



EFFICIENCY CASE STUDY

35% more sales, at a lower ACoS, on a \$90K account.

A mature Amazon account already turning over around \$90,000 a month. The challenge with an account this size is not starting it, it is growing the advertising further without letting efficiency slip. Over three months we grew PPC sales 35% while ACoS actually fell, driven by a cleaner campaign structure and disciplined search term segmentation. Every figure is taken directly from the account's Amazon Ads Console and Business Reports.

\$28.3K to \$38.3K

MONTHLY PPC SALES

20.59% to 17.25%

ACOS, WHILE SCALING

~6 to 7%

BLENDED TACOS HELD

35% More PPC Sales, at a Lower ACoS

How disciplined structure and search term segmentation grew a six-figure account's ad sales while bringing its ACoS down.

20.59% to 17.25%

ACOS

4.86 to 5.80

ROAS

+35%

PPC SALES

+36%

ORDERS

Account Overview

A mature Amazon account already generating around \$90,000 a month in total sales. Demand and volume were established. The opportunity was to push the advertising further without sacrificing the efficiency a healthy account depends on. Client identifiers have been removed.

The Challenge

Growing PPC on a large account is where most efficiency is lost. As spend rises it usually spills into broader, lower intent targeting and ACoS drifts up. This account had a further problem holding it back: its campaign structure was disorganized, with search terms of very different intent, relevance and search volume sharing the same campaigns and budgets. High volume terms absorbed the spend while others were starved, so the account could not grow cleanly. The task was to restructure it so it could scale and stay efficient at the same time.

What We Did

Started with the listing and conversion

As always, we began with conversion. We compared the listings' conversion rate against the category and optimized where it lagged, making sure every relevant keyword was present in the copy so the terms we planned to rank could actually rank. Paid traffic cannot rank a term the listing does not support.

Rebuilt the campaign structure

The structure was the real bottleneck. We corrected it so the account was organized to grow, rather than a single crowded space where campaigns competed against each other for the same budget.

Segmented search terms by intent, relevance and volume

We split the search terms into groups by buyer intent, relevance and search volume, so every term got the attention it deserved. Previously the high volume terms had absorbed the budget while the rest were starved. Segmenting them meant each group could be managed and funded on its own merits.

Segregated budget by campaign type and target

Budget was allocated by campaign type and target rather than lumped together, so ranking, discovery and defense each had their own controlled spend and none cannibalized the others.

Moved proven terms to exact for ranking

Converting search terms were moved into exact match targeting to push organic rank, since ranking a term reliably takes precise targeting rather than broad reach.

Opened discovery campaigns for new terms

We ran discovery campaigns to keep surfacing new relevant search terms, feeding the structure with fresh demand rather than letting the account stagnate on the same keywords.

Ran defensive campaigns to stop the leak

We set up brand defense so competitors could not take the account's own branded and high intent traffic, closing a leak that quietly raises cost on an otherwise efficient account.

Results

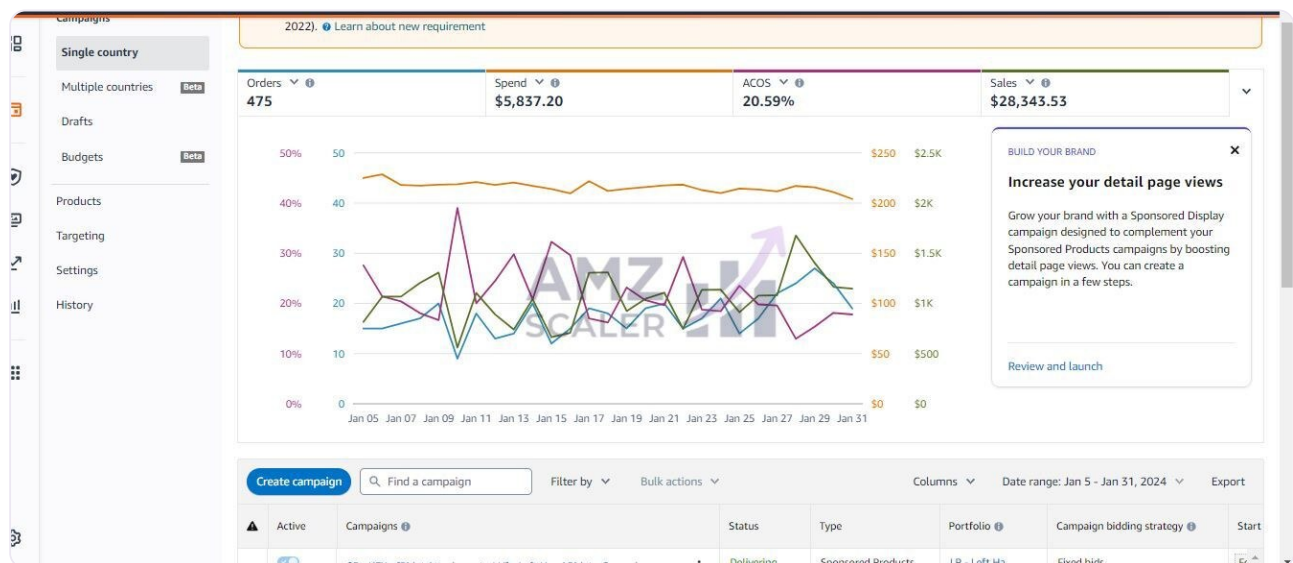
Over three months PPC sales grew from \$28,343 to \$38,321, a 35% increase, and orders rose from 475 to 648. What makes this account stand out is that ACoS did not rise to fund that growth, it fell, from 20.59% to 17.25%. Against roughly \$90,000 a month in total sales, blended TACoS held in the 6 to 7% range. That is what disciplined structure buys: more sales and better efficiency at the same time, on an account that was already at scale.

METRIC	JANUARY	FEBRUARY	MARCH
PPC ad spend	\$5,837.20	\$6,173.52	\$6,610.33
PPC ad sales	\$28,343.53	\$35,455.63	\$38,321.69
ACoS	20.59%	17.41%	17.25%
ROAS	4.86	5.74	5.80
Orders	475	586	648
Total account sales	\$90,097	\$87,298	\$96,156
Blended TACoS	6.5%	7.1%	6.9%

PPC figures from Amazon Campaign Manager. Total account sales from Amazon Business Reports. TACoS is PPC spend divided by total sales. Client identifiers removed.

Before: The Starting Point

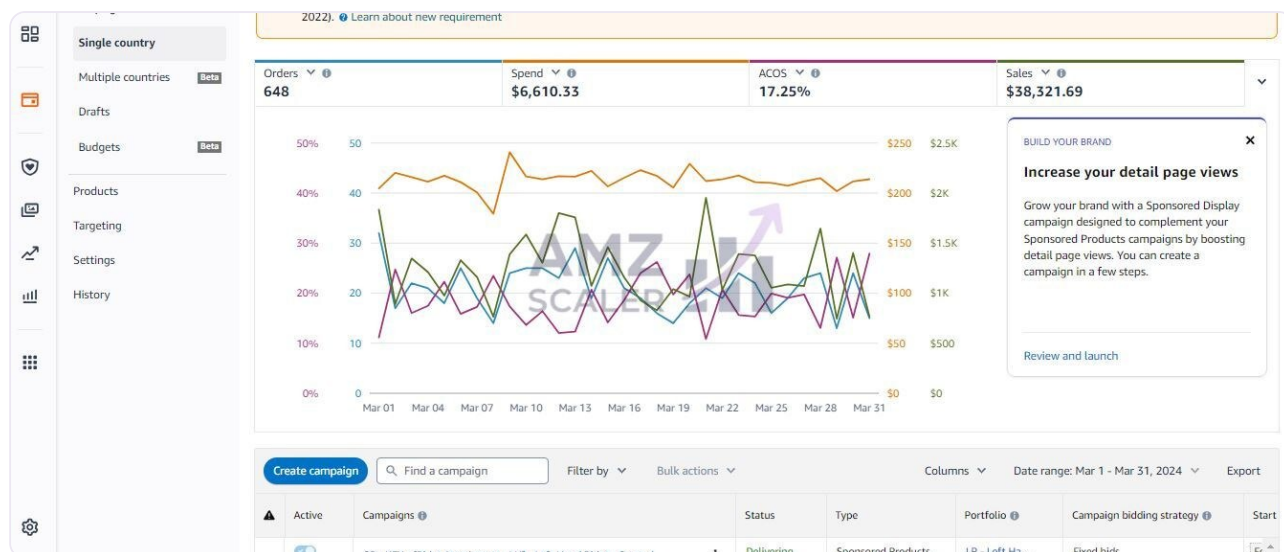
January. Spend of \$5,837.20 returned \$28,343.53 in ad sales at a 20.59% ACoS across 475 orders. Already efficient, but with a structure that could not scale cleanly.



Source: Amazon Campaign Manager, January 2024. Client identifiers removed.

After: Three Months Later

March. Spend of \$6,610.33 returned \$38,321.69 in ad sales at a 17.25% ACoS across 648 orders. More sales, more orders, and a lower ACoS than where it started.



Source: Amazon Campaign Manager, March 2024. Client identifiers removed.

Why It Scaled Cleanly

Structure is what let it scale. The account did not need more aggressive spending, it needed organizing. Once the search terms were segmented and the budgets segregated, more spend could go in without efficiency leaking out, which is why ACoS fell while sales grew.

Every term got its fair share. Segmenting by intent, relevance and volume meant no group of keywords was starved to feed another. That balance is what kept the whole account moving rather than a handful of terms carrying it.

Defense protected the gains. Holding the account's own branded traffic meant the efficiency built into the structure was not quietly drained by competitors taking easy sales.

In Short

On a large account, efficiency is a structure problem before it is a bidding problem. By organizing the campaigns, segmenting search terms by intent, relevance and volume, and giving each objective its own budget, this six-figure account grew PPC sales 35% while its ACoS fell from 20.59% to 17.25%. Growth and efficiency, on an account already at scale.