



sellerADvantage

for Amazon

DSP PPC SEO

CASE STUDIES



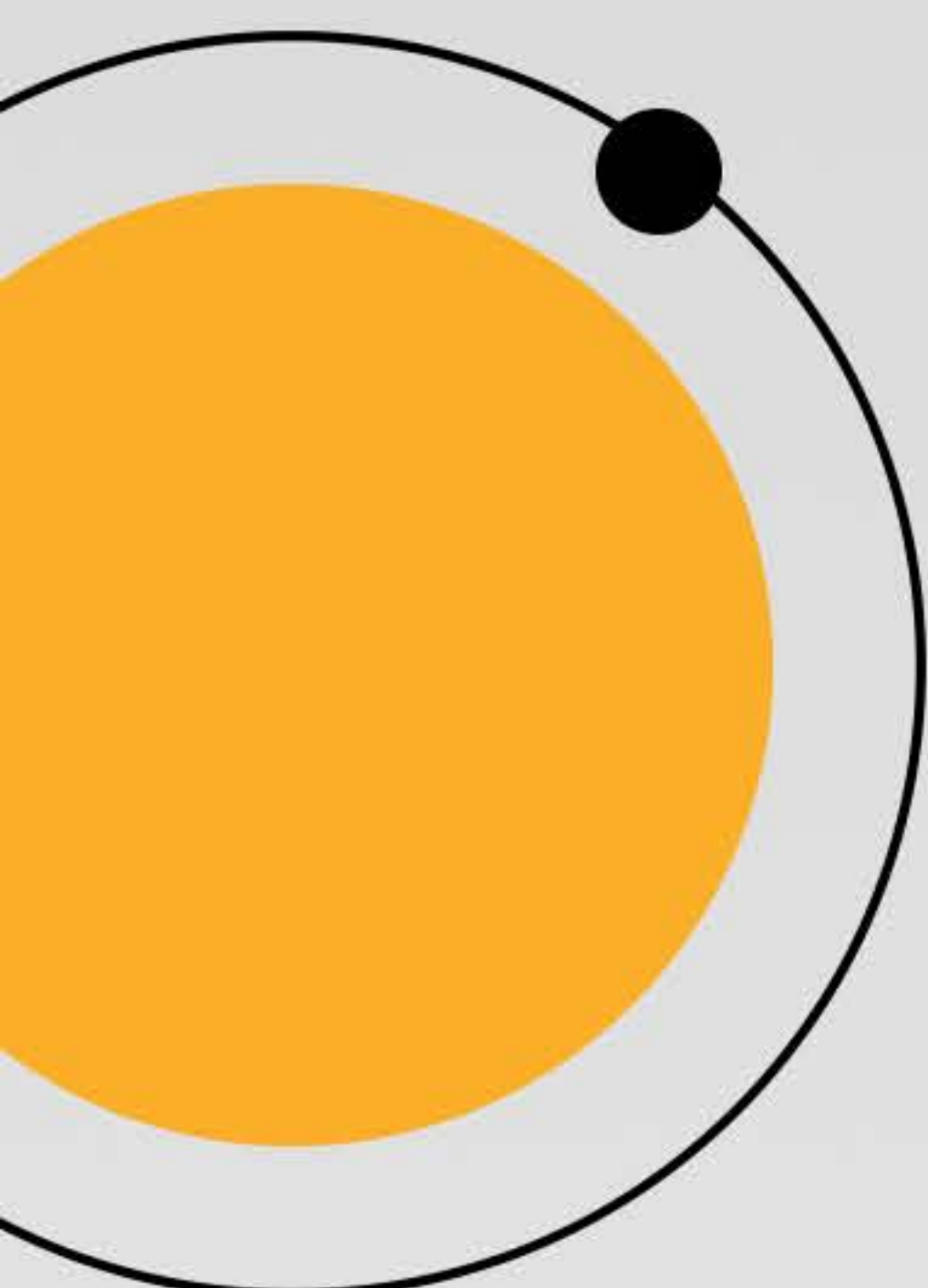
Global
Advertising



Target
Audiences



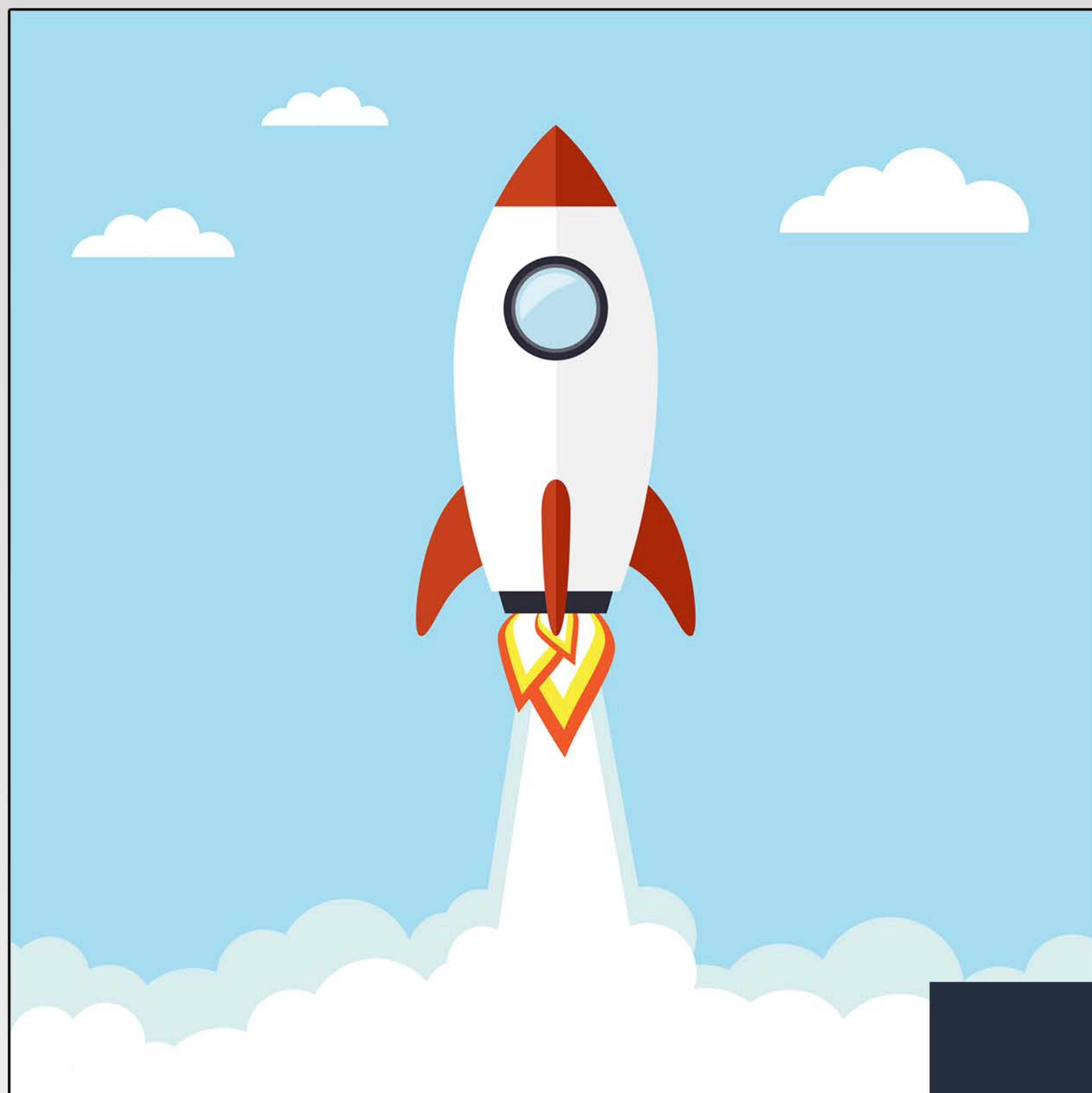
Statistical
Analysis



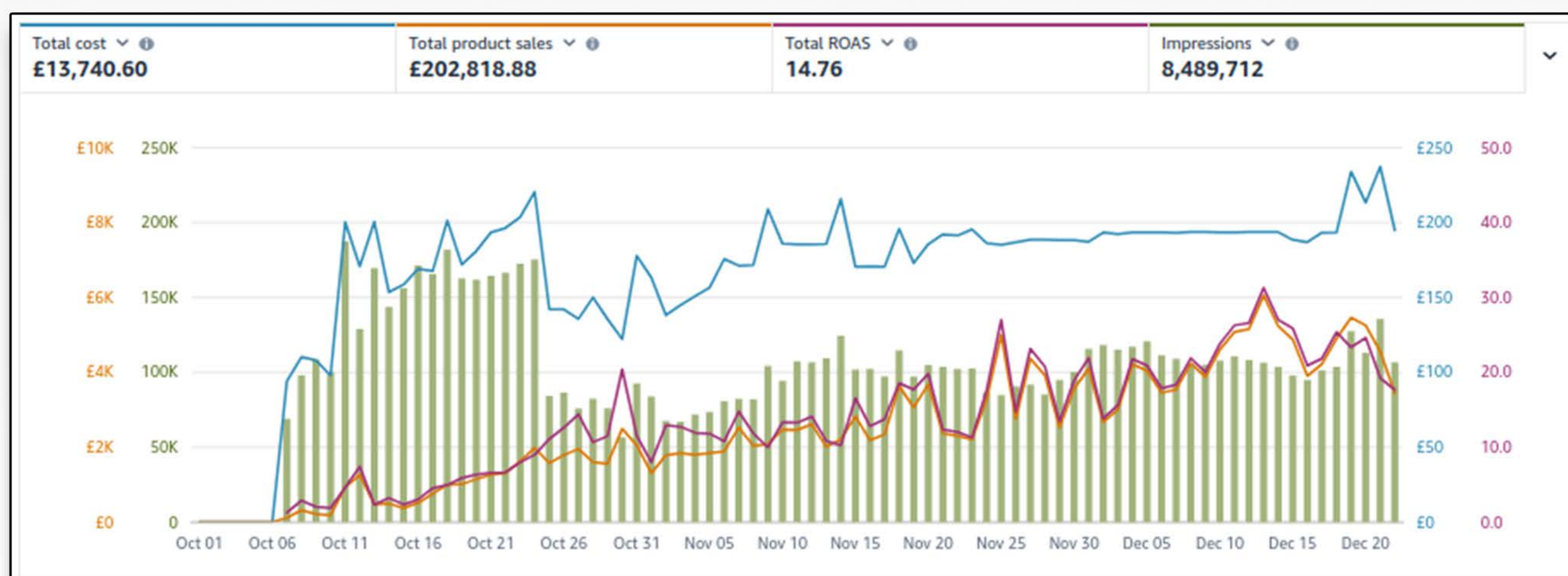
Case study client "N"

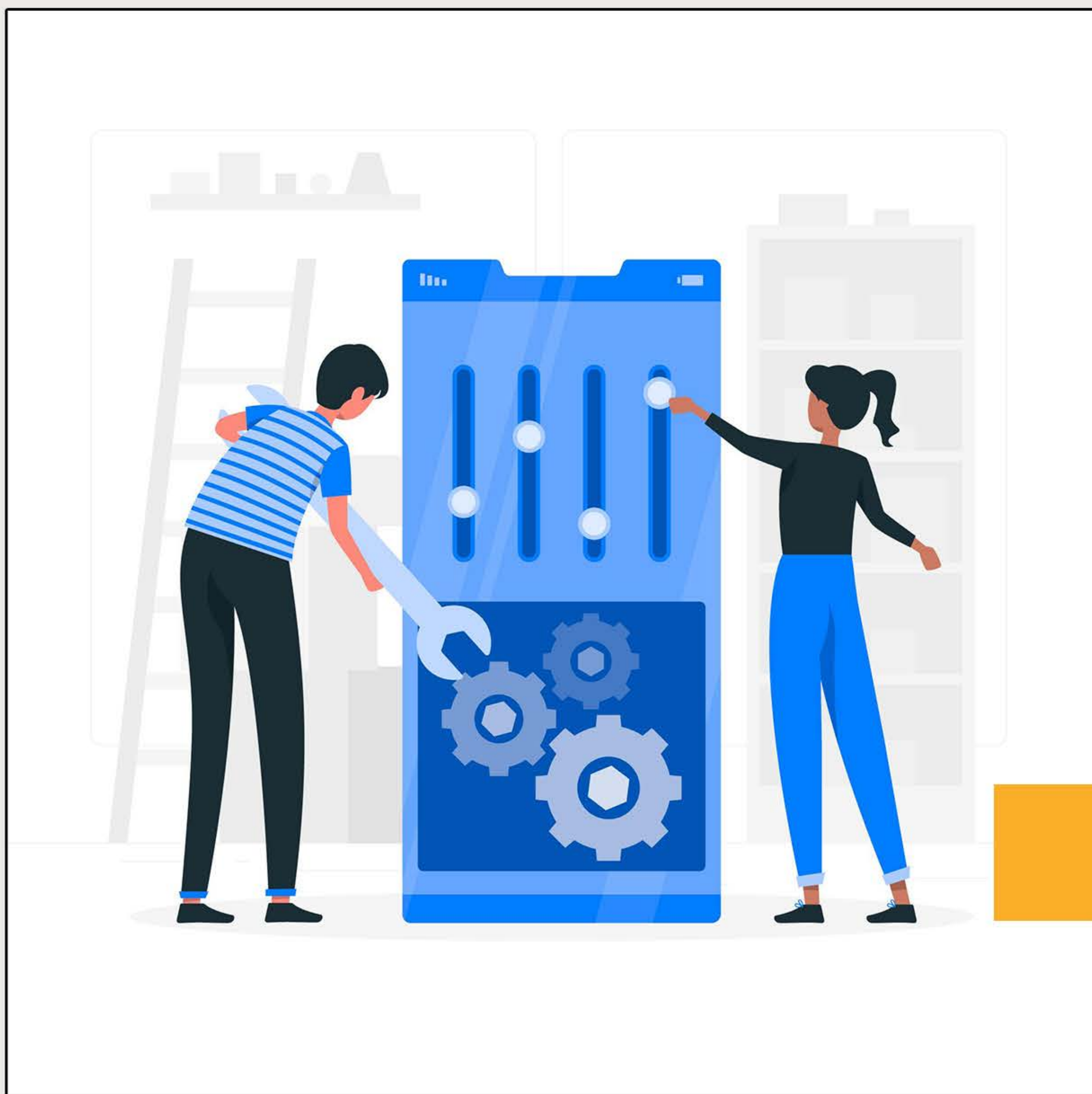
DSP. We were brought onboard for the last and biggest quarter of the year. The aim was to raise sales as high as possible. We had a steady climb up to a RoAS of >30 in December. This is an ACOS equivalent of 3.33%!

We were able to achieve outstanding results using "Catch-All" orders. These orders worked together in synergy, firstly by boosting sales and then by increasing product ranking. This strategy is still working now as a kind of "Virtuous Cycle"!



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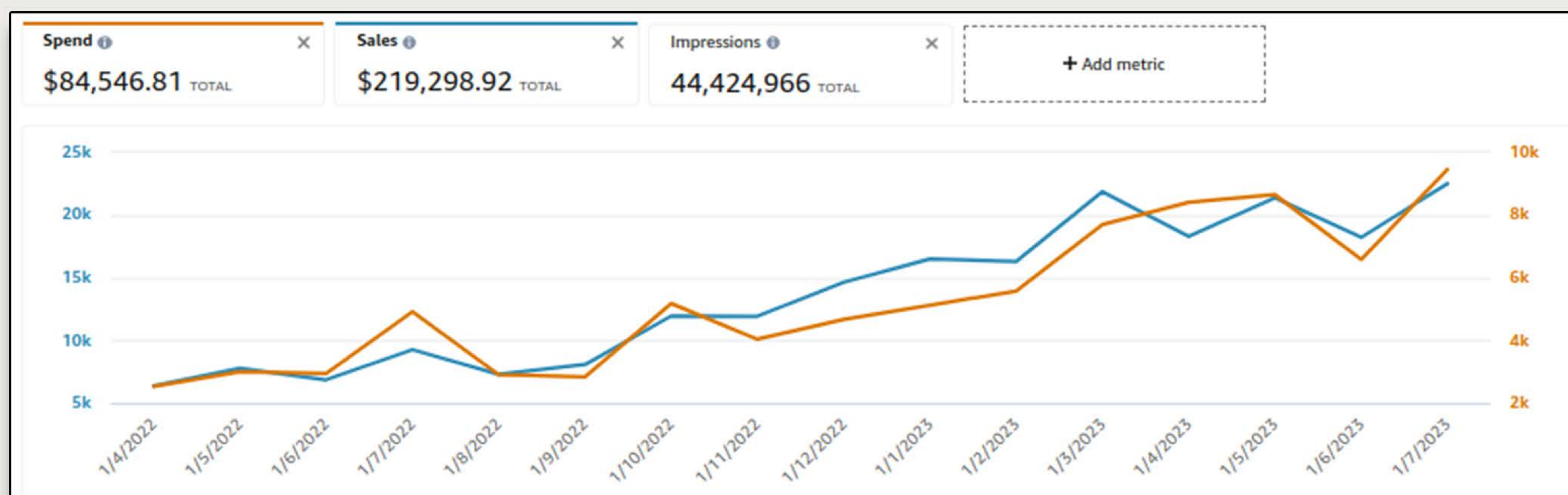


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Case study client "G"

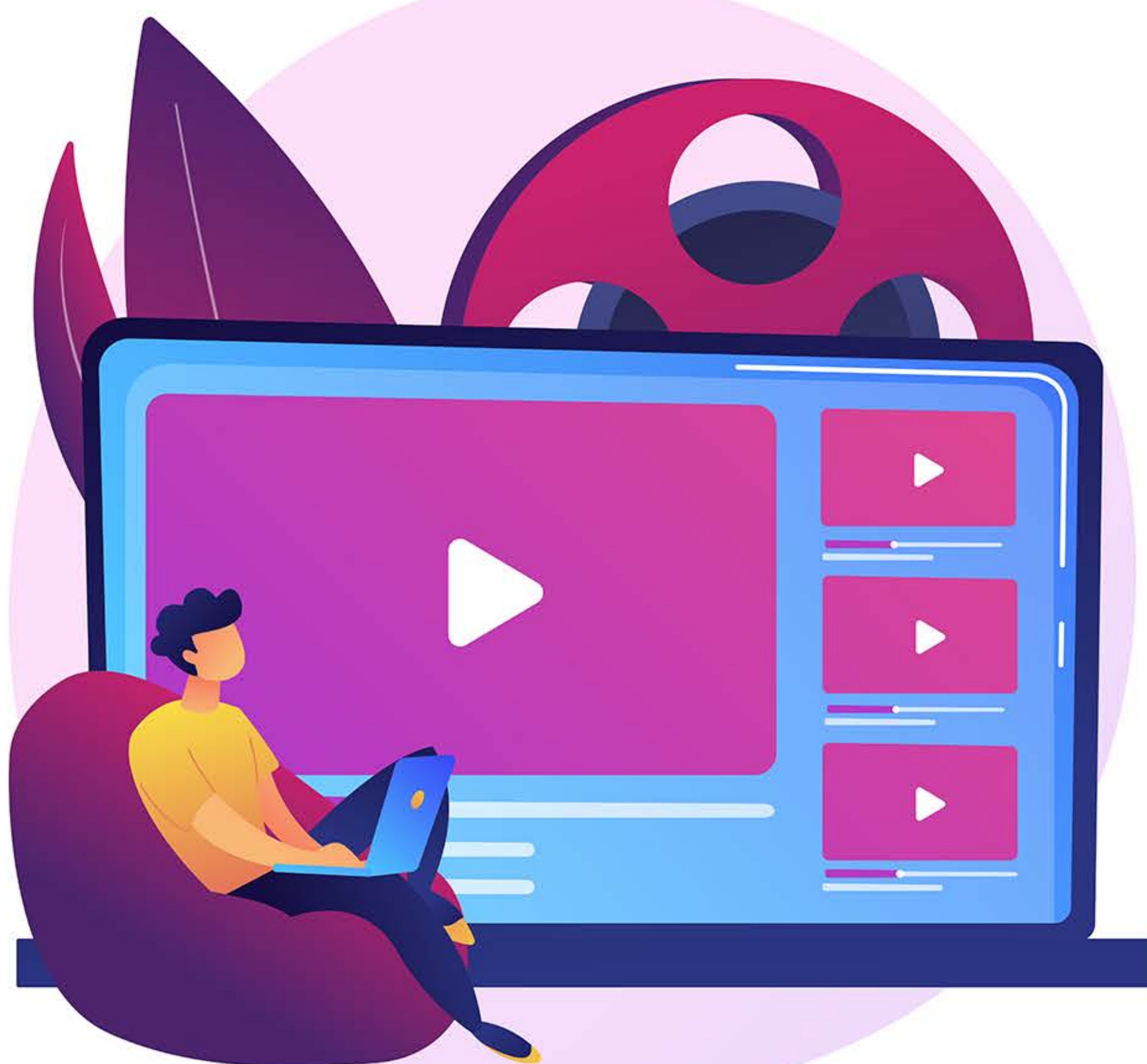
PPC. The client wanted predominantly to scale their existing campaigns. All new campaign creation was used to target ASINs with the weakest organic ranking. The theory being that they would benefit from the PPC "Link Juice". A theory which proved to work out very well indeed!

This client has benefited in particular from using category related campaigns which are constantly optimised via negative keywords. Another area of focus has been PAT competitor targeting which has exploded the New-To-Brand growth. Because Offensive (Non-Branded) keywords are a Key Performance Indicator for the company (As opposed to Defensive Branded Terms), we have moved the Offensive/Defensive ratio from 50/50 to 90/10



Case study client "G"

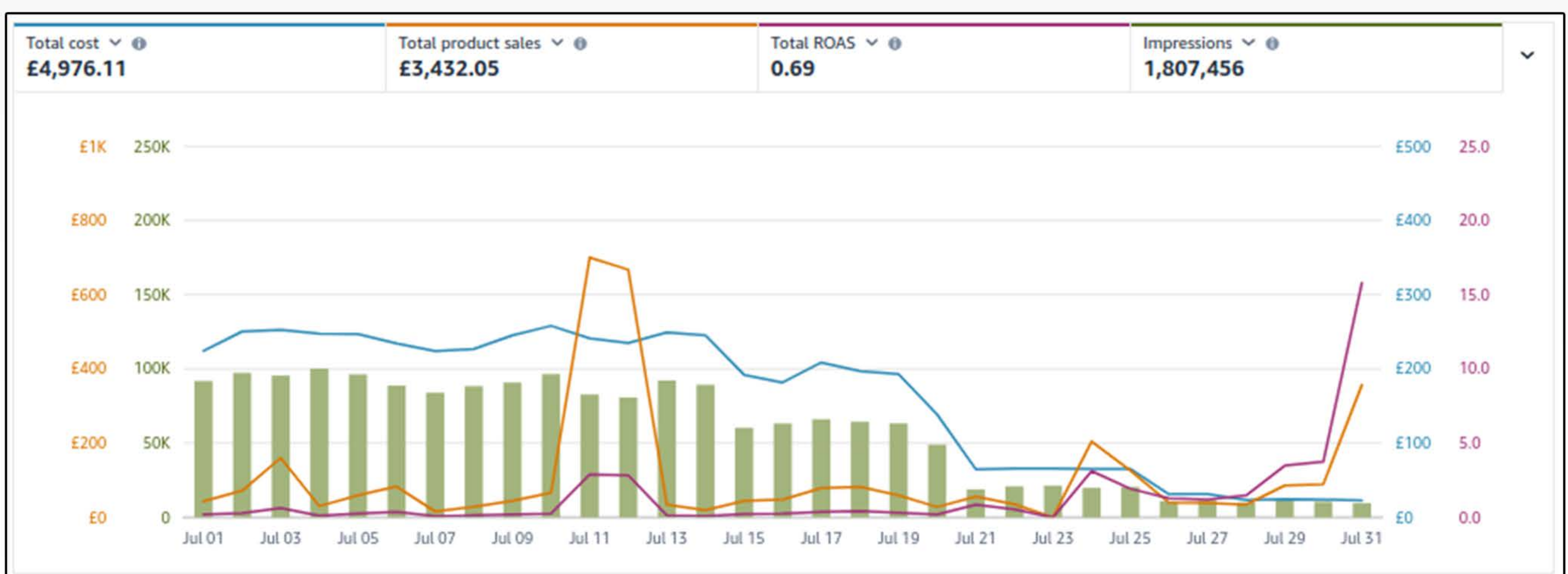
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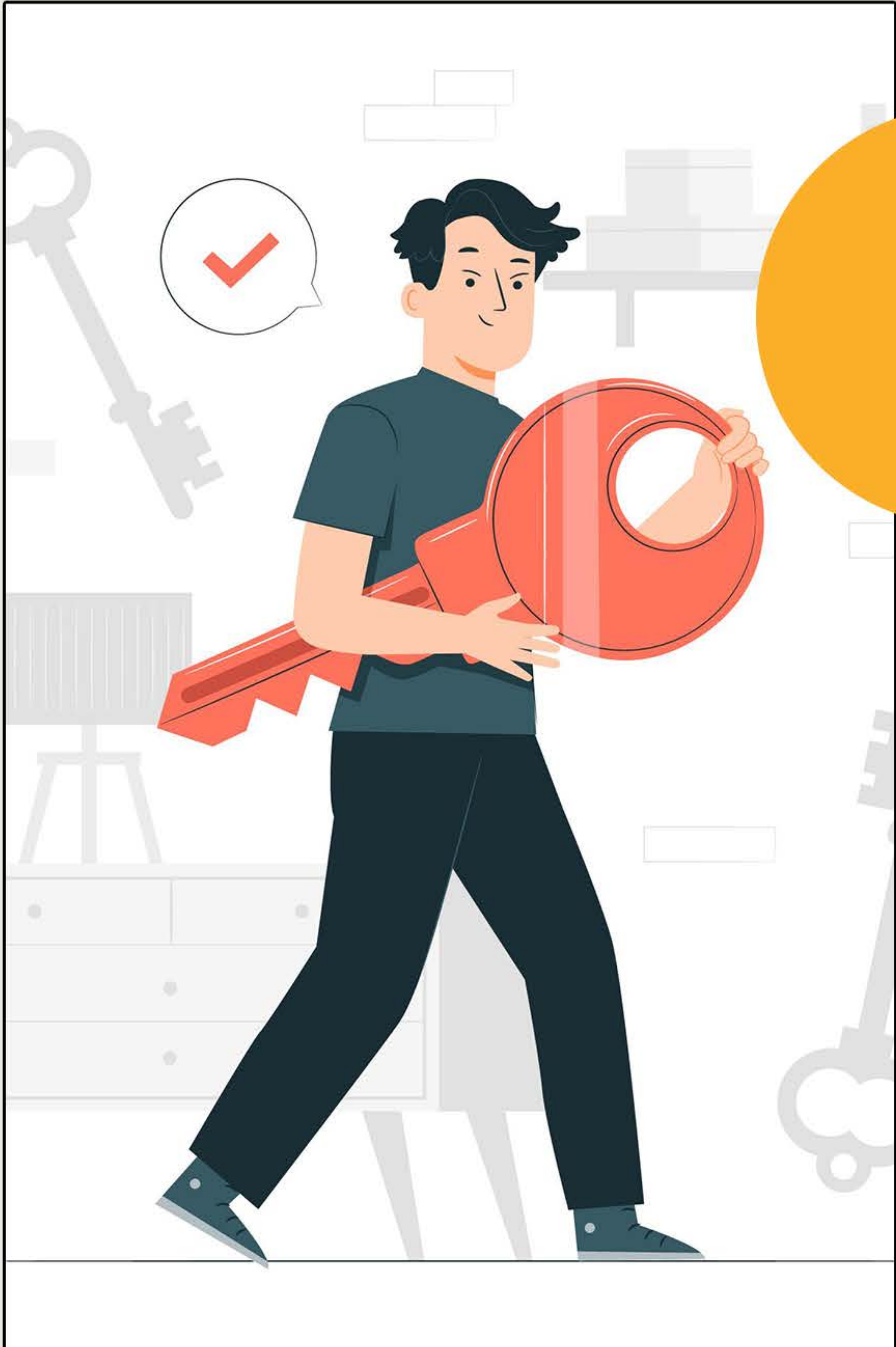


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DSP. We were brought in at the beginning of Prime Day month to raise the performance of the existing orders. We saw a massive uptick during PD, but the RoAS went straight back to Sub 1 territory afterwards. This helped us to pin-point wastage and enhance the winners. Since the changes we have had days of 3.5 and even 16! We generally alternate between order creation and optimization. This has proven to be a highly effective methodology that has doubled many of our client's turnover in under 12 months. The key to success has been tackling both Top-Level category orders as well as granular level ASIN orders. We used Sponsored Brand campaigns in PPC and DSP orders to upsell bundle packs after the "Hero" product was being viewed.

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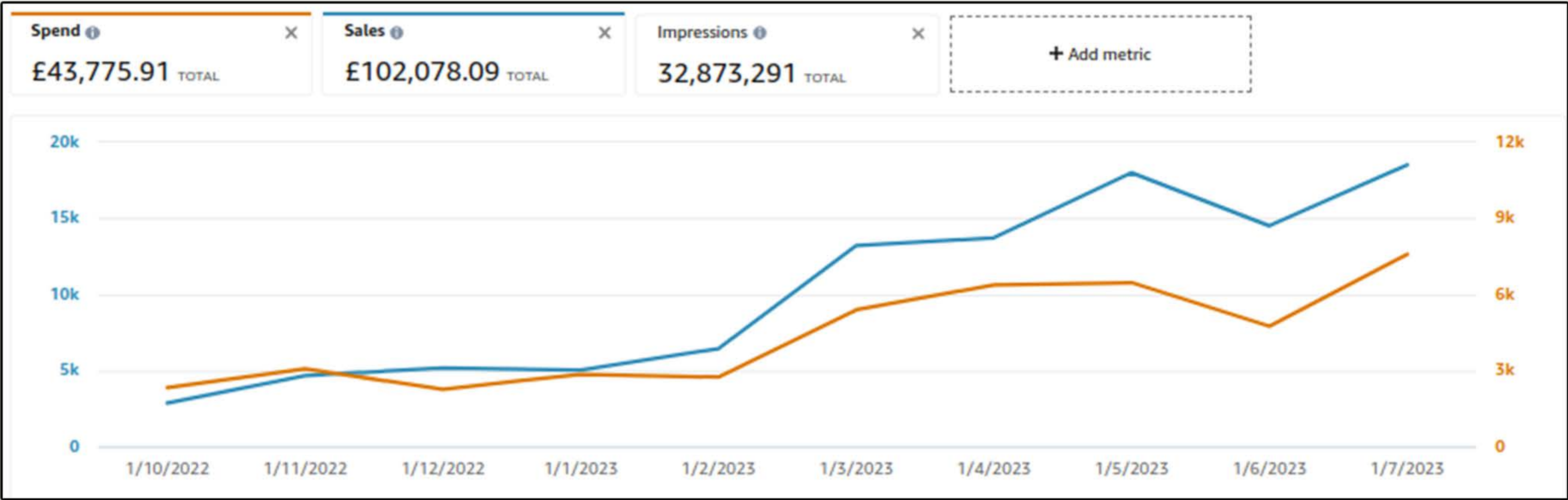
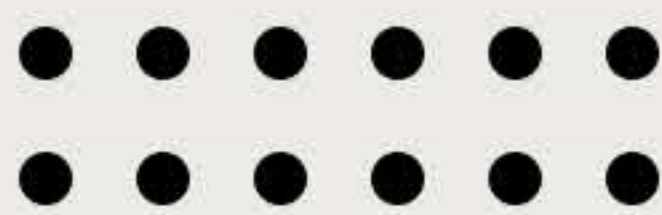


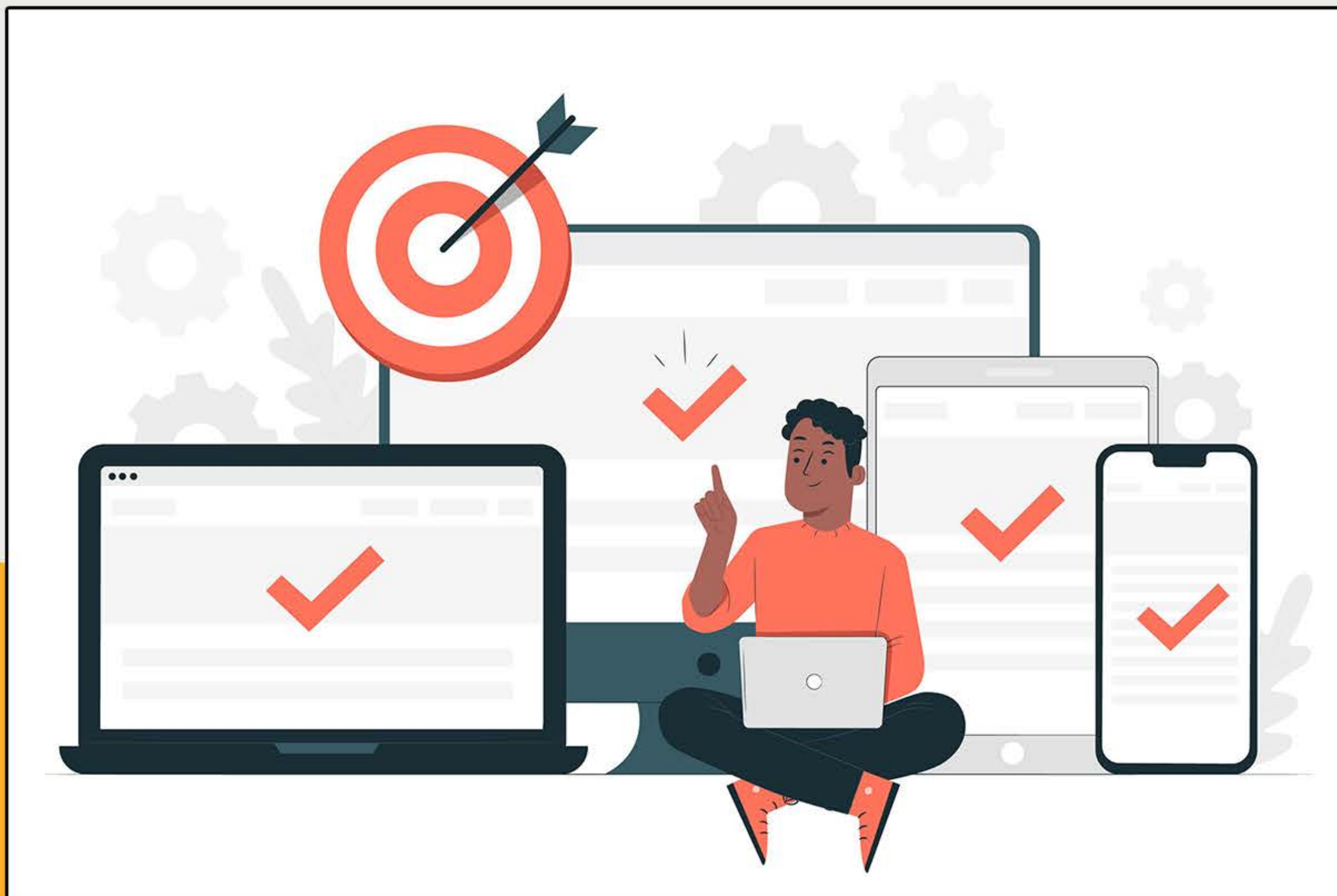
Case study client “I”

PPC. Brand Awareness and product ranking were the main goals for Client X. We accomplished this using Sponsored Display and Sponsored Brand campaigns. We also recommended their brand for DSP which would also help with Brand Awareness. We were happy to work with their Amazon Rep because they can access and share priority data not accessible from the main Amazon console. This has been useful with accounts that have more than a thousand campaigns.



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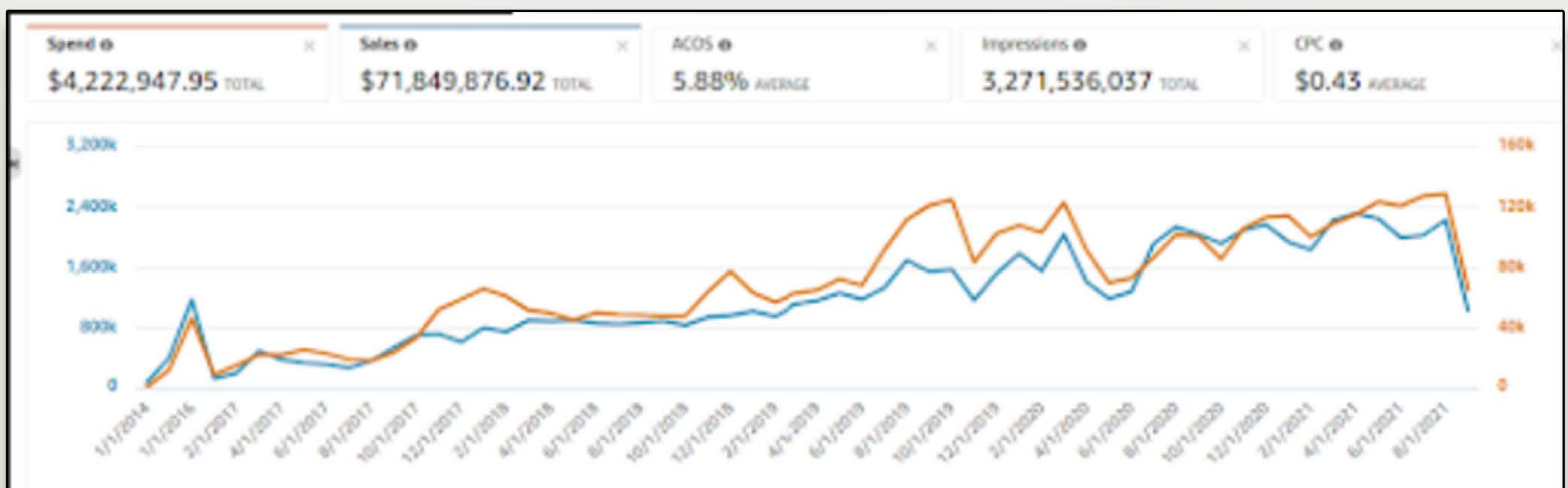
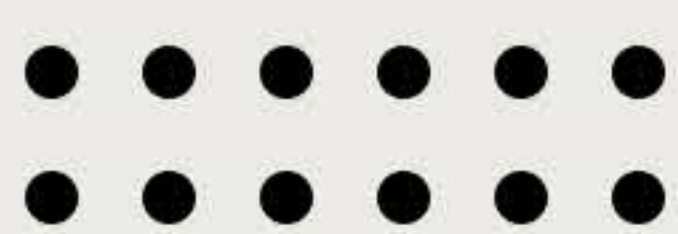
Case study client "M"

PPC. We increased sales of this AV specialist from \$1M to over \$2M pcm in under a year whilst keeping the ACOS under 6%.

Using five years worth of conversion data and software developed In-House by our founder, we were able to generate a suite of Manual Campaigns.

The resulting high-conversion, ultra-efficient KW and PAT campaigns now contribute more than 83% of PPC sales.

We use both in-house and 3rd party applications to sharpen bids. We also harvest converting key terms and product allocation targets from the Amazon API to boost campaign performance.



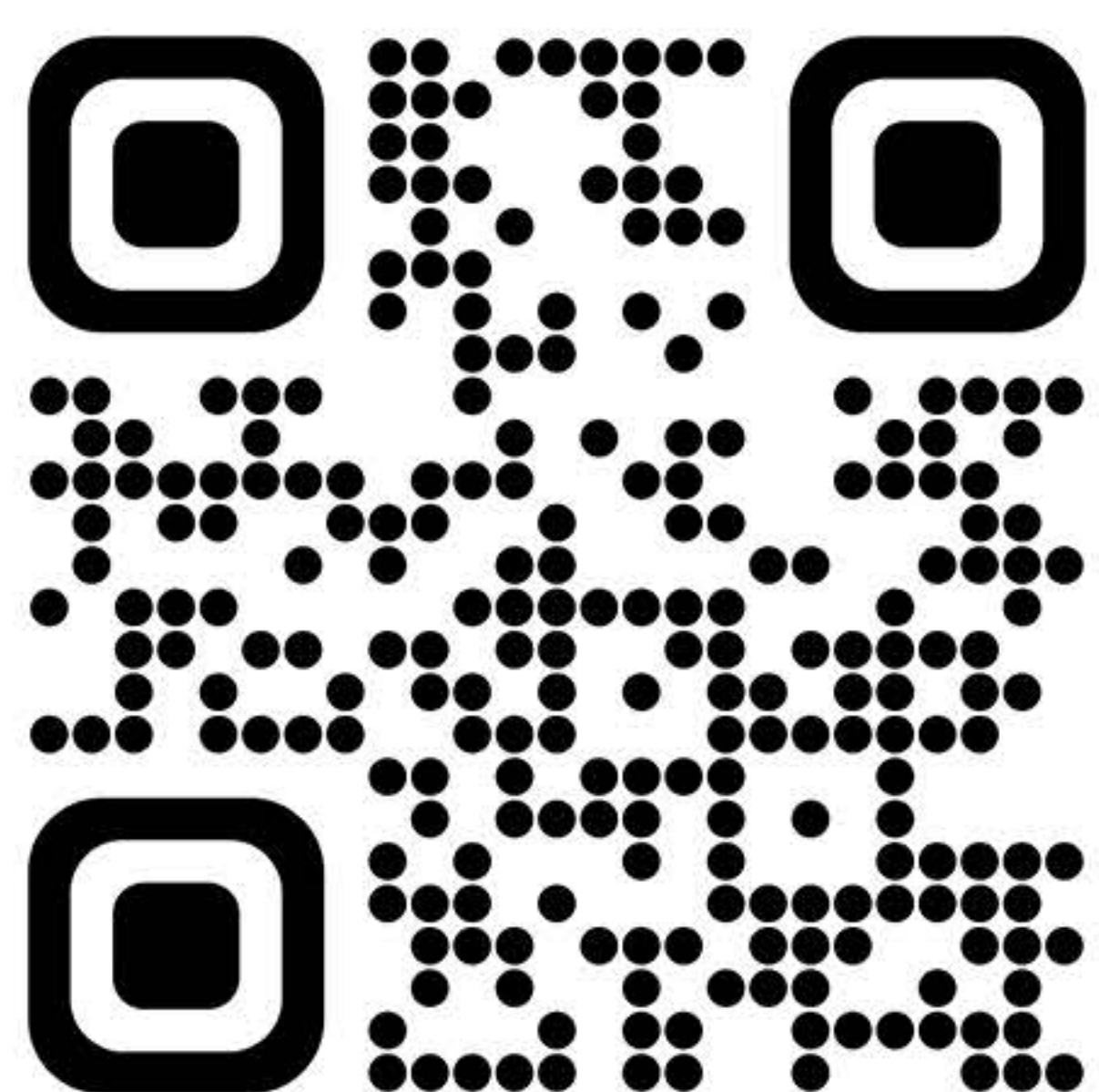
D S P
P P C
S E O

Amazon Agency

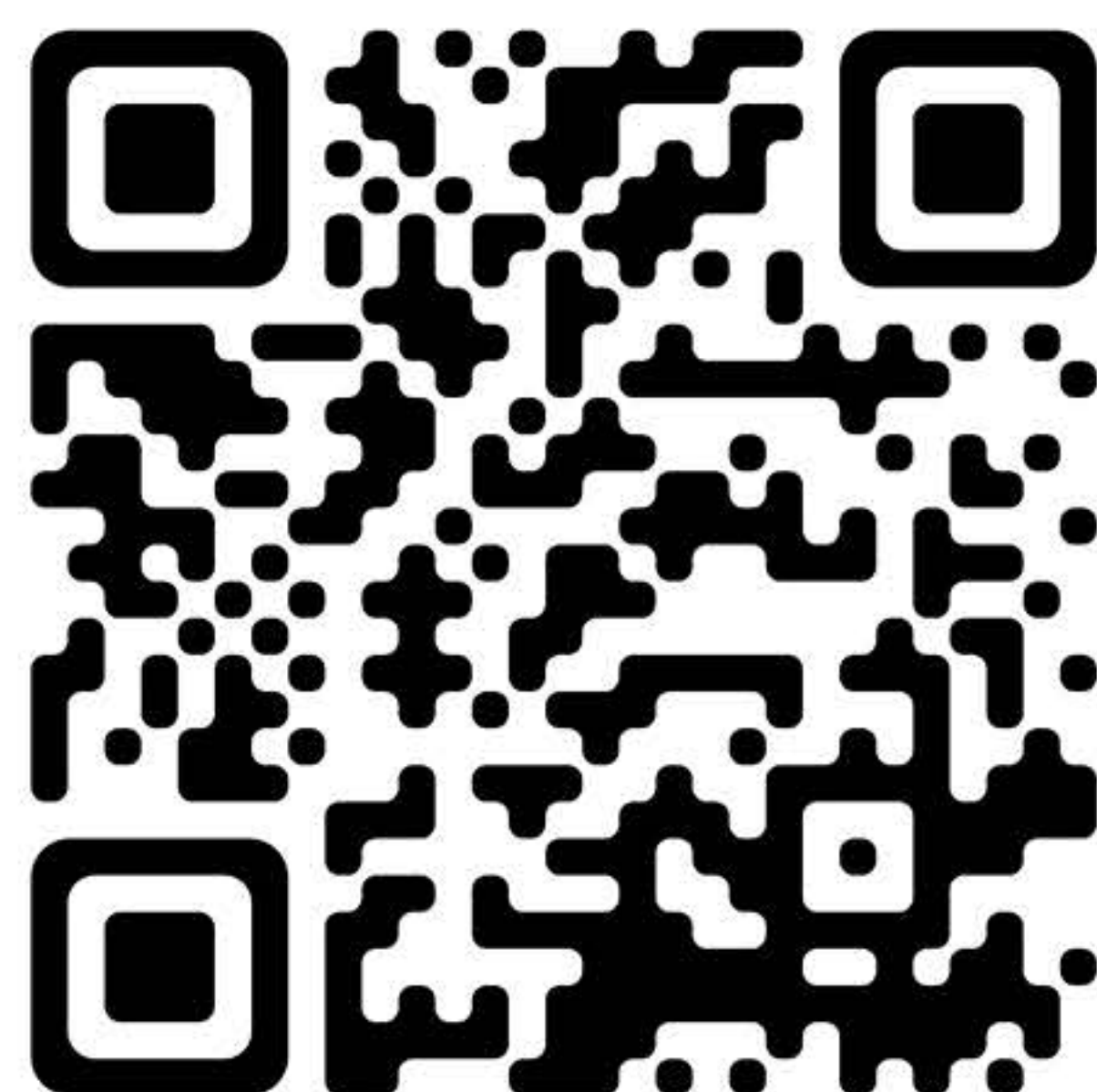
TEST
OPTIMIZE
GAIN

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Website



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OUR FOUNDER

Mike Williams

Mike has worked in the IT industry for over 2 decades for organisations including IBM, Maltese Govt. & Saatchi and Saatchi Advertising. He has a wealth of IT Infrastructure and Software Development Experience. For the last 5 years, he has focused on Digital Marketing. Specifically Amazon Ads and Google Ads.

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