



TURNAROUND CASE STUDY

Sales scaled 4x. ACoS cut from 61% to 38%.

An Amazon Sponsored Ads account with real demand but poor efficiency, spending over thirteen thousand dollars at a 61% ACoS. Over three months we rebuilt it for efficiency, protected it against leaks, and then scaled it hard, growing ad sales more than fourfold while bringing ACoS down. Every figure is taken directly from the account's Amazon Ads Console.

61.21% to 37.92%

ACoS

\$21.9K to \$96.4K

MONTHLY AD SALES

4.4x

SALES GROWTH

Fix First, Then Scale

Why the order mattered: sequencing efficiency before growth let this account more than quadruple ad sales while ACoS fell from 61% to 38%.

61.21% to 37.92%

ACoS

1.63 to 2.64

ROAS

4.4x

AD SALES

4.7x

ORDERS

Account Overview

A larger Amazon account already carrying real sales volume, but running its advertising inefficiently. The demand was proven. What it lacked was the campaign structure to grow on that demand without burning margin. Client identifiers have been removed.

The Challenge

At a 61.21% ACoS and a 1.63 ROAS, the account was spending \$13,385 a month with almost nothing left after fees. The tempting move on an account like this is to pour in more budget to chase the demand you can see. On an inefficient account that only multiplies the waste. More than 1.5 million impressions were landing at a 0.59% click through rate, a clear sign the spend was far too broad. So the real work was about order of operations: make the account efficient, protect it against leaks, and only then put it under load.

What We Did

Fixed the page before the campaigns

Our first move was not in the campaigns at all. We benchmarked the listing against the category, found conversion trailing, and rebuilt the copy so the page converted and so every relevant search term was present in it. Paid campaigns can only rank terms the listing genuinely supports, so this had to come first, and it delivered a meaningful conversion gain for everything that followed to stand on.

Read the account before scaling it

Before adding any budget we mapped where the 1.5 million impressions were actually going, which search terms and products earned their spend and which were coasting on broad reach. You cannot scale an account you have not understood, so this came first.

Rebuilt the efficiency, then held the line

We stripped out the broad, low intent targeting and rebuilt around the terms and products that were genuinely converting, pulling ACoS down to a level that could take real weight. Efficiency was the foundation everything else would stand on.

Protected the account's own traffic

We set up brand defense so competitors could not sit on the account's branded and highest intent searches. That is the cheapest, best converting traffic an account owns, and quietly surrendering it to a rival both raises cost and hands away easy sales. Closing that leak mattered more once bigger budgets were about to flow.

Held conversion steady as volume climbed

Scaling usually drags conversion down as you reach further for buyers. We worked the creative and messaging so the extra clicks still converted, which is what allowed spend to rise without ACoS following it up.

Scaled only what had earned it

With an efficient, protected base in place, we opened budget on the proven campaigns and expanded their coverage. Growth went behind winners, not guesses, which is why sales outran spend rather than chasing it.

Results

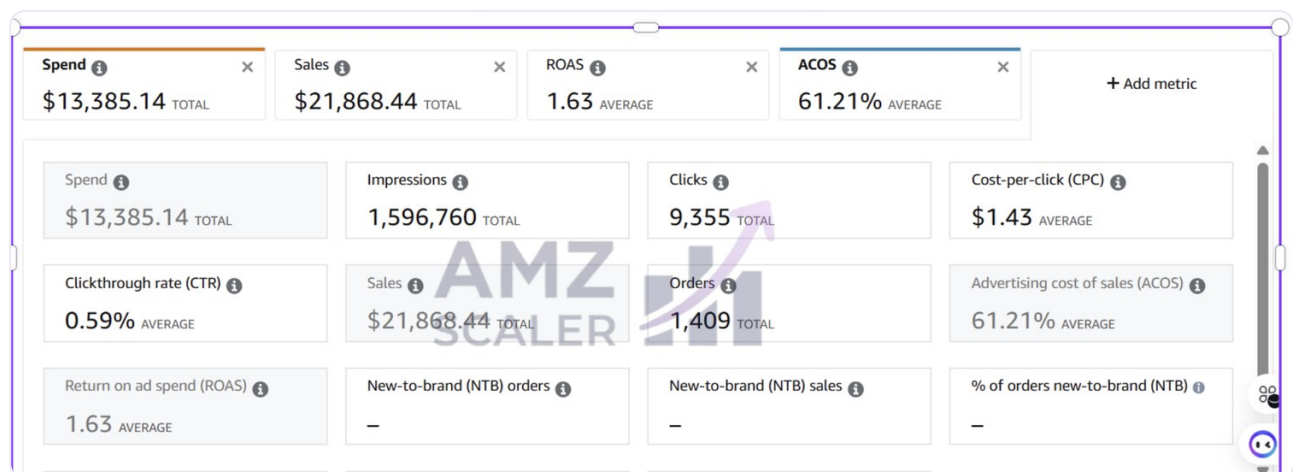
The sequencing paid off. Ad sales climbed from \$21,868 to \$96,434, more than four times over, and orders went from 1,409 to 6,669. The number that proves the method is the gap between the two growth rates: spend roughly tripled while sales more than quadrupled. Because efficiency was built before the budget scaled, ACoS fell from 61.21% to 37.92% even as the account absorbed far more spend.

METRIC	BEFORE	AFTER	CHANGE
Ad spend	\$13,385.14	\$36,569.75	2.7x
Ad sales	\$21,868.44	\$96,434.70	4.4x
ACoS	61.21%	37.92%	-23.3 pts
ROAS	1.63	2.64	+62%
Orders	1,409	6,669	4.7x
Impressions	1,596,760	3,024,483	+89%

Figures from Amazon Campaign Manager, ad-attributed. After ROAS is derived from ad sales divided by ad spend. Client identifiers removed.

Before: The Starting Point

Spend of \$13,385.14 returned \$21,868.44 in ad sales at a 1.63 ROAS and a 61.21% ACoS, on more than 1.5 million impressions at a 0.59% click through rate. High volume, broad reach, weak efficiency.



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

After: Three Months Later

The same account after the rebuild and scale. Spend of \$36,569.75 returned \$96,434.70 in ad sales at a 37.92% ACoS, on 6,669 orders and more than 3 million impressions. Far bigger, and more efficient at the same time.



Source: Amazon Campaign Manager. September 2025. Client identifiers removed.

The Order That Made It Work

The whole result turns on sequence. Had the budget gone in first, it would have poured into the same broad, low converting targeting and simply produced a bigger loss. By making the account efficient before it scaled, every extra dollar landed on ground that was already working.

Defending the account's own traffic before scaling meant the new spend bought genuine growth, rather than paying to win back branded searches a competitor was quietly taking. Defense before offense.

The proof is in the two growth rates. Spend roughly tripled, sales more than quadrupled. That gap is what separates an account grown on real demand from one that has simply bought volume it cannot sustain.

Bottom Line

Efficiency and scale only look like opposites when they are attempted at once. Sequenced correctly, fix, defend, then scale, this account grew ad sales more than four times in three months while ACoS fell from 61% to 38%. The order was the strategy.