



TURNAROUND CASE STUDY

ACoS cut from 76% to 28%. Sales up 47%.

An Amazon Sponsored Ads account spending heavily at a 76% ACoS, close to losing money on every advertised sale. Over two months we rebuilt the targeting for efficiency and turned it into a profitable, higher converting account. Every figure is taken directly from the account's Amazon Ads Console.

76.49% to 28.31%

ACOS

1.31 to 3.53

ROAS

+47%

AD SALES, ON LESS SPEND

From 76% ACoS to 28% in Two Months

How we cut advertising cost of sales by two thirds while growing sales 47%, on nearly half the ad spend.

76.49% to 28.31%

ACOS

1.31 to 3.53

ROAS

+47%

AD SALES

-46%

AD SPEND

Account Overview

An Amazon Sponsored Ads account with steady demand that had drifted into heavy, inefficient spending. The account was delivering sales, but at an advertising cost that left little to no profit once product cost and Amazon fees were accounted for. Client identifiers have been removed.

The Challenge

The account was running a 76.49% ACoS at a 1.31 ROAS. In plain terms it was spending roughly a dollar to bring back a dollar and change, which after cost of goods and fees is a losing position. It was also spending very broadly, over 180,000 impressions in the period at a 0.80% click through rate, which meant most of the budget was buying visibility in front of shoppers who were not a strong match for the product. The task was to bring ACoS down to a healthy, profitable level without losing the sales the account was already making.

What We Did

Started with the listing, not the ads

Before touching the campaigns we compared the product's conversion rate against the category. It was lagging, so we optimized the listing first and made sure every relevant keyword actually appeared in the copy, since ads cannot rank a term the listing does not support. That groundwork produced a meaningful improvement in conversion before a single bid changed.

Diagnosed before touching bids

We started with the search term and placement reports rather than the bid sliders, to separate the terms that were genuinely converting from the ones quietly draining the daily budget. On an account spending this inefficiently, the waste is almost always concentrated in a portion of the targeting, and finding it first is what makes every later change safe.

Cut the wasted reach

We added negative keywords against the non converting search terms and pruned the loose targeting that was generating impressions but not orders. This is why impressions fell from 180,734 to 67,802. That drop was deliberate. We were not reaching fewer people for its own sake, we were cutting the spend that was reaching the wrong people.

Concentrated spend on proven converters

With the waste removed, we moved budget onto the keywords, products and placements that were already producing orders, and set bids by performance rather than spreading them evenly. This is where the efficiency gain came from.

Tightened match types and bids

Proven high intent search terms were moved into tighter match types so the account was paying for intent rather than chance, and we disciplined bids and placements to bring cost per click and cost per order under control.

Lifted conversion, not just clicks

Because the traffic that remained was higher intent, a far greater share of clicks turned into orders. The conversion rate on ad clicks rose from roughly 17% to 45%, which let sales grow even as total clicks fell. Tighter targeting does not just cut cost, it sends better buyers to the page.

Results

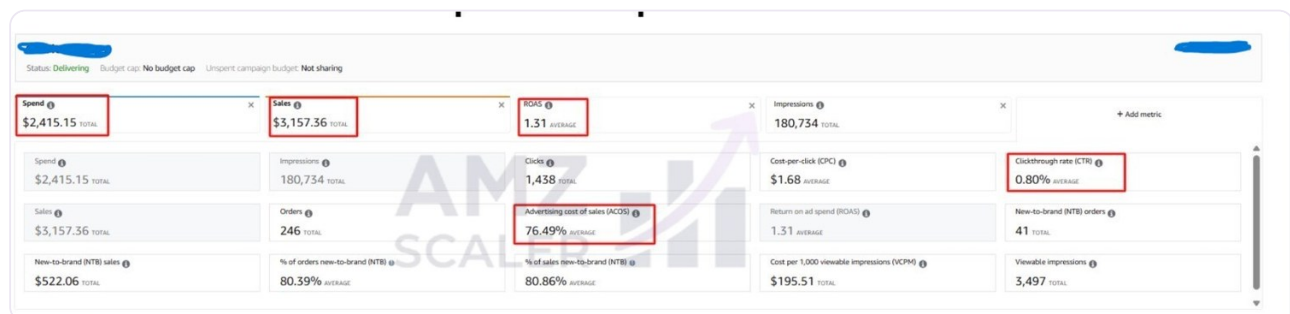
Over two months the account went from a 76.49% ACoS to 28.31%, and ROAS climbed from 1.31 to 3.53. This was not achieved by simply spending less and accepting fewer sales. Ad sales grew from \$3,157 to \$4,635, a 47% increase, and orders rose from 246 to 363, while ad spend fell from \$2,415 to \$1,312. Click through rate improved from 0.80% to 1.20% and the conversion rate on ad clicks rose from roughly 17% to 45%, both direct signs the ads were now reaching the right shoppers. More sales, more orders, and far less waste, at the same time.

METRIC	BEFORE	AFTER	CHANGE
Ad spend	\$2,415.15	\$1,312.35	-46%
Ad sales	\$3,157.36	\$4,635.29	+47%
ACoS	76.49%	28.31%	-48.2 pts
ROAS	1.31	3.53	+2.7x
Orders	246	363	+48%
Conversion rate	17.1%	44.7%	+27.6 pts
Impressions	180,734	67,802	-62%
Click through rate	0.80%	1.20%	+0.40 pts
Cost per click	\$1.68	\$1.62	-4%

Figures from Amazon Campaign Manager, ad-attributed. Client identifiers removed.

Before: The Starting Point

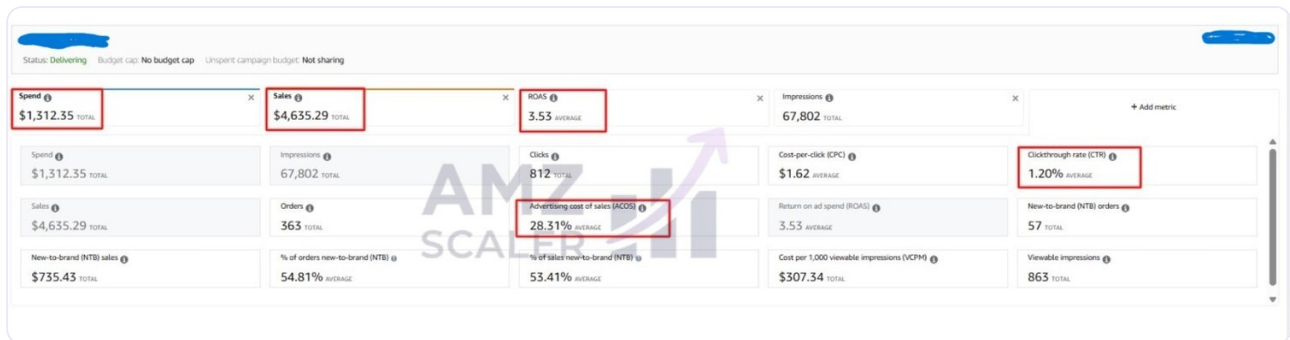
Spend of \$2,415.15 returned \$3,157.36 in ad sales at a 1.31 ROAS and a 76.49% ACoS, on 180,734 impressions at a 0.80% click through rate. High spend, broad reach, thin return.



Source: Amazon Campaign Manager. Ad-attributed. Client identifiers removed.

After: Two Months Later

The same account after the rebuild. Spend of \$1,312.35 returned \$4,635.29 at a 3.53 ROAS and a 28.31% ACoS, on 67,802 tightly targeted impressions at a 1.20% click through rate. Less spend, sharper reach, far stronger return.



Status: Delivering Budget cap: No budget cap Unspent campaign budget: Not sharing			
Spend ⓘ \$1,312.35 TOTAL	Sales ⓘ \$4,635.29 TOTAL	ROAS ⓘ 3.53 AVERAGE	Impressions ⓘ 67,802 TOTAL
Spend ⓘ \$1,312.35 TOTAL	Impressions ⓘ 67,802 TOTAL	Clicks ⓘ 812 TOTAL	Cost-per-click (CPC) ⓘ \$1.62 AVERAGE
Sales ⓘ \$4,635.29 TOTAL	Orders ⓘ 363 TOTAL	Advertising cost of sales (ACoS) ⓘ 28.31% AVERAGE	Clickthrough rate (CTR) ⓘ 1.20% AVERAGE
New-to-brand (NTB) sales ⓘ \$735.43 TOTAL	% of orders new-to-brand (NTB) ⓘ 54.81% AVERAGE	% of sales new-to-brand (NTB) ⓘ 53.41% AVERAGE	Return on ad spend (ROAS) ⓘ 3.53 AVERAGE
		Cost per 1,000 viewable impressions (VCPM) ⓘ \$307.34 TOTAL	New-to-brand (NTB) orders ⓘ 57 TOTAL
			Viewable impressions ⓘ 863 TOTAL

Source: Amazon Campaign Manager. Ad-attributed. Client identifiers removed.

Why This Worked

Efficiency came from subtraction before addition. The account did not need more spend, it needed the wrong spend removed. By cutting the low intent reach first, every dollar that remained was working against search terms that actually converted, which is what pulled ACoS down while sales went up.

Tighter targeting compounds. As click through rate rose from 0.80% to 1.20%, the ads read as more relevant, which supports better placement and lower cost over time. Efficiency here is not a one time cut, it is a structure that keeps paying off.

Final Takeaway

A high ACoS is rarely a spending problem, it is a targeting problem wearing a spending costume. This account was cut from a 76% ACoS to 28% in two months, with sales up 47% on nearly half the ad spend, by finding the waste, removing it, and concentrating budget on what was proven to convert.