



STRATEGY CASE STUDY

Hard category. Tight budget. \$586 to \$27.8K.

A limited-budget product in a competitive, low-conversion category, where the standard keyword-first playbook would have burned the budget fast. So we built a different strategy, led by ASIN targeting, that held CPC under \$0.70 and scaled the account from \$586 to \$27,825 a month. Every figure is taken directly from the account's Amazon Ads Console and Business Reports.

\$586 to \$27.8K

MONTHLY SALES, MAY TO
NOV

under \$0.70

CPC, VIA ASIN TARGETING

8.44%

ACOS BY MONTH SEVEN

A Strategy Built for the Category, Not a Template

How a custom, ASIN-led approach scaled a limited-budget product in a competitive, low-conversion category from \$586 to \$27,825 a month.

\$586 to \$27.8K

MONTHLY SALES

under \$0.70

CPC HELD

8.44%

ACOS, MONTH 7

4.62%

TACOS, MONTH 7

The Situation

A product entering a competitive category with a naturally low conversion rate, backed by a limited advertising budget. Those two constraints together are where most launches stall. Clicks in the category were expensive, conversion was hard won, and there was not enough budget to muscle through with a standard approach. Client identifiers have been removed.

The Challenge

The default Amazon playbook is keyword-first: bid on the category's main search terms and push. In a competitive, low-conversion category on a tight budget, that plan burns through the money on expensive clicks that rarely convert, and the account stalls before it ever gains traction. This client needed a strategy designed around their actual constraints, not a template applied to them.

What We Did

Started with conversion and the category

As always we began with the listing and conversion, which mattered even more in a low-CVR category, alongside proper market and competitive analysis so the plan was built on how this category actually behaved.

Rejected the one-size-fits-all playbook

A tight budget in a competitive, low-conversion category will not survive a keyword-first approach. Rather than force the standard plan, we designed a strategy around the real constraints: low budget, expensive clicks, hard conversion.

Led with ASIN targeting to hold CPC down

We built the account around product (ASIN) targeting rather than keywords, reaching in-market shoppers directly on competitor and complementary listings. This held CPC under \$0.70 and delivered performance similar to keyword targeting, but at a far lower cost per acquisition, which is exactly what a limited budget needs.

Optimized bids and negatives continuously

The ASIN targeting started broad by intent, then we tightened it constantly, adjusting bids and adding negative targets so only the efficient, converting placements survived and the budget was never wasted on the rest.

Harvested golden keywords into ranking campaigns

As proven converting search terms surfaced from the data, we moved those golden keywords into dedicated ranking campaigns, turning early paid traction into lasting organic rank on the terms that mattered most.

Structured and segregated the account

Underneath it all sat a clean campaign structure with budget segregated by type and target, so discovery, efficiency and ranking each had their own controlled spend and none drained the others.

Results

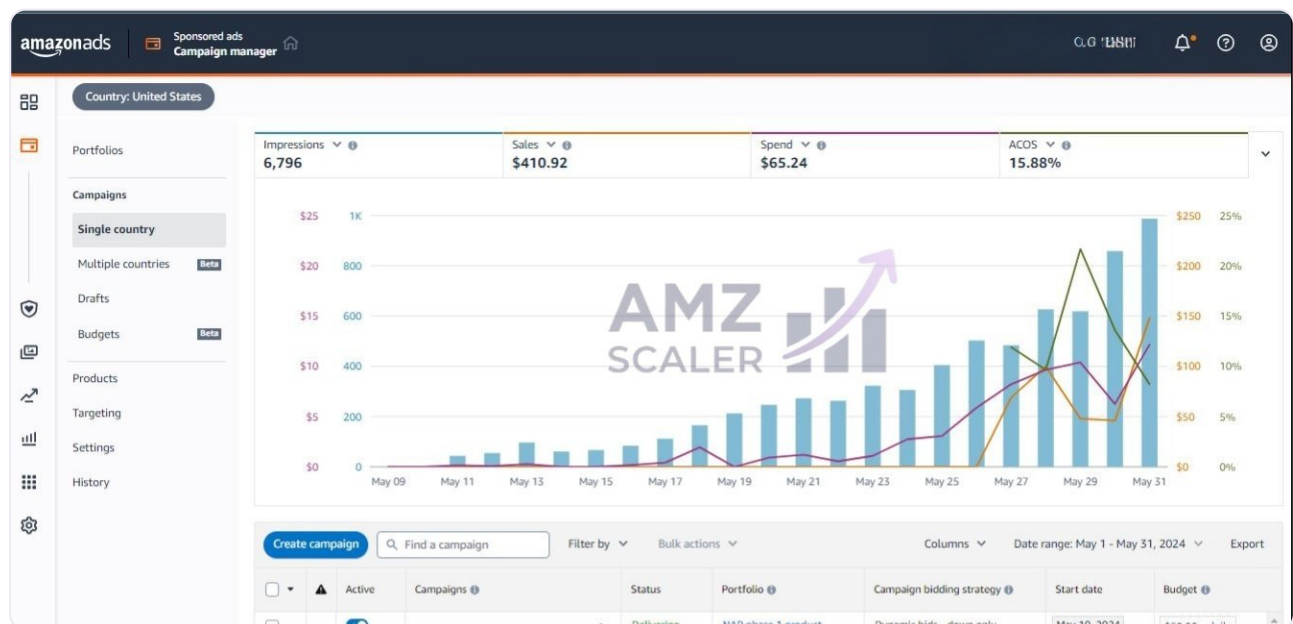
Over seven months the account scaled from \$586 in May to \$27,825 in November, in a category and on a budget that would have defeated the standard approach. Because the strategy was built around low-cost ASIN targeting, CPC stayed under \$0.70 throughout, which is what let a limited budget keep buying qualified traffic as the account grew. By November, as the harvested winners matured, ACoS had fallen to 8.44% and blended TACoS to 4.62%.

MONTH	TOTAL SALES	PPC SALES	ORGANIC SALES	ACOS	TACOS
May	\$586	\$410	\$176	15.85%	11.09%
June	\$5,339	\$2,805	\$2,534	13.51%	7.10%
July	\$8,651	\$4,065	\$4,586	14.24%	6.69%
August	\$14,224	\$7,356	\$6,868	13.74%	7.11%
September	\$17,267	\$8,034	\$9,233	17.05%	7.93%
October	\$17,028	\$8,256	\$8,772	18.31%	8.88%
November	\$27,825	\$15,239	\$12,586	8.44%	4.62%

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

Month One: A Deliberate Start

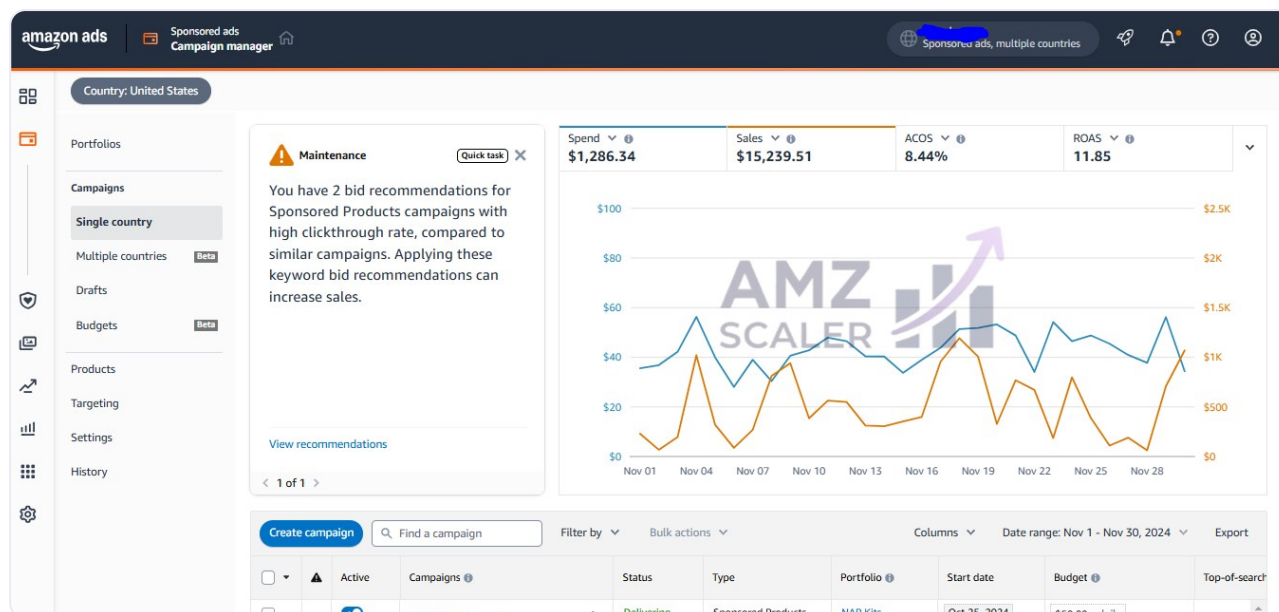
May. The account opened small and controlled, spending \$65.24 to return \$410.92 at a 15.88% ACoS, testing the ASIN-led approach before scaling it.



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

Month Seven: Where It Landed

November. Spend of \$1,286.34 returned \$15,239.51 in ad sales at an 8.44% ACoS and an 11.85 ROAS. The strategy that started tiny and deliberate had become an efficient engine, without ever abandoning the low-cost approach that made it possible.



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

Why the Tailored Approach Worked

The category dictated the strategy, not a template. In a competitive, low-conversion category on a tight budget, a keyword-first approach would have spent the money on expensive clicks that rarely converted. Leading with ASIN targeting reached in-market shoppers at a fraction of the cost.

Low CPC made a small budget go far. Holding CPC under \$0.70 meant the limited budget bought far more qualified traffic than it otherwise could, which is what let the account scale despite the constraint.

The winners were harvested, not left behind. As golden keywords surfaced from the ASIN campaigns, moving them into ranking campaigns turned early paid traction into lasting organic rank.

The Principle

There is no one-size-fits-all Amazon strategy. A tight budget in a competitive, low-conversion category needs a different plan than a well-funded launch in an open one. By building the strategy around this client's actual constraints, leading with ASIN targeting to hold CPC under \$0.70, and harvesting the winners into ranking campaigns, the account scaled from \$586 to \$27,825 a month while ACoS fell to 8.44%. The strategy is always designed around the client, never applied from a template.