My Introduction

INTRODUCTION Video Link:
[Youtube](#)

USA Account Case Study

Sellerboard

Q Search | 1 November 2024 - 31 December 2025 (By month) ▼ | 🏠 All marketplaces ▼ | ▽ Filter

⚙ Configuration | ○ Units sold ■ Advertising cost ○ Refunds ■ Net profit | December | 1 November 2024 - 31 December 2025

› **Sales**	$2,099,971.68
› **Units**	74,745
Promo	-$66,365.44
› Advertising cost	-$316,838.19
› Refund cost	-$34,341.61
› Amazon fees	-$797,252.05
› Cost of goods	-$516,372.85
Gross profit	$368,801.54
› Indirect expenses	-$41.33
Net profit	$368,760.21
Estimated payout	$878,125.96
Real ACOS	15.09%
% Refunds	2.34%
Sellable returns	72.25%
Margin	17.56%
ROI	71.41%
Active subscriptions (SnS)	
› Sessions	
Unit session percentage	9.85%

Last month

1-31 December 2025 | 1-31 December 2024

Sales -8.6%
$384,044.17 | $420,067.85

Units -4.5%
12,552 | 13,138

Refunds +17.4%
243 | 207

Net profit +39.2%
$142,846.61 | $102,600.35

More

From Audit to 39.2% Profit Growth: Amazon PPC Case Study on a 7-Figure Account
Period: December 2025

Objective

When we onboarded this Amazon account in November 2025, the main goal was not only to increase sales, but to improve overall **profitability** compared to last year's Q4 performance.

My Role

I worked as both:

- Amazon Brand Manager

- Amazon PPC Specialist

This allowed me to align advertising decisions with brand and profit goals.

Strategy

Before touching PPC, I completed a full account audit. I reviewed:

- Search term reports

- Keyword performance

- Match type results

- Budget wastage

- Product profitability

After analysis, I separated keywords into two groups:

- Profitable keywords

- Losing keywords

I shifted most of the budget to profitable keywords and reduced spend on losing ones instead of forcing sales.

PPC Execution

- Prioritized exact match keywords that were generating profit

- Controlled phrase and broad match carefully

- Launched auto campaigns for audience and search discovery

- Used auto campaign data to improve manual campaigns

- Adjusted bids based on profit, not only conversion

The **exact match keywords were performing best**, so they received priority in bidding and budget.I also gave more budget to the best Sponsored Brand Video campaigns because they were getting better clicks and conversions. This helped increase brand visibility while keeping profit stable.

Results (December 2025)

- Sales: **$384,044**

- Profit growth: **+39.2%**

- TACOS: **6.2%**

- ACOS: **21%**

- Units sold: **12,552**

- Refunds: Controlled and reduced

Compared to December 2024, sales were slightly lower, but profit increased strongly because the focus was on efficiency instead of volume.
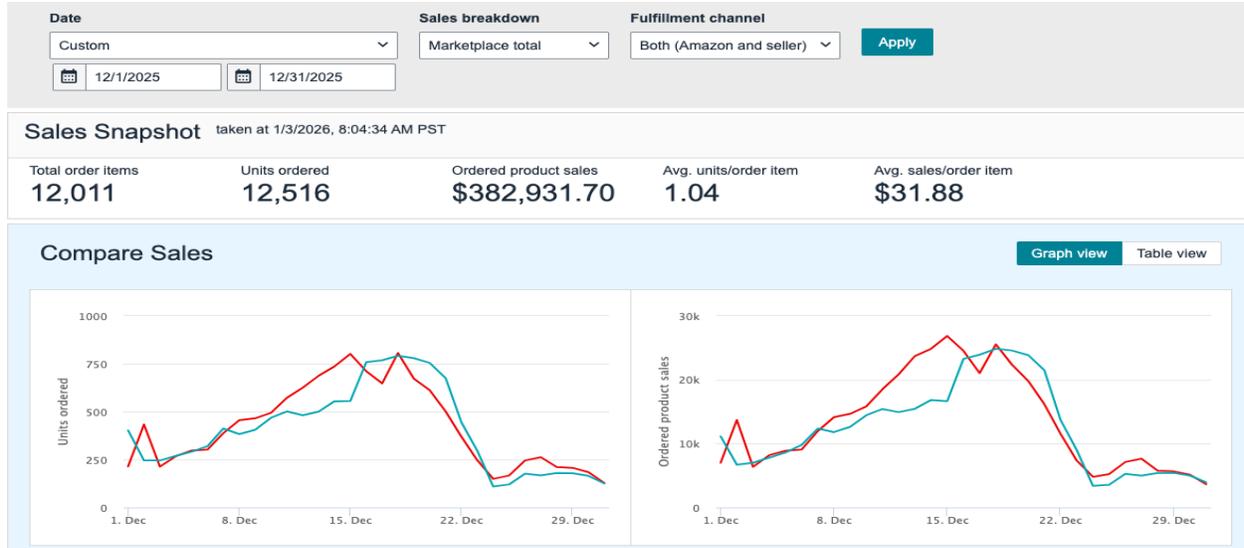
Conclusion

Instead of chasing sales numbers, the strategy focused on building a profitable structure. This approach delivered a **39.2% profit increase** in December 2025 compared to December 2024.
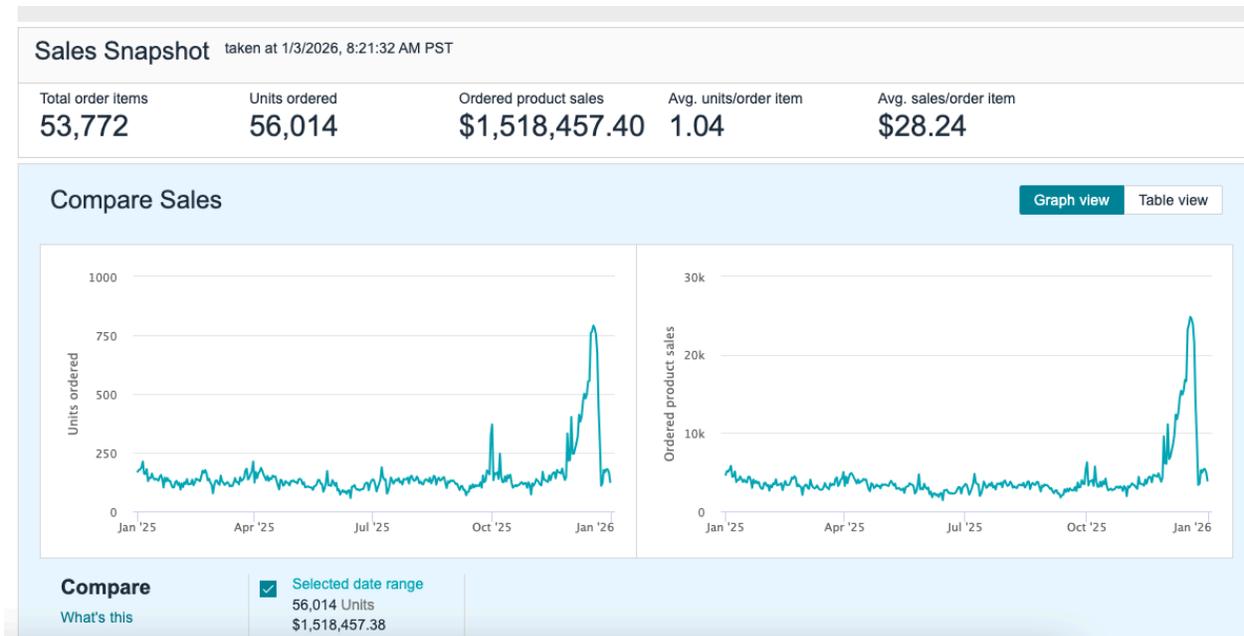
This case study reflects how I manage Amazon brands with a long-term, profit-focused mindset.

Business Manager Screenshot
1st Dec To 31st Dec

Date	Sales breakdown	Fulfillment channel	
Custom	Marketplace total	Both (Amazon and seller)	Apply
12/1/2025 12/31/2025			

Sales Snapshot taken at 1/3/2026, 8:04:34 AM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
12,011	12,516	$382,931.70	1.04	$31.88

Compare Sales Graph view | Table view

1st january 2025 to 31st Dec 2025

Sales Snapshot taken at 1/3/2026, 8:21:32 AM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
53,772	56,014	$1,518,457.40	1.04	$28.24

Compare Sales Graph view | Table view

Compare
What's this

✓ Selected date range
56,014 Units
$1,518,457.38

PPC Screenshot

All | Sponsored Products | Sponsored Brands | Video, Audio, & Display Ads

Date range	Impressions ⓘ	Clicks ⓘ	Branded searches ⓘ	Detail page views ⓘ	Purchases (new to brand) ⓘ	Sales ⓘ
Jan 2 - Jan 8 2026 ⌄	391,032	3,248	1	563	24	US$5,735.97
	View details	View details	View details	View details	View details	View details

Show all | View chart only | Hide all

Performance Dec 1 - Dec 31, 2025 ⤢

Spend ⌄ ⓘ ■ $24,165.93   Sales ⌄ ⓘ ■ $114,701.07   Orders ⌄ ⓘ ■ 3,525   ACOS ⌄ ⓘ ■ 21.07%

USA Account

Sellerboard

102% Sales Growth & 3.3× Profit with Amazon PPC

Brand: Amazon Brand (via Agency)
Marketplaces: USA, Canada, UK, Australia
Category: Clothing, Shoes & Jewelry
Timeline: Oct 2024 – Dec 2024
Role: Amazon PPC Specialist

Overview

I joined this account in mid-October 2024. The goal was simple:
 Increase sales, improve profit, and keep ad spend under control.

What I Did

I built a clean PPC structure and focused only on what was working.

- Used Exact, Phrase, and Broad keywords to cover all search types

- Increased budget only on campaigns that were making profit

- Added negative keywords regularly to stop wasted spend

- Protected brand keywords with branded campaigns

- Used Sponsored Brands and Sponsored Display for visibility

- Retargeted shoppers who added to cart but didn't buy

After checking the market, I increased the product price by $2.
 Sales stayed stable, but profit per unit increased.

Results

From November to December:

- Sales increased by 102%

- Profit increased 3.3 times

- ACoS improved while scaling ads
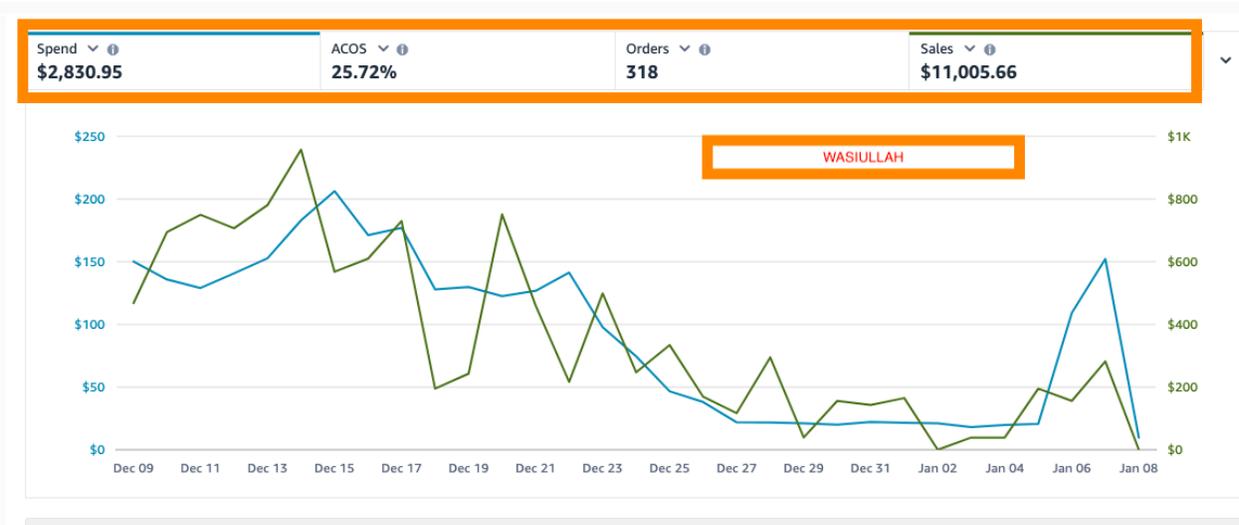
- Ad Spend: $2,823

- Sales: $11,148

Conclusion

By combining smart keyword targeting, budget control, retargeting, and pricing strategy, the brand achieved strong and sustainable growth in just 60 days.

Business Manager Screenshot

PPC Result

Spend ⌄ ⓘ	ACOS ⌄ ⓘ	Orders ⌄ ⓘ	Sales ⌄ ⓘ
$2,830.95	25.72%	318	$11,005.66

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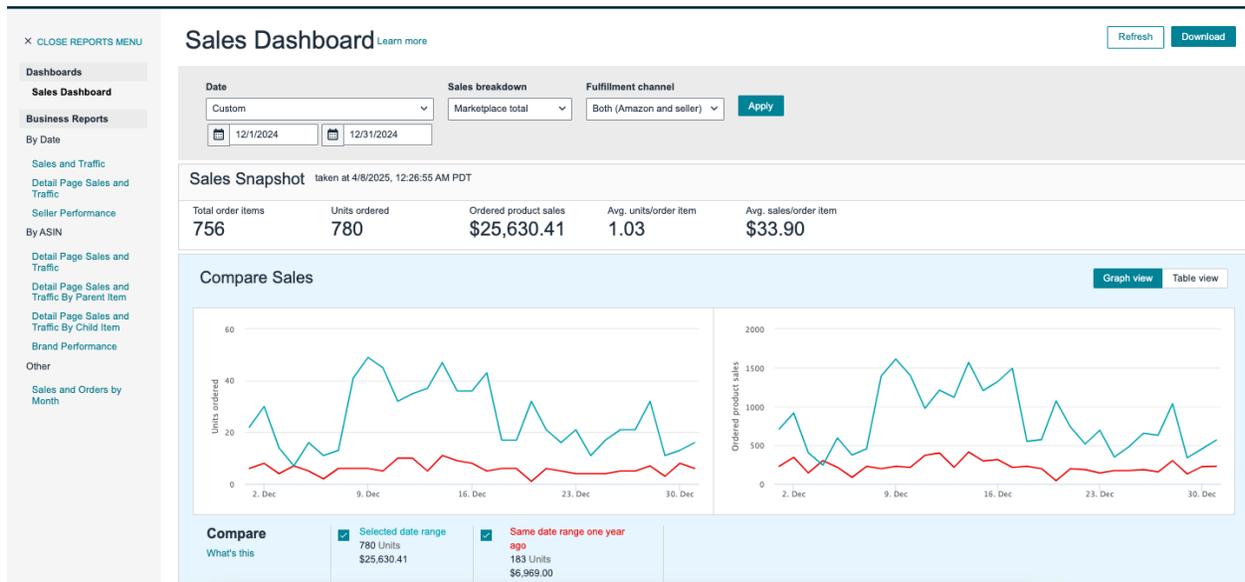
Canada Account

Case Study: 18% Sales Growth in 30 Days

In 30 days, I grew a client's sales by 18% while keeping ACOS at 19% and TACOS at 8%. The client's AI PPC tool had paused some of the best-performing keywords, which were holding back growth. By re-enabling and optimizing them manually, we unlocked new performance.

Challenge:
The account was fully managed by an AI tool that paused campaigns if ACOS went over 30%. While it controlled costs, it also limited growth, stopped scaling, and ignored optimization opportunities.

What I Did:

- Audited all AI-managed campaigns and analyzed key performance data

- Found high-performing keywords and underused ad placements

- Rebuilt campaigns manually with clear structure

- Optimized bids, match types, and ad placements for better efficiency

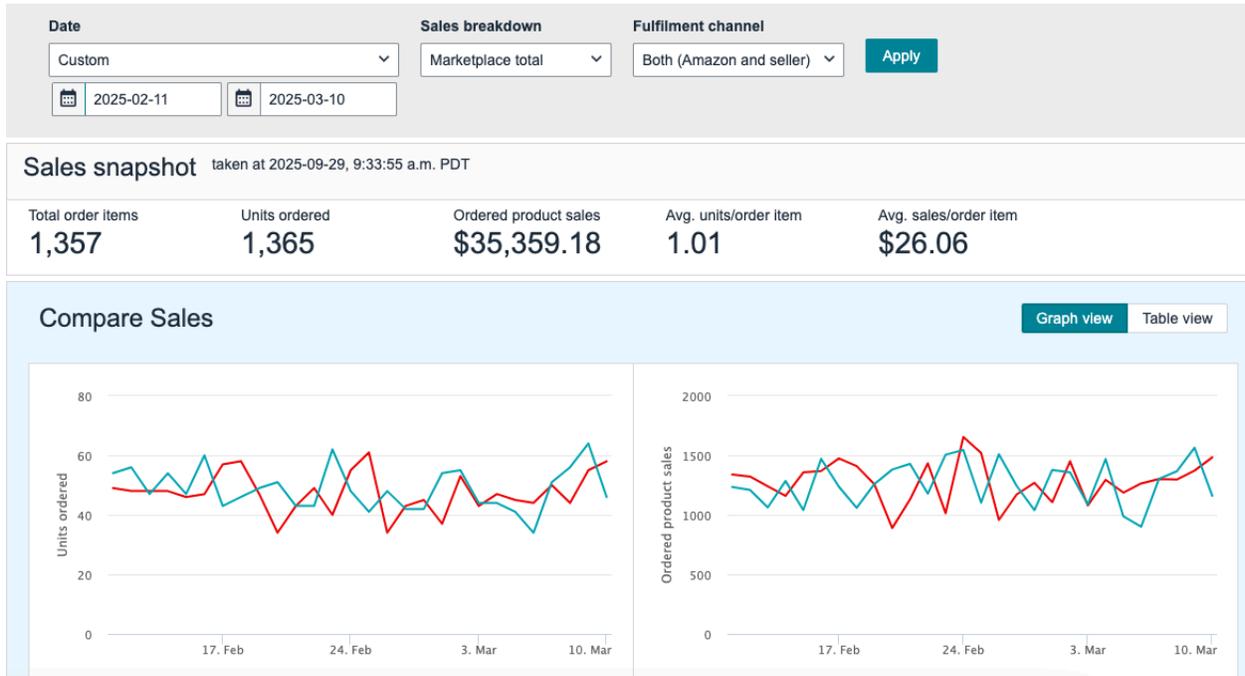- Shifted budget to profitable ASINs and scaled campaigns that were converting

Outcome:

- 18% increase in sales in 30 days
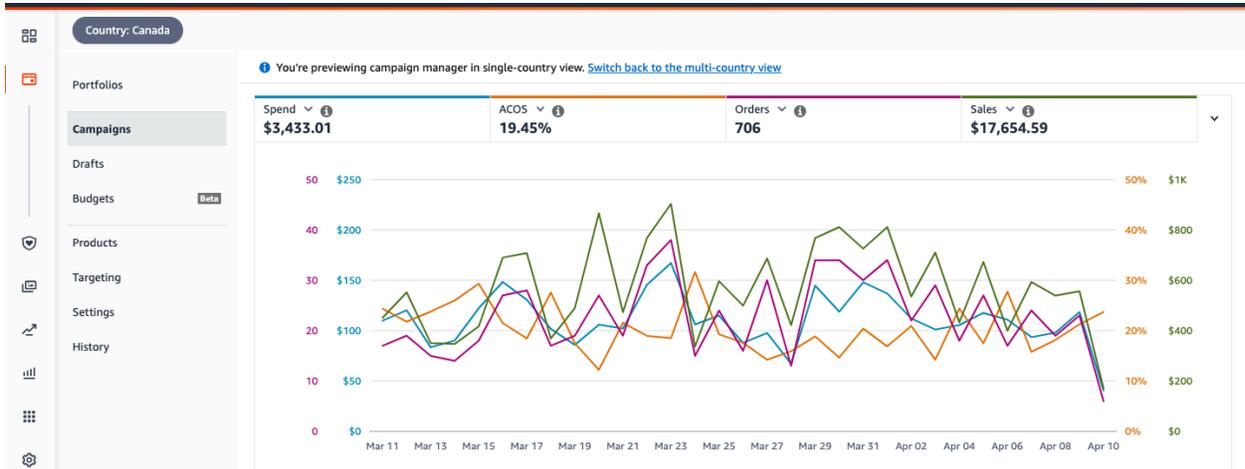
- ACOS maintained at 19%

- TACOS maintained at 8%
-

Lesson:
Automated tools are useful, but manual strategy and optimization can unlock hidden growth and scale campaigns effectively.

Before

Date		Sales breakdown	Fulfilment channel	
Custom	▼	Marketplace total ▼	Both (Amazon and seller) ▼	Apply
📅 2025-02-11	📅 2025-03-10			

Sales snapshot taken at 2025-09-29, 9:33:55 a.m. PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
1,357	1,365	$35,359.18	1.01	$26.06

Compare Sales   Graph view | Table view

Afte

Date		Sales breakdown	Fulfilment channel	
Custom	▼	Marketplace total ▼	Both (Amazon and seller) ▼	Apply
📅 2025-03-11	📅 2025-04-10			

Sales snapshot taken at 2025-09-29, 9:33:08 a.m. PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
1,494	1,519	$41,666.59	1.02	$27.89

Compare Sales   Graph view | Table view

PPC:

UK Account

UK Account Case Study – December 2025

In December 2025, I managed a UK Amazon account and generated £50,394 in total sales. With a total ad spend of £4,866, PPC campaigns contributed £24,244 in sales.

Challenge:
The account needed better PPC management to fully use its potential. Previous campaigns were running without proper keyword targeting, budgeting, or structured campaigns.

My Approach & Strategy:

- Keyword Research & Targeting: I researched and targeted different high-performing keywords, including low-bid search terms that were performing well.

- Campaign Creation: Built Sponsored Headline campaigns, focusing more on products that were in stock and pausing campaigns when items went out of stock.

- Budgeting: Allocated ad spend properly to campaigns and ASINs that were profitable.

- Auto & Manual Targeting: Used auto campaigns to discover new keywords and manually optimized the ones with low CPC for better ROI.

- Continuous Optimization: Monitored campaigns daily and adjusted bids, placements, and targeting for maximum efficiency.

Results:

- Total Sales: £50,394
- PPC Sales: £24,244
- Ad Spend: £4,866
- ACOS: ~20%
- ROAS: ~5x
- TACOS:9%

Key Takeaway:
By doing proper keyword research, smart budgeting, and careful campaign management, I was able to maximize PPC sales and keep ad spend efficient.
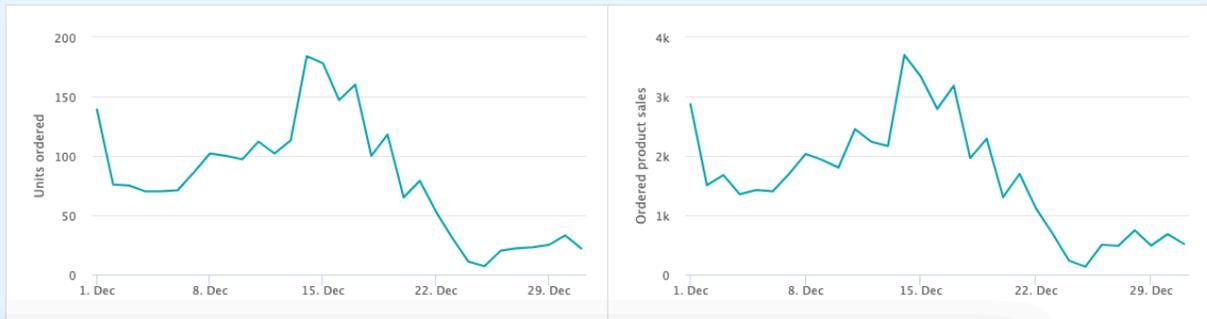
Sales Dashboard:

Sales snapshot taken at 03/01/2026, 16:32:29 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
2,465	2,491	£50,394.66	1.01	£20.44

Compare sales

Graph view | Table view

PPC Result:

Performance 1 Dec - 31 Dec 2025

Spend ⌄	Sales ⌄	Orders ⌄	ACOS ⌄
£4,866.93	£24,244.72	1,473	20.07%

Videos links

Case Study:

https://youtu.be/U2GsapWs2_A?si=cHvd4gekW2O_OXJn

Asin Performance:

▣ **Amazon - 26 December 2025**

my analysis sheets

PPC audit:

https://docs.google.com/spreadsheets/d/1oAWv8ajt_Pmv8_iUKGdPtUvpyWM_K3Gch5-5bE7YISE/edit?gid=859295726#gid=859295726

Competitor Research & keyword Research:

https://docs.google.com/spreadsheets/d/16tBTZK_gJ8OJdJeyxtANGwEypaMMddebZ03jDium1xU/edit?gid=0#gid=0