

ART & CRAFT

ART & CRAFT BRAND ONLINE SALES – AMAZON PPC CASE STUDY

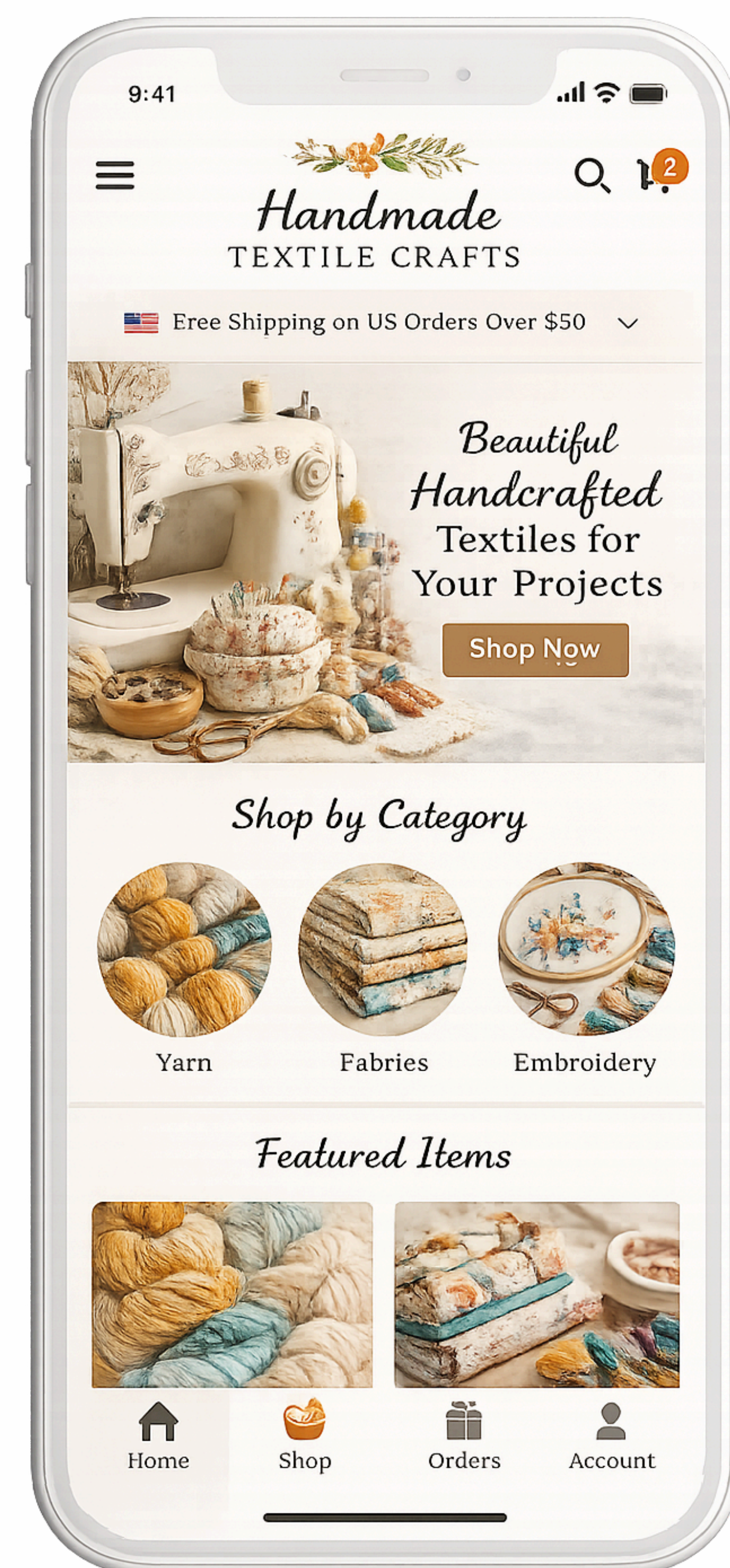
APRIL' 2025

ACOS OPTIMIZED FROM 3.56% TO 2.44% IN JUST 60 DAYS

ONLINE SALES – AMAZON MARKETPLACE

A fast-growing US-based consumer brand in a highly competitive Amazon category was struggling to scale profitably. Despite strong products and steady demand, their Amazon PPC was bleeding budget, driven by scattered campaigns, irrelevant traffic, and no clear growth direction.

The brand was operating in a highly competitive Amazon category where visibility came at a cost. Although the products had strong market potential, the PPC account lacked structure and strategic direction. Campaigns were scattered, budgets were spread thin across underperforming keywords, and a large portion of spend was being consumed by irrelevant or low-intent search terms. Sales were coming in, but efficiency was deteriorating - ACOS was rising, performance fluctuated month to month, and the team had no clear way to scale without increasing waste. The brand needed a system that could bring control, clarity, and profitable growth to their Amazon advertising.



Amazon PPC

Over a three-month optimization cycle, the brand's Amazon PPC performance transformed into a highly efficient growth engine. In April, the account generated \$1.62M in sales with an ad spend of \$57.8K at a 3.56% ACOS. By May, strategic restructuring and keyword optimization pushed sales to a peak of \$1.87M, while spend dropped to \$46.4K and ACOS improved to 2.48%, delivering higher revenue with significantly better efficiency. In June, even with a further reduced spend of \$36.2K, the account sustained \$1.48M in sales at a best-in-class ACOS. This three-month journey proved that with the right PPC brand could scale revenue while consistently lowering cost, turning Amazon into a predictable and profitable channel.



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OUR STRATEGY

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PREDICTIVE SCALING & BUDGET FORECASTING

Using historical trend modeling, we forecasted revenue impact before increasing budgets. Every scale decision was backed by projected ROAS and volume curves. This allowed the brand to invest millions with clarity, knowing exactly how much revenue each incremental dollar was designed to return.

PERFORMANCE-LED BUDGET REALLOCATION

Instead of increasing budgets blindly, we reallocated spend from low-ROAS campaigns into top-performing categories and keywords. Scaling decisions were driven purely by profitability thresholds, ensuring growth happened only where returns were predictable. This allowed the brand to grow revenue while spending less overall.

HIGH-SPEND OPTIMIZATION

Given the scale of investment, the account was managed with an enterprise mindset, daily performance monitoring, bid volatility control, and rapid iteration cycles. Every optimization was tied to revenue impact, ensuring that the ad account behaved like a growth system, not a cost center.

ENTERPRISE-LEVEL CAMPAIGN ARCHITECTURE

We rebuilt the entire account using a category-first framework, separating campaigns by product line, intent, and match type. This gave us granular control over budgets and performance, allowing us to scale high-revenue SKUs aggressively while isolating underperformers. The structure was designed for a high-spend environment where every dollar must be accountable.

AUTO-TO-MANUAL KEYWORD INTELLIGENCE

Auto campaigns were deployed as data engines, not revenue drivers. We continuously mined high-converting search terms and migrated them into dedicated manual campaigns with precise match types. This ensured that only proven, high-intent keywords received premium bids, turning discovery data into scalable profit.

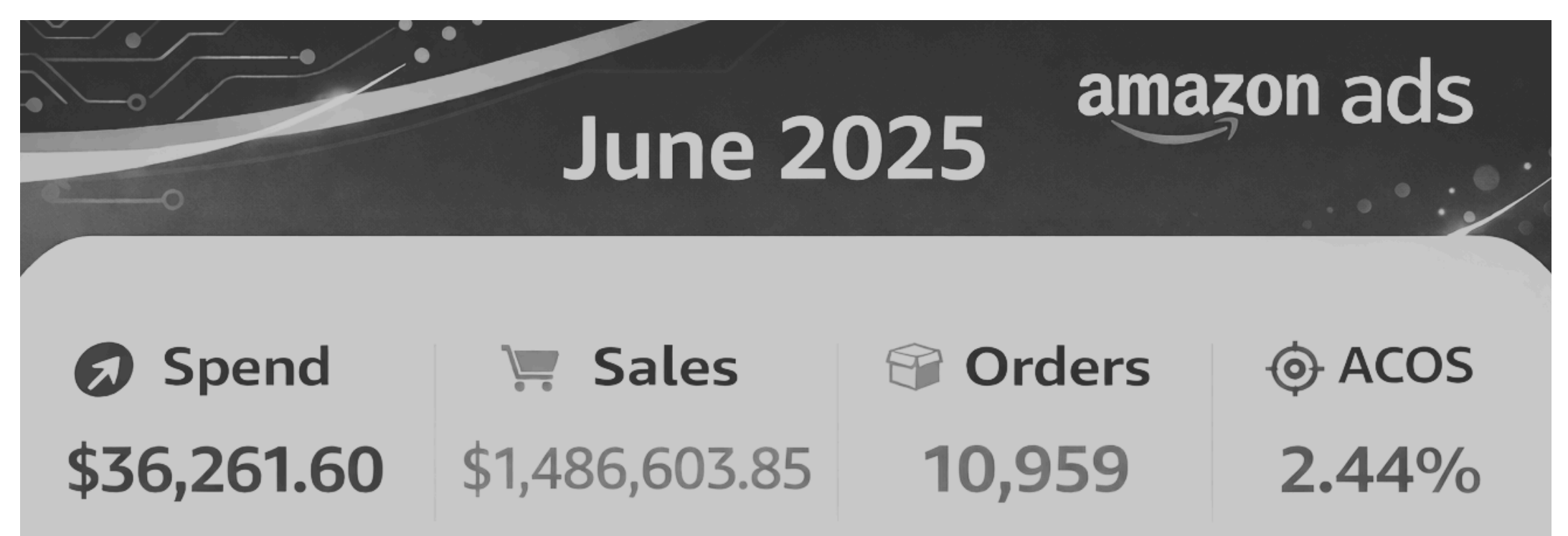
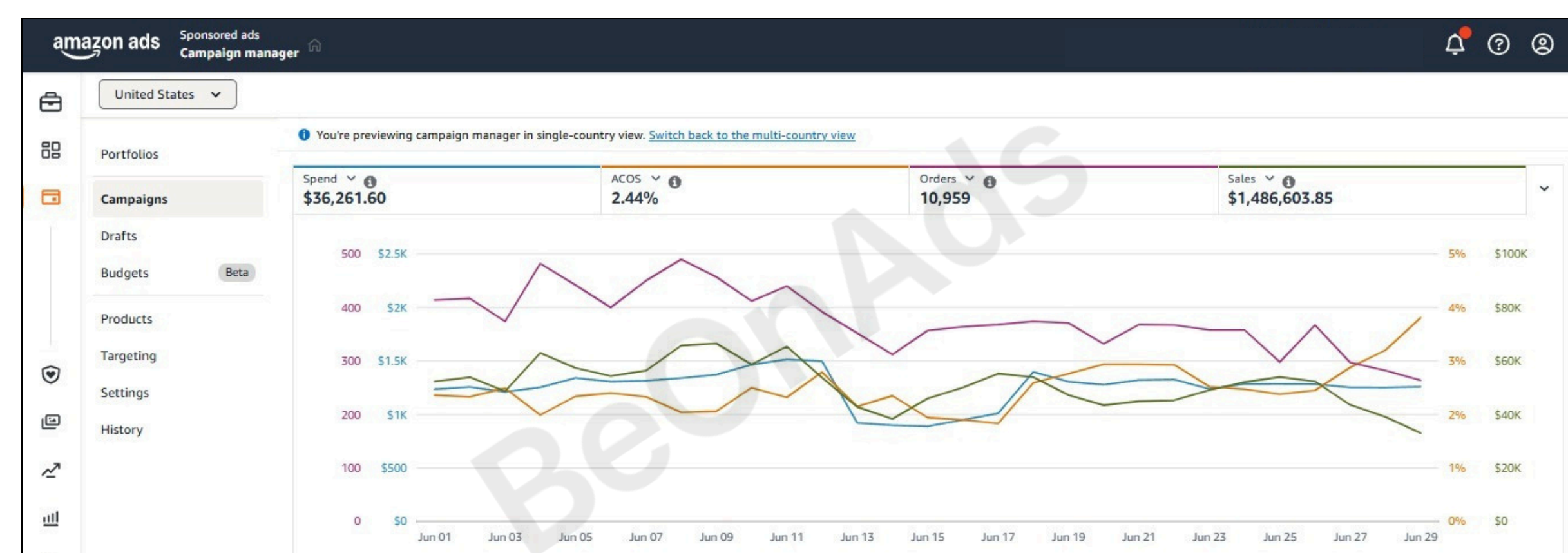
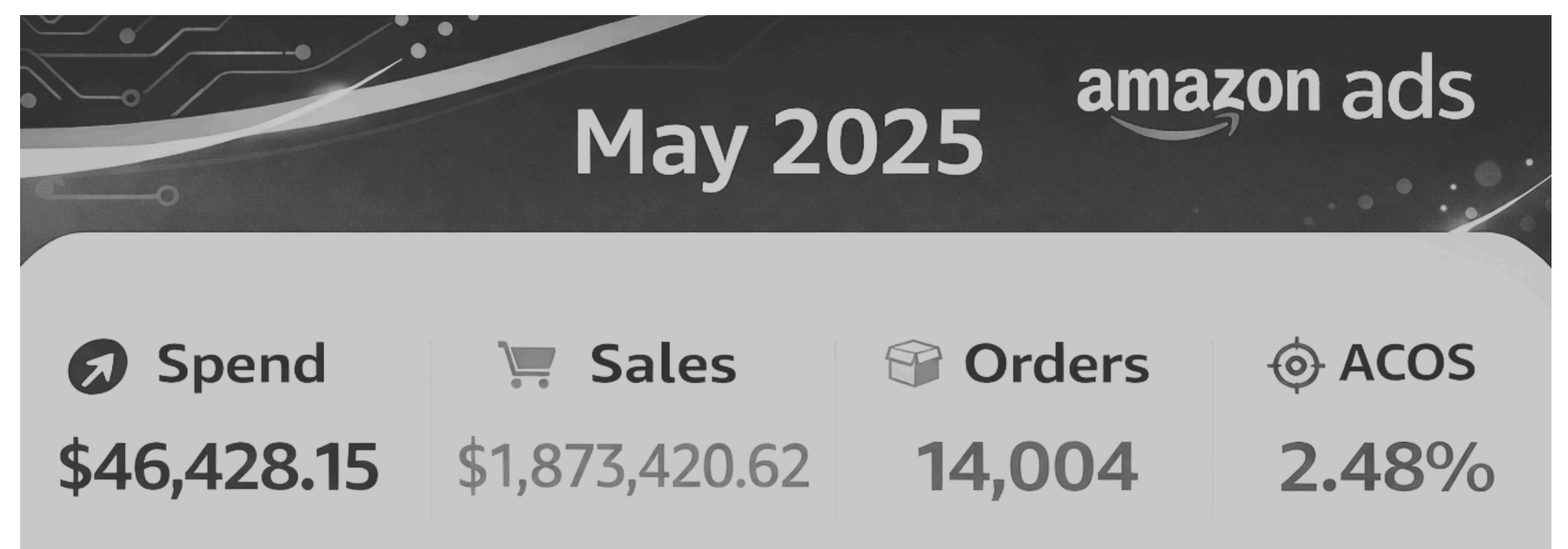
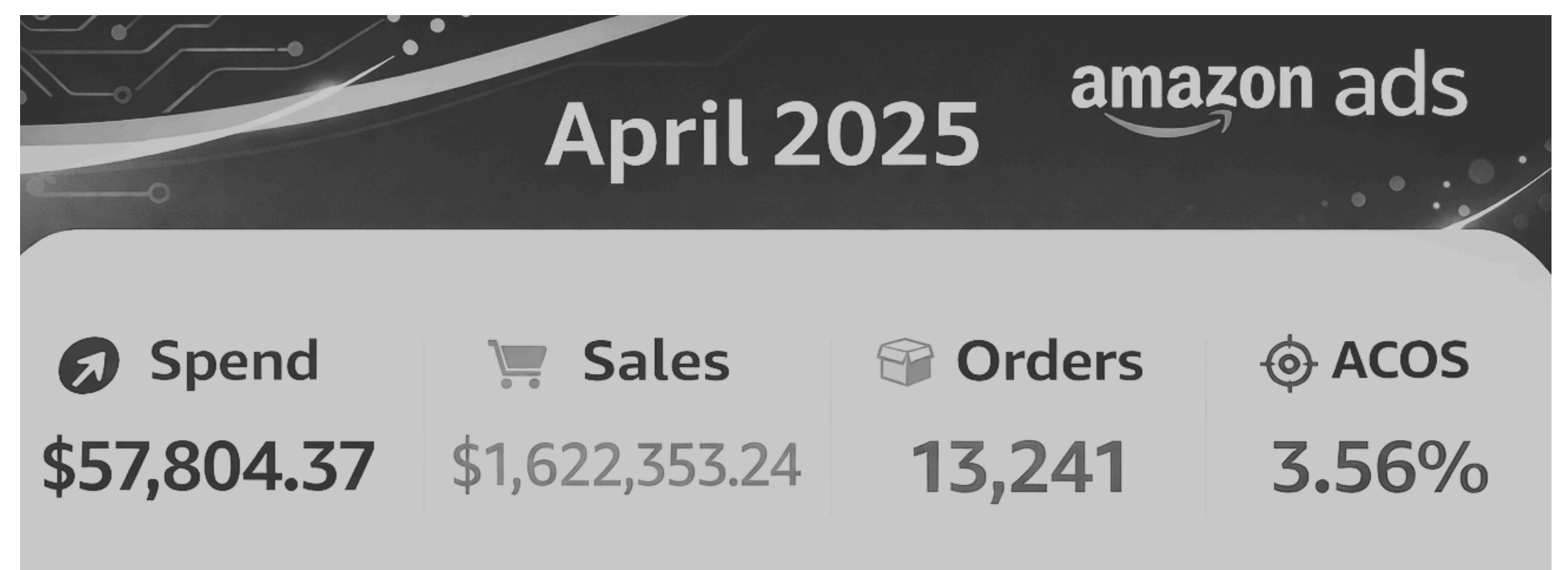
NEGATIVE TARGETING & WASTE ELIMINATION

At this spend level, even small inefficiencies compound into large losses. We implemented a weekly search term audit process to eliminate irrelevant, low-intent, and non-converting queries. This sharply reduced wasted spend and pushed ACOS down month over month without sacrificing volume.

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RESULTS

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37% REDUCTION IN AD SPEND

Through precision targeting and waste elimination, we cut unnecessary spend while maintaining scale, proving that growth doesn't require higher budgets, only smarter allocation.

ACOS IMPROVED FROM 3.56% TO 2.44%

SALES PEAKED AT \$1.87M IN MAY

With a restructured campaign framework and high-intent keyword focus, the brand achieved its highest-ever monthly revenue without increasing ad spend.

Every optimization pushed efficiency forward, lowering acquisition cost while preserving scale, and transforming PPC into a predictable profit engine.

14,000+ ORDERS IN A SINGLE MONTH

Optimized visibility across high-converting queries drove massive order volume, turning paid traffic into consistent, purchase-ready demand.

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