

# PET SUPPLIES

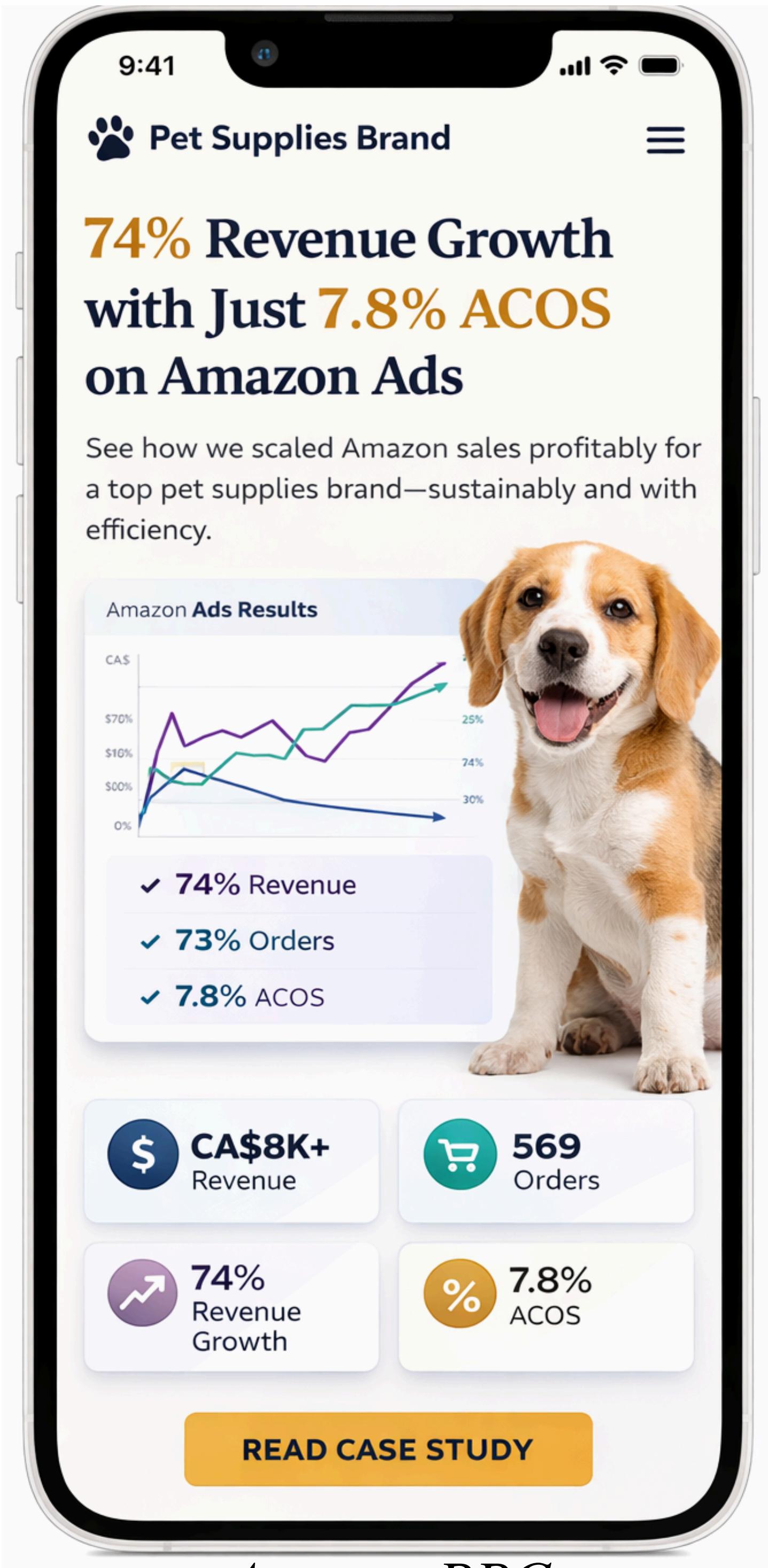
PET SUPPLIES BRAND ONLINE SALES – AMAZON PPC CASE STUDY

JUNE' 2025

**73% ORDER GROWTH WHILE REDUCING ACOS TO 7.8%**

## ONLINE SALES – AMAZON MARKETPLACE

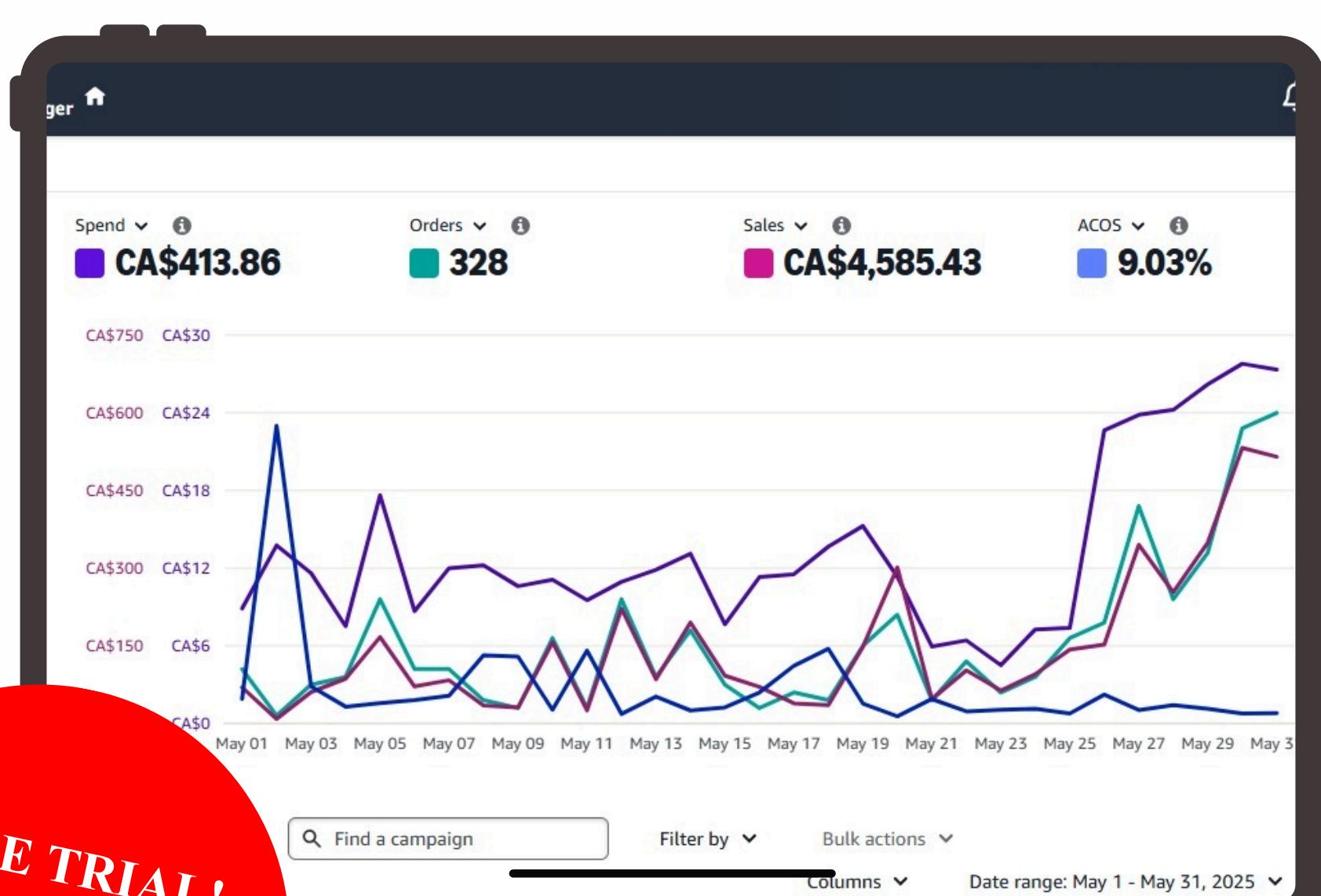
A fast-growing pet supplies brand partnered with us to scale its Amazon sales while maintaining strong profitability. Operating in a highly competitive category with aggressive bidding and price-sensitive shoppers, the brand needed a performance-driven Amazon Ads strategy that could increase order volume, improve revenue consistency, and keep advertising costs under control. Our objective was to build a scalable Sponsored Ads framework that would drive sustainable growth without compromising margins.



*Amazon PPC*

This project involved launching a new pet supplies brand from scratch in the **Canadian market**, starting with zero sales history and no established brand presence. The primary objective was to create early visibility, generate initial demand, and build consistent sales in a market with a relatively smaller population and limited buyer volume compared to larger regions. Within a short period of time, the brand achieved strong early traction. In the first month, we generated 328 sales, validating product demand and campaign direction. Building on these learnings, we scaled performance in the second month, increasing sales to 569 orders, demonstrating clear month-on-month growth and successful market adoption despite the limited audience size.

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# OUR STRATEGY

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### BID OPTIMIZATION BASED ON CONVERSION DATA

Bids were adjusted based on actual conversion performance rather than impressions or clicks alone. Keywords generating profitable sales were given priority, while underperforming targets were bid down or paused. This kept spending aligned with real revenue impact.

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### SEARCH TERM MONITORING

Regular monitoring of search terms and placements helped identify patterns in buyer behavior. High-performing placements were optimized for visibility, while inefficient placements were controlled. This added another layer of efficiency to the overall strategy.

### NEGATIVE TARGETING OPTIMIZATION

Ongoing search term analysis was used to identify irrelevant or low-intent queries. These were systematically added as negative keywords to reduce wasted spend. This refinement played a key role in improving ACOS and overall campaign efficiency.

### CATEGORY-WISE CAMPAIGN STRUCTURING

Campaigns were structured by product category and SKU type to maintain control over budgets and performance. This allowed us to clearly identify which categories were driving conversions and scale only those showing early profitability. It also improved reporting clarity and decision-making.

### SPONSORED PRODUCTS ONLY

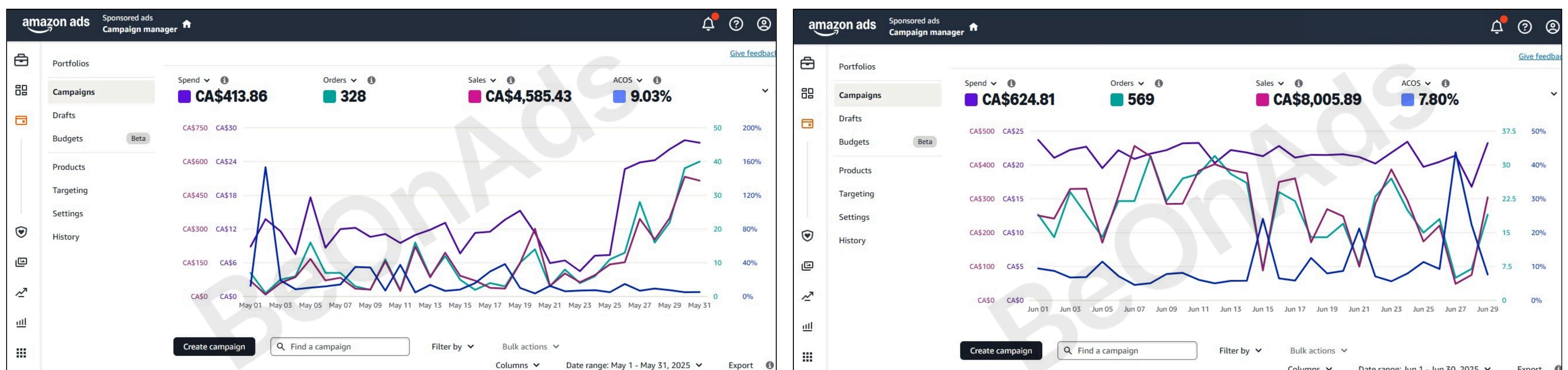
Given the client's early-stage budget and launch phase, we focused exclusively on Sponsored Products campaigns. This ensured spend was directed toward high-intent shoppers already searching for relevant products. The approach maximized conversion potential while avoiding budget dilution across formats.

### KEYWORD HARVESTING STRATEGY

Auto campaigns were used initially to discover high-converting search terms at lower risk. Profitable keywords were then migrated into structured manual campaigns with controlled bids. This process helped improve efficiency while building a strong keyword foundation.

# RESULTS

## PET SUPPLIES BRAND ONLINE SALES – AMAZON PPC CASE STUDY



73% Order Growth While Reducing ACOS to 7.8%

## STRONG MONTH-ON-MONTH SALES GROWTH

The brand achieved consistent sales momentum, growing from 328 orders in Month 1 to 569 orders in Month 2, proving rapid market adoption and effective campaign scaling within a short timeframe.

73% ORDER GROWTH  
AMAZON SALES

7.8% ACOS AT  
SCALE

Within two months of launch, Amazon Ads drove CA\$8K+ in attributed sales, validating product demand and establishing a strong revenue foundation for a new brand in the Canadian market.

WE DON'T JUST  
MANAGE, WE SCALE

From launching a brand from zero to driving consistent month-on-month growth, BeOnAds focuses on structured execution, profitable scaling, and results that matter.

Advertising efficiency improved as campaigns scaled, with ACOS reduced to 7.8% in the second month - ensuring profitable growth while increasing order volume.

EFFICIENT USE OF  
LIMITED BUDGET

Despite budget constraints, spend was allocated strategically toward high-performing keywords and SKUs, allowing the brand to scale sustainably without aggressive or inefficient ad spend.

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