

Amazon PPC Case Study - EltaMD

Focus: Campaign Optimization | ACOS Improvement | Performance Scaling

Project Overview

Worked with the brand over a 2-month period to improve advertising performance through campaign restructuring and optimization.

Work Done

Campaign Structure Optimization

Campaign structure optimization

Keyword Targeting Refinement

Keyword targeting refinement

Bid and Placement Adjustments

Bid and placement adjustments

Budget Allocation Improvements

Budget allocation improvements

Continuous Monitoring and Optimization

Continuous monitoring and optimization

Performance Snapshot

Create campaign

Find a campaign

Filter by

Bulk actions

Columns

Date range: Sep 1 - Oct 31, 2024

Export

☐		Active	Cam...		Cost type	Top-of-search IS	Top-of-search bid adjustment	Spend	Orders	Sales	ROAS	Viewable
☐			SP - ...	daily	CPC	<5%	0% Recommended: 25%	\$2,554.39	149	\$10,570.50	4.14	
☐			SP - ...	daily	CPC	6.29%	20% Recommended: 70%	\$411.59	28	\$1,959.72	4.76	
☐			SP - ...	daily	CPC	13.07%	45% Recommended: 70%	\$528.70	26	\$1,819.74	3.44	
☐			SP - ...	daily	CPC	8.58%	60%	\$665.79	25	\$1,759.75	2.64	
☐			SP - ...	daily	CPC	28.01%	160%	\$282.26	22	\$1,469.79	5.21	
☐			SP - ...	daily	CPC	<5%	80% Recommended: 85%	\$81.64	19	\$1,294.82	15.86	
☐			SP - ...	daily	CPC	13.55%	30%	\$564.19	18	\$1,279.82	2.27	
☐			SP - ...	daily	CPC	<5%	0%	\$317.73	18	\$1,259.82	3.97	
☐			SP - ...	daily	CPC	<5%	130%	\$188.24	17	\$1,209.83	6.43	
☐			SP - ...	daily	CPC	<5%	160%	\$158.02	15	\$1,049.85	6.64	
Totals for 82					—			\$9,223.46	535	\$37,910.68	4.11	

\$9,223

Total Ad Spend

Total Ad Spend: \$9,223.46

\$37,910

Total Sales

Total Sales: \$37,910.68

535

Total Orders

Total Orders: 535

4.11

ROAS

ROAS: 4.11

Key Outcomes



Improved Campaign Efficiency

Improved campaign efficiency



Better Targeting and Ad Structure

Better targeting and ad structure



Increased Sales Performance

Increased sales performance



Gradual Improvement in ACOS

Gradual improvement in ACOS

Conclusion

Focused on structured optimization and continuous adjustments to improve ad performance and maintain stable growth over time.