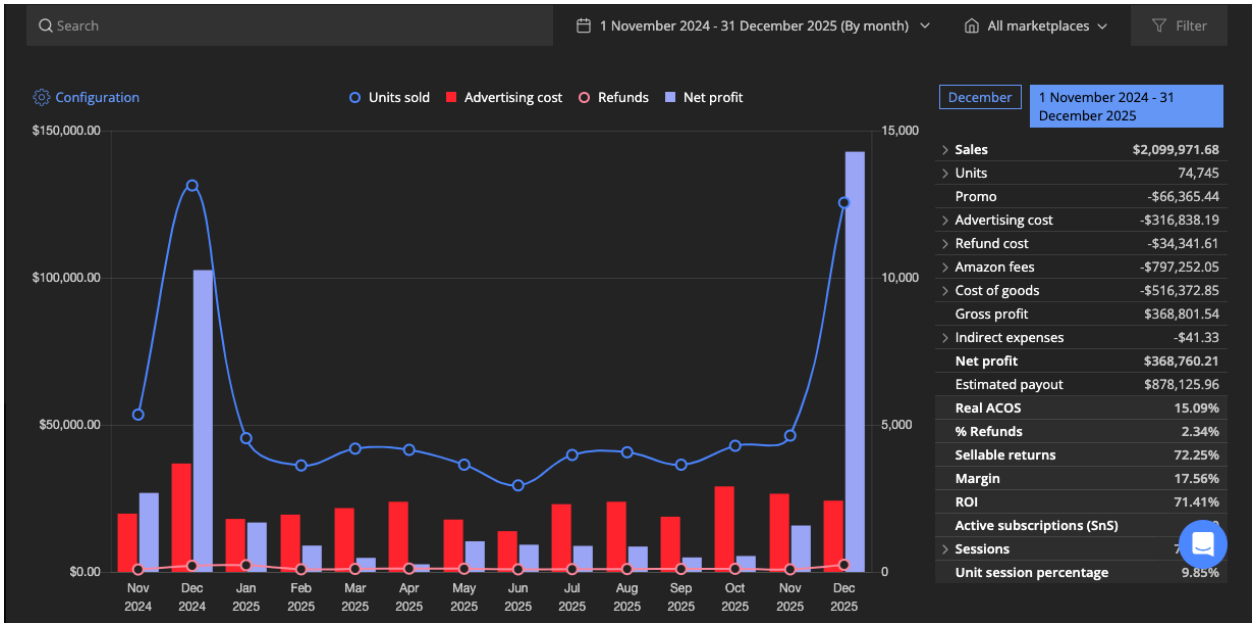
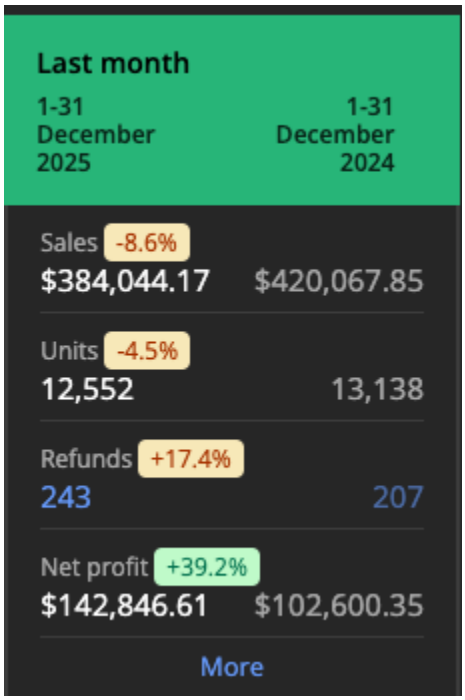
INTRODUCTION Video Link:
Youtube

Sellerboard





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

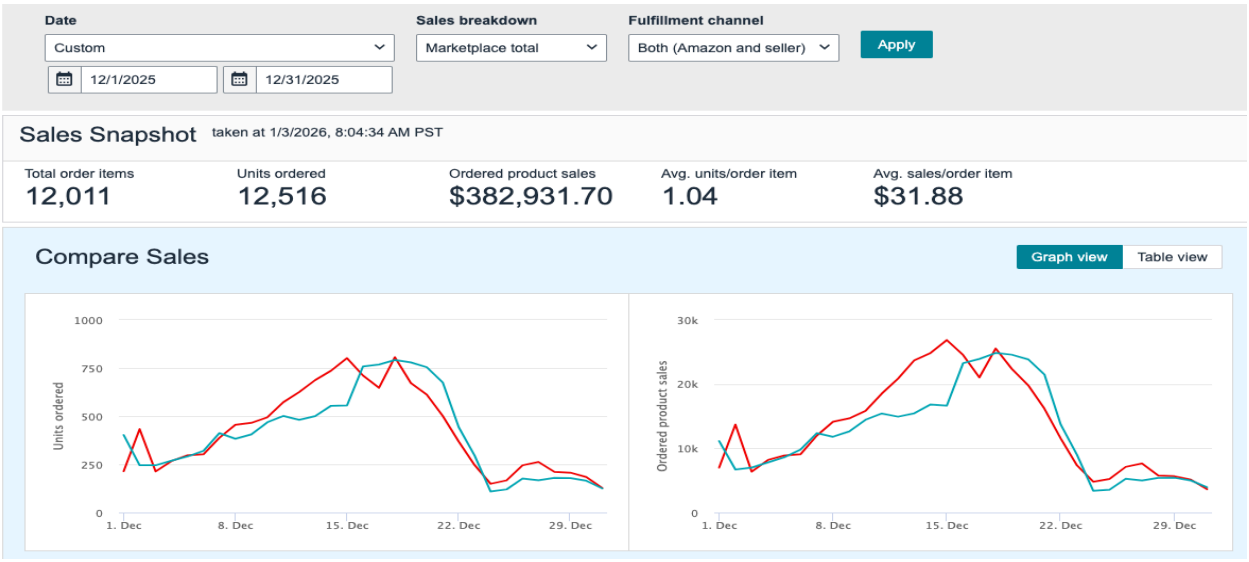
Compared to December 2024, sales were slightly lower, but profit increased strongly because the focus was on efficiency instead of volume.

Conclusion

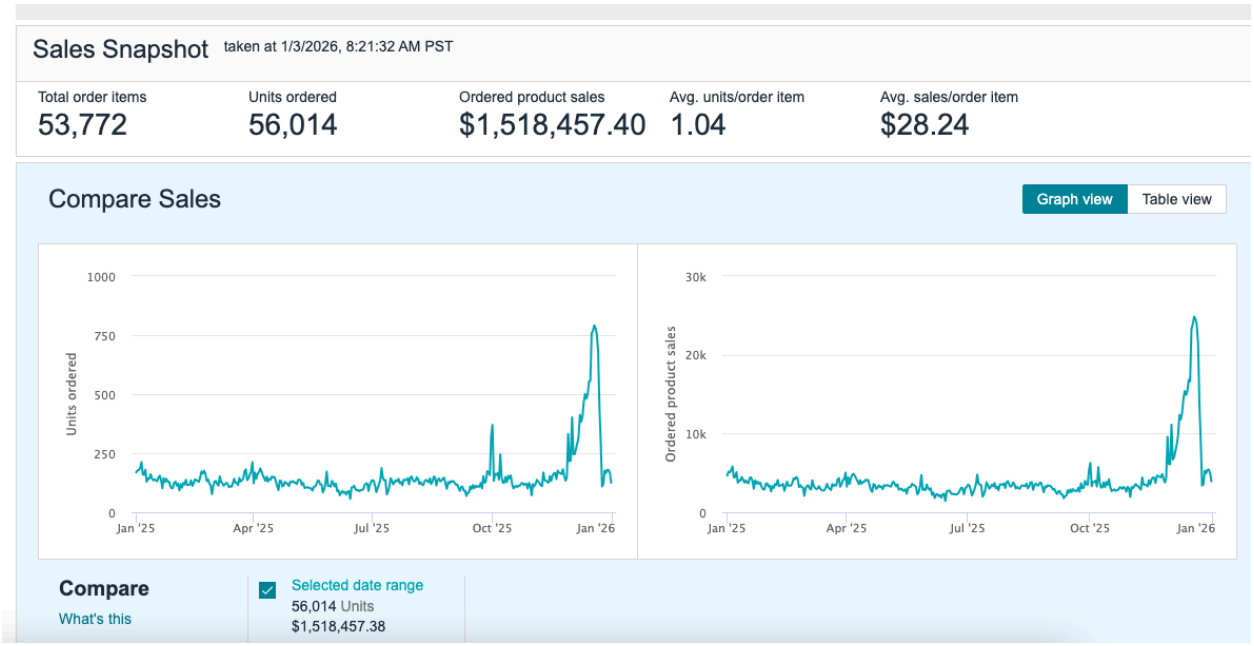
Instead of chasing sales numbers, the strategy focused on building a profitable structure. This approach delivered a **39.2% profit increase** in December 2025 compared to December 2024.

This case study reflects how I manage Amazon brands with a long-term, profit-focused mindset.

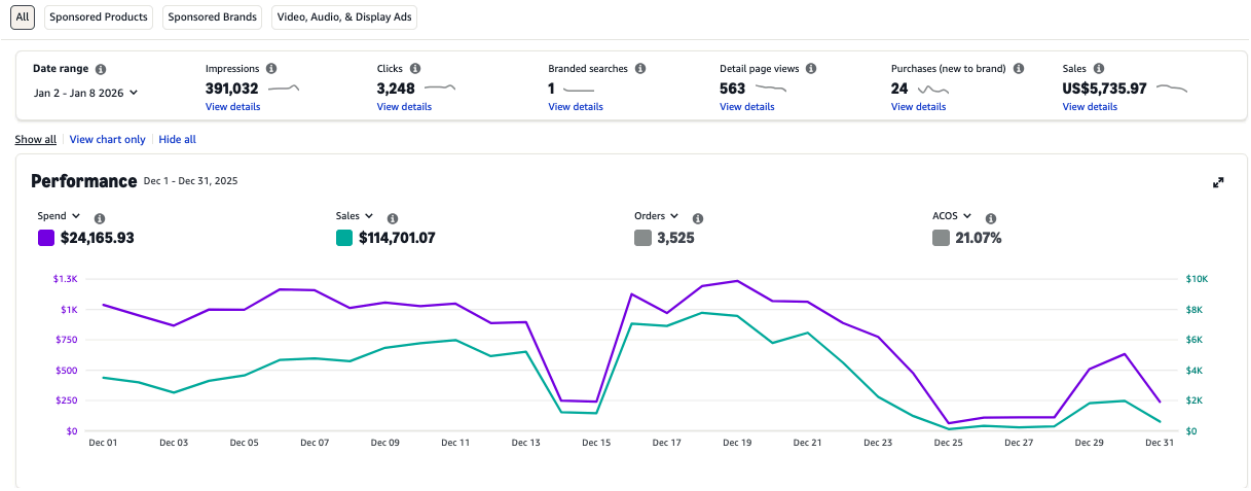
Business Manager Screenshot
1st Dec To 31st Dec

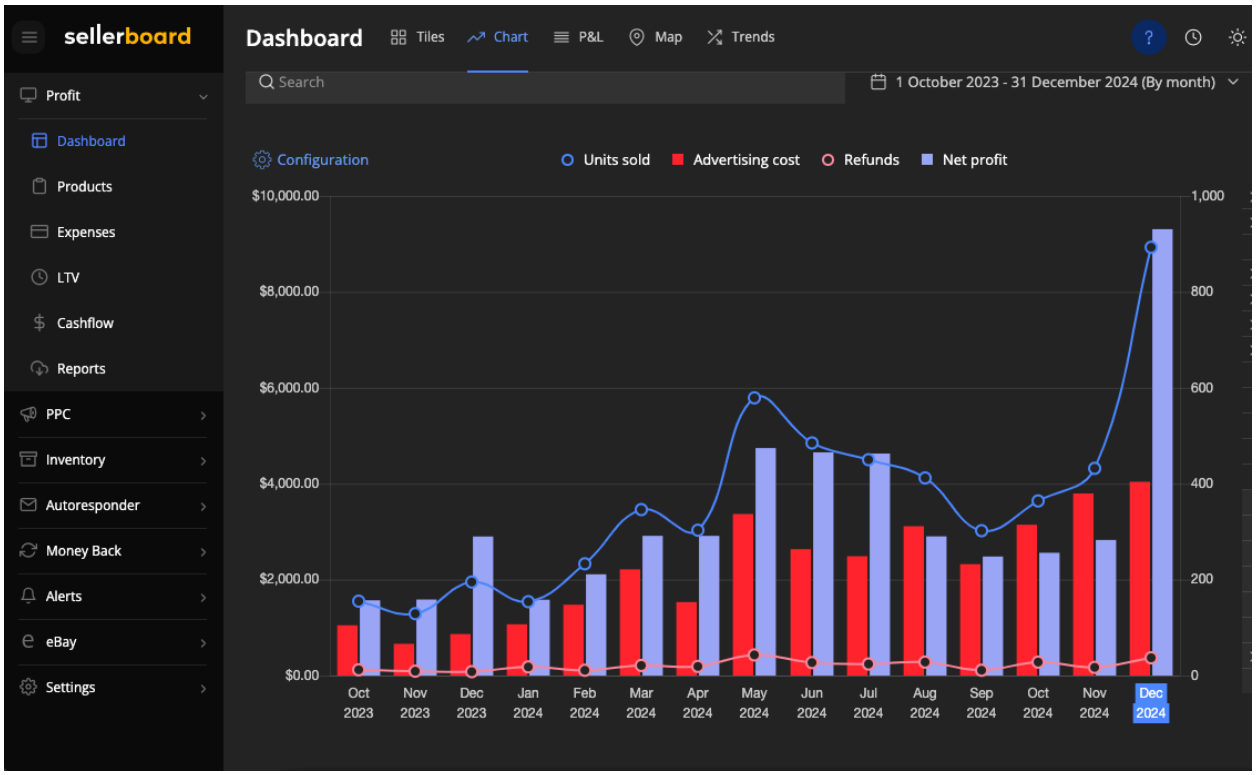


1st january 2025 to 31st Dec 2025

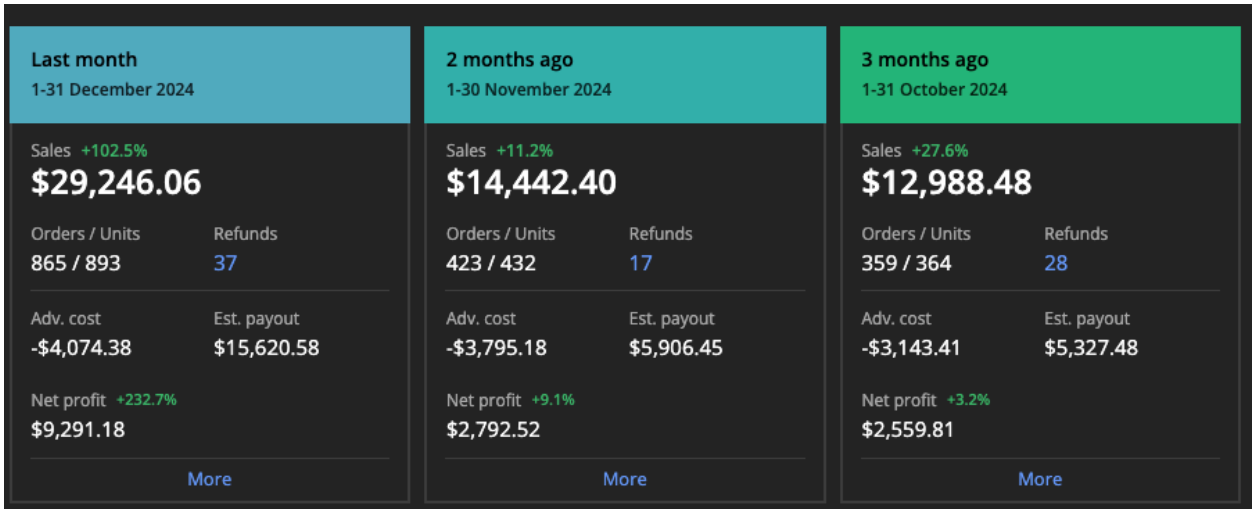


PPC Screenshot





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

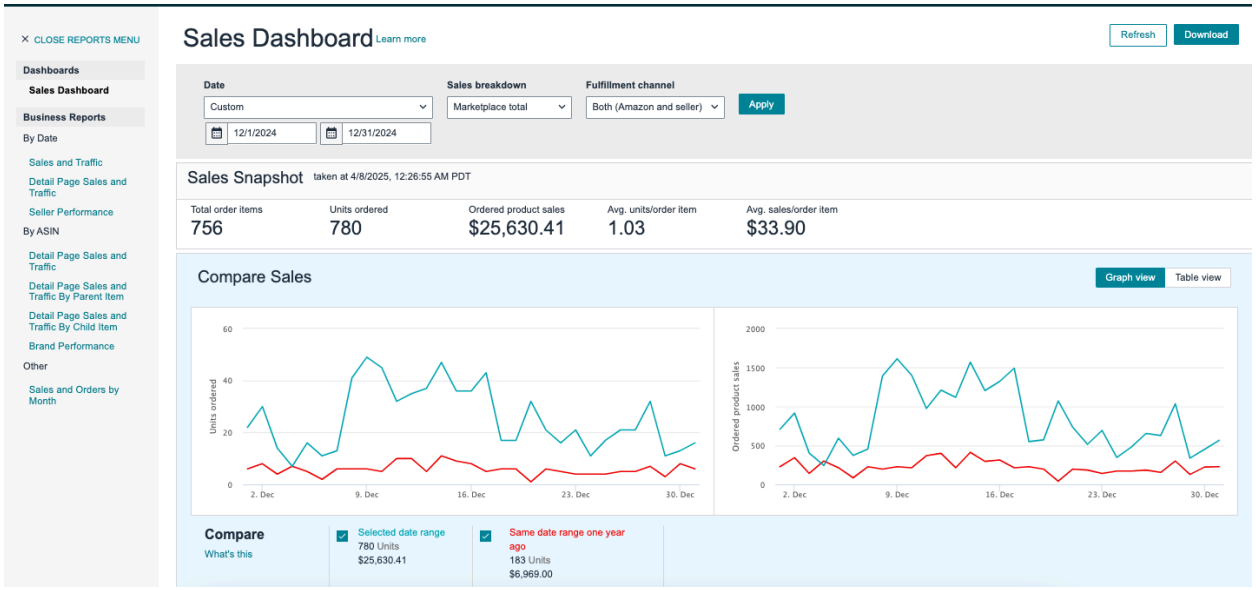
From November to December:

- Sales increased by 102%
- Profit increased 3.3 times
- ACoS improved while scaling ads
- Ad Spend: $2,823
- Sales: $11,148

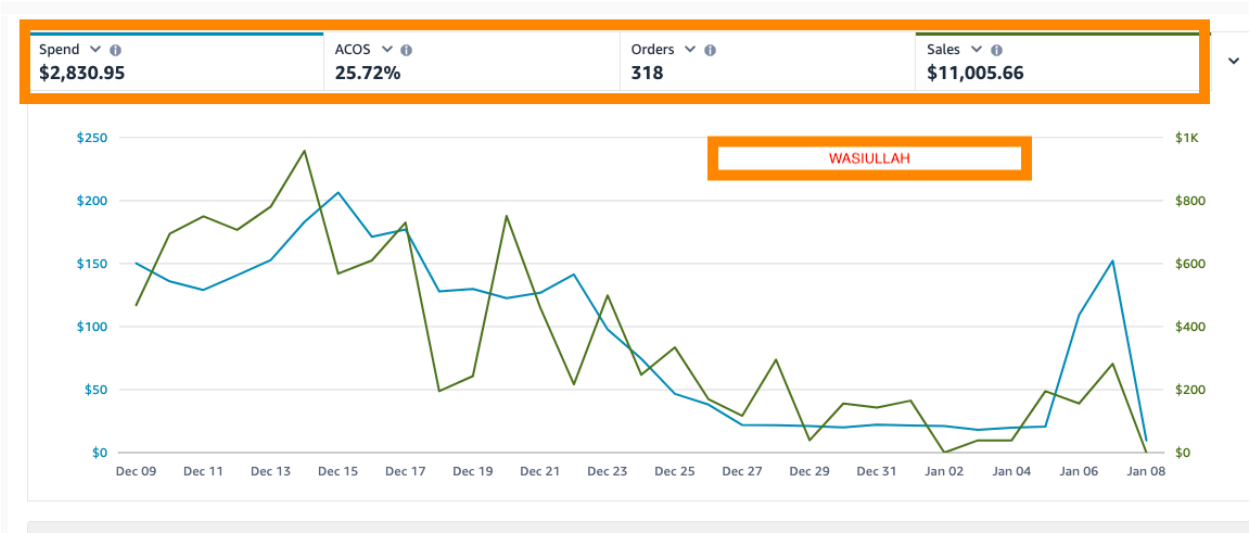
Conclusion

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
$2,830.95
ACOS
25.72%
Orders
318
Sales
$11,005.66
WASIULLAH
$250
$200
$150
$100
$50
$0
$1K
$800
$600
$400
$200
$0
Dec 09
Dec 11
Dec 13
Dec 15
Dec 17
Dec 19
Dec 21
Dec 23
Dec 25
Dec 27
Dec 29
Dec 31
Jan 02
Jan 04
Jan 06
Jan 08

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

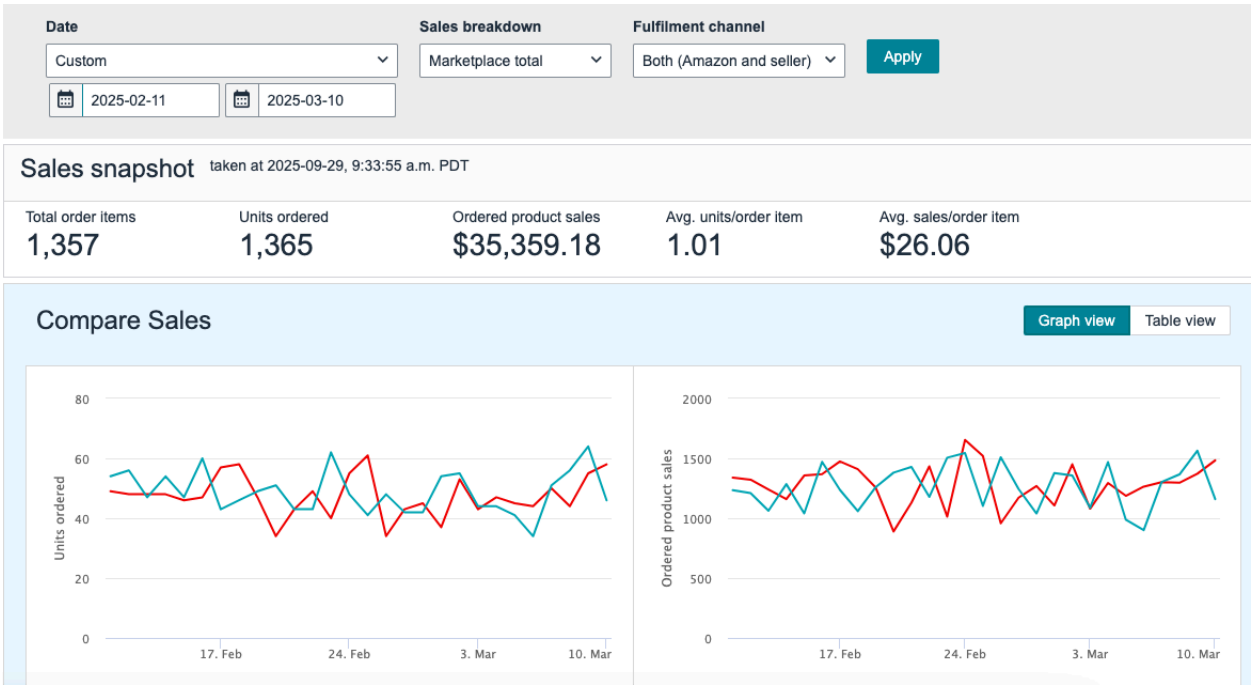
Outcome:

- 18% increase in sales in 30 days
- ACOS maintained at 19%
- TACOS maintained at 8%
-

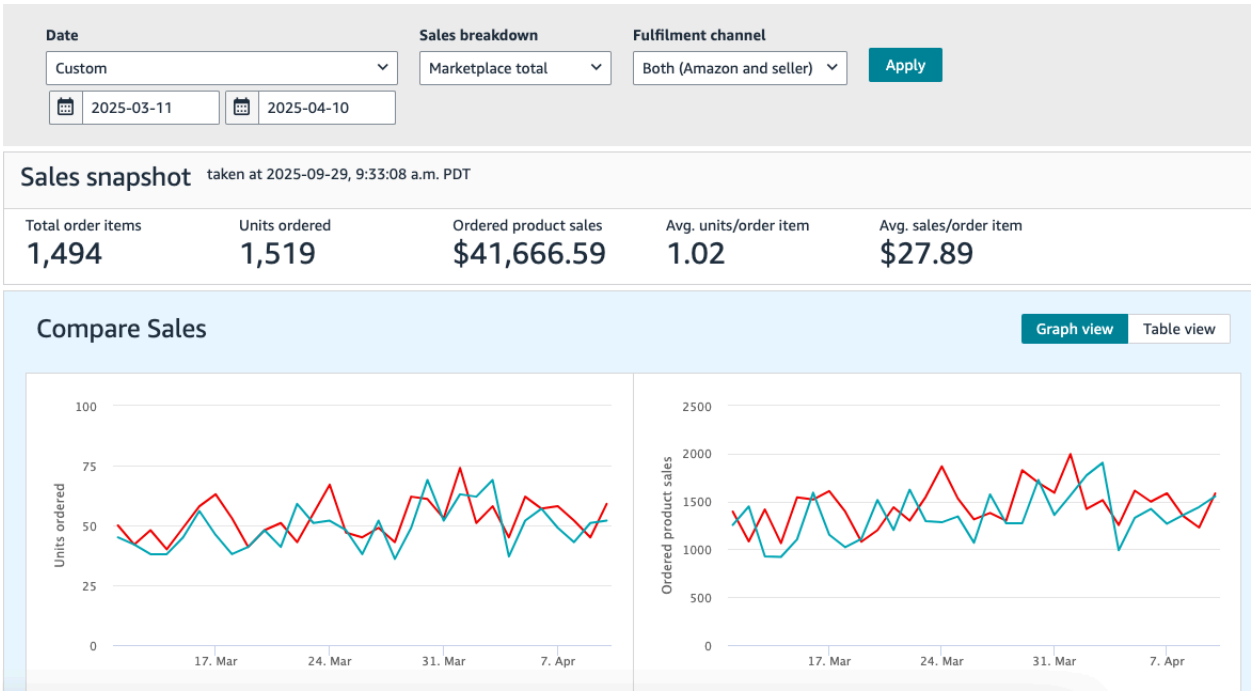
Lesson:

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

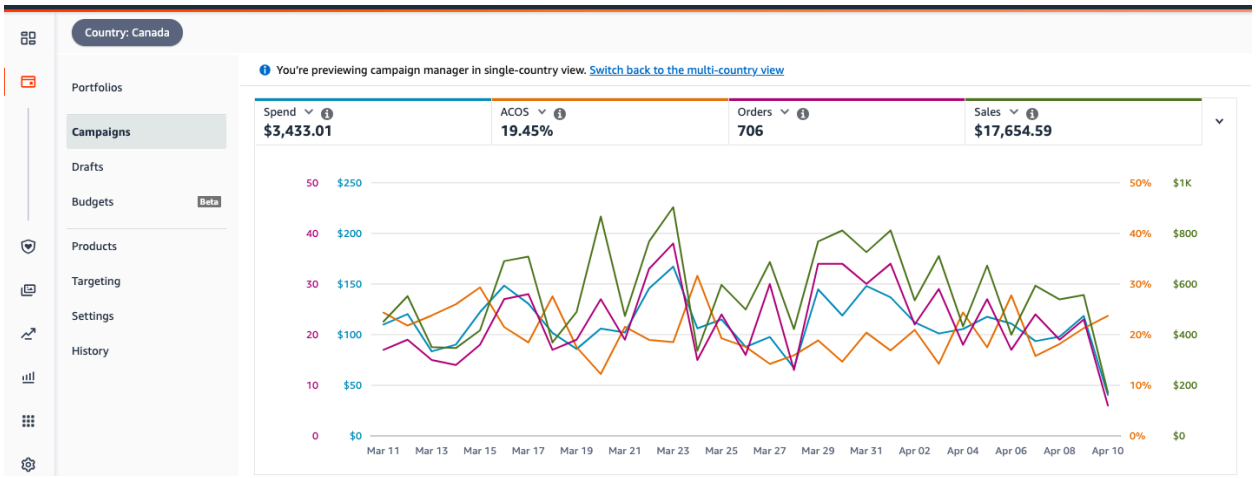
Before


Date
Custom
2025-02-11
2025-03-10
Sales breakdown
Marketplace total
Fulfilment channel
Both (Amazon and seller)
Apply
Sales snapshot
taken at 2025-09-29, 9:33:55 a.m. PDT
Total order items
1,357
Units ordered
1,365
Ordered product sales
$35,359.18
Avg. units/order item
1.01
Avg. sales/order item
$26.06
Compare Sales
Graph view
Table view
Units ordered
80
60
40
20
0
17. Feb
24. Feb
3. Mar
10. Mar
Ordered product sales
2000
1500
1000
500
0
17. Feb
24. Feb
3. Mar
10. Mar

Afte


Date
Custom
2025-03-11
2025-04-10
Sales breakdown
Marketplace total
Fulfilment channel
Both (Amazon and seller)
Apply
Sales snapshot
taken at 2025-09-29, 9:33:08 a.m. PDT
Total order items
1,494
Units ordered
1,519
Ordered product sales
$41,666.59
Avg. units/order item
1.02
Avg. sales/order item
$27.89
Compare Sales
Graph view
Table view
Units ordered
100
75
50
25
0
17. Mar
24. Mar
31. Mar
7. Apr
Ordered product sales
2500
2000
1500
1000
500
0
17. Mar
24. Mar
31. Mar
7. Apr

PPC:


Country: Canada
Portfolios
Campaigns
Drafts
Budgets
Beta
Products
Targeting
Settings
History
You're previewing campaign manager in single-country view. Switch back to the multi-country view
Spend
$3,433.01
ACOS
19.45%
Orders
706
Sales
$17,654.59
50
40
30
20
10
0
$250
$200
$150
$100
$50
$0
50%
40%
30%
20%
10%
0%
$1K
$800
$600
$400
$200
$0
Mar 11
Mar 13
Mar 15
Mar 17
Mar 19
Mar 21
Mar 23
Mar 25
Mar 27
Mar 29
Mar 31
Apr 02
Apr 04
Apr 06
Apr 08
Apr 10

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.

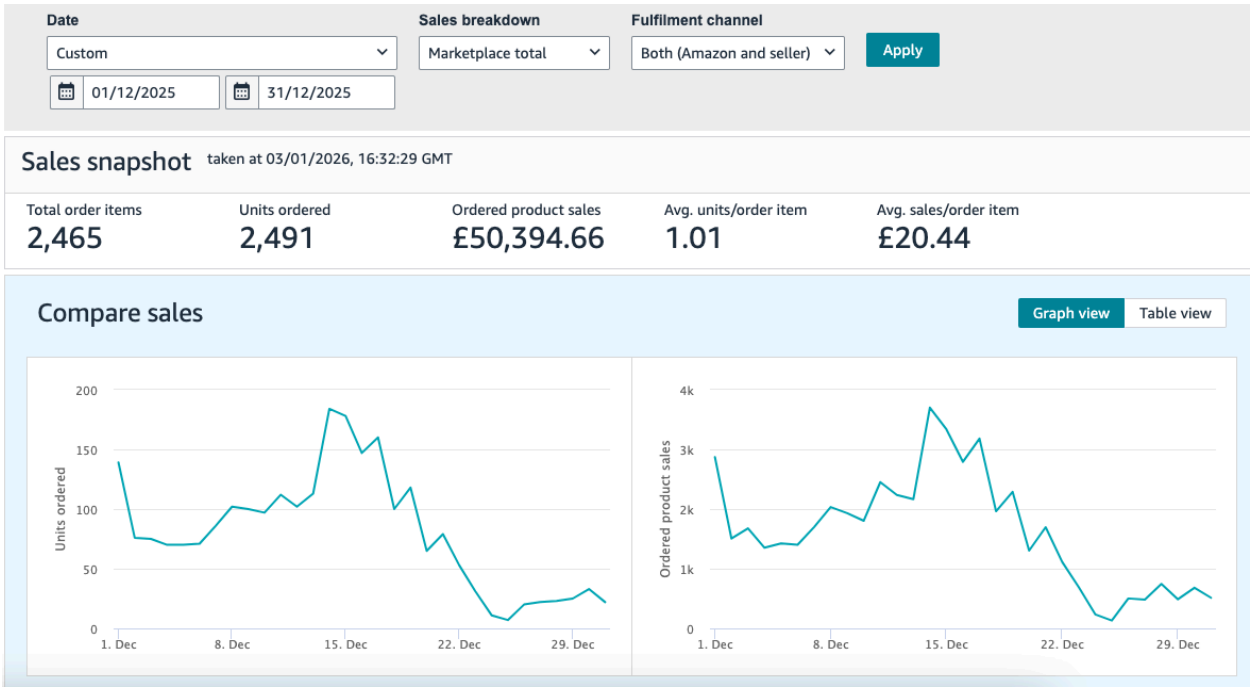
Results:

- 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:



PPC Result:



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

Asin Performance:
Amazon - 26 December 2025

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