

Amazon PPC Case Study – PetAmi



Focus: PPC Optimization | ACOS Reduction | Campaign Performance Improvement

Project Overview

Worked on improving PPC performance by analyzing existing campaigns and identifying inefficiencies. The project focused on restructuring campaigns and improving overall ad performance.

Challenges

- High ACOS affecting profitability
- Poor campaign structure
- Inefficient keyword targeting
- Unoptimized bids and placements

Work Done

- Campaign restructuring and segmentation
- Keyword refinement and targeting improvements
- Bid and placement optimization
- Budget allocation adjustments
- Continuous monitoring and testing

Performance Improvement

Significant improvement in campaign efficiency was observed after optimization. ACOS was reduced and overall PPC performance became more stable and controlled over time.

Reduced ACOS

Lower advertising cost of sale improving overall profitability.

Improved ROAS and Ad Efficiency

Better return on ad spend and more efficient use of budget.

Better Campaign Structure

Well-organized campaigns enabling clearer performance tracking.

More Consistent Sales Performance

Stable and predictable sales results driven by optimized ads.

Conclusion

Focused on long-term PPC optimization through structured campaigns and data-driven decisions to achieve stable and efficient advertising performance.