMAZON PPC STRATEGY:**

- Ranking Keyword Targeting Campaigns: Prioritized high-conversion keywords to boost visibility.
- Sales Boost Campaigns: Timed for peak buying periods to maximize sales impact.
- Defensive Campaigns: Protected the brand from competitive bidding and maintained brand integrity.

## **SPONSORED DISPLAY CAMPAIGNS:**

- Implemented a funnel strategy to identify, target, and re-engage audiences.
- Initial targeting focused on reaching new potential customers based on identified audience interests.
- Utilized Display Video Ads for retargeting, keeping the brand top-of-mind and re-engaging users who interacted with or considered the product, ultimately driving conversions.

# SUPPORT ACTIONS



## CAMPAIGN TYPES:

- Ranking Keyword Targeting Campaigns: Targeting keywords with high conversion potential based on performance metrics.
- Sales Boost Campaigns: Increasing visibility and sales during peak times.
- Defensive Campaigns: Protecting the brand against competitive bidding on branded terms.
- Sponsored Display ads

## ADDITIONAL STRATEGIES:

- Brand Tailored Promotions: Custom promotions aligned with brand identity.
- Video in Search Ads: Using video content in search results for higher engagement.
- Storefront Ads: Utilizing Amazon's storefront as an ad space.
- Remarketing Initiatives: Targeting previous customers for repeat purchases and re-engaging customers who viewed but didn't purchase.



## MAINTENANCE GUIDE

- **Wasted Ad Spend Reduction:** Regularly reviewing search term reports and adding non-converting terms as negative keywords.
- **Conversion Rate Optimization (CVR):** Adjusting bids and placements based on CVR performance.
- **Keyword Graduation:** Gradually scaling campaigns based on performance and relevance.
- **Proper Bid Management:** Continuously optimizing bids based on performance and objectives.
- **Search Term Report Analysis:** Leveraging data to identify trends and refine targeting strategies.
- **Proper Placement Management:** Evaluating and adjusting ad placements for better performance.

Implementing these strategies and maintenance practices ensures that Amazon PPC campaigns are well-managed, cost-efficient, and aligned with broader business goals. Regular monitoring and adjustments are essential for success in e-commerce advertising.



# RESULTS



**53%+**

YoY from 5.5M to 8.6M



**31%+**

Increase in YoY ROAS  
from 3.5 to 4.6



## MARKET REVITALIZATION:

Strengthened brand presence and provided a scalable model for future growth in niche markets, as seen with the success of PopDarts.

# RESULTS

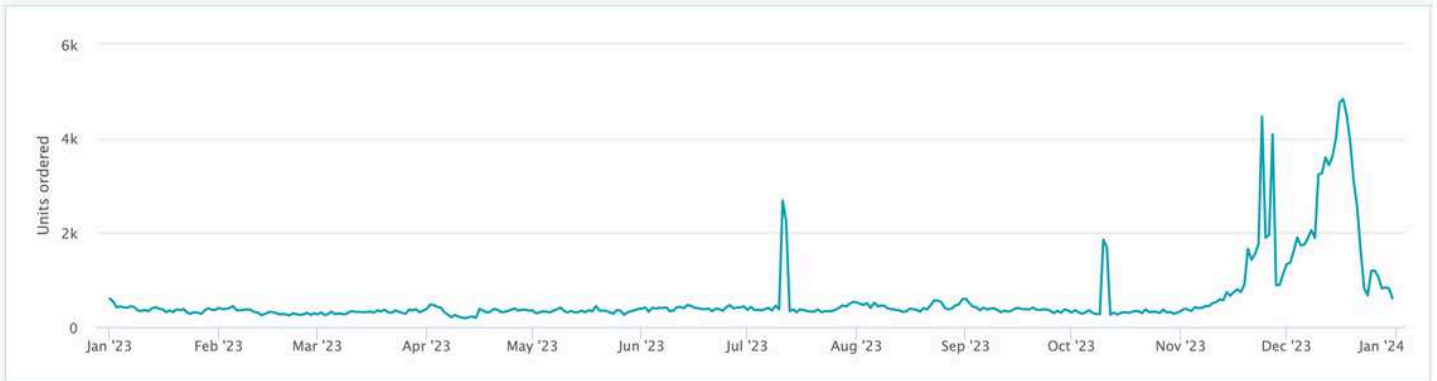
## Sales Dashboard [Learn more](#)

**Date**  **Sales breakdown**  **Fulfillment channel**

### Sales Snapshot taken at 3/31/2024, 8:31:45 AM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>209,531</b>	<b>217,428</b>	<b>\$8,686,834.00</b>	<b>1.04</b>	<b>\$41.46</b>

### Compare Sales



Compare  
[What's this](#)

Selected date range  
217,428 Units  
\$8,686,834.00

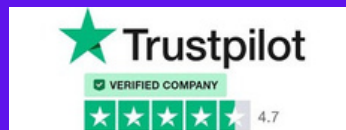


# THANK YOU



CEO at PAS

Ruben Alikhanyan

**Referral contacts are available upon request.**



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