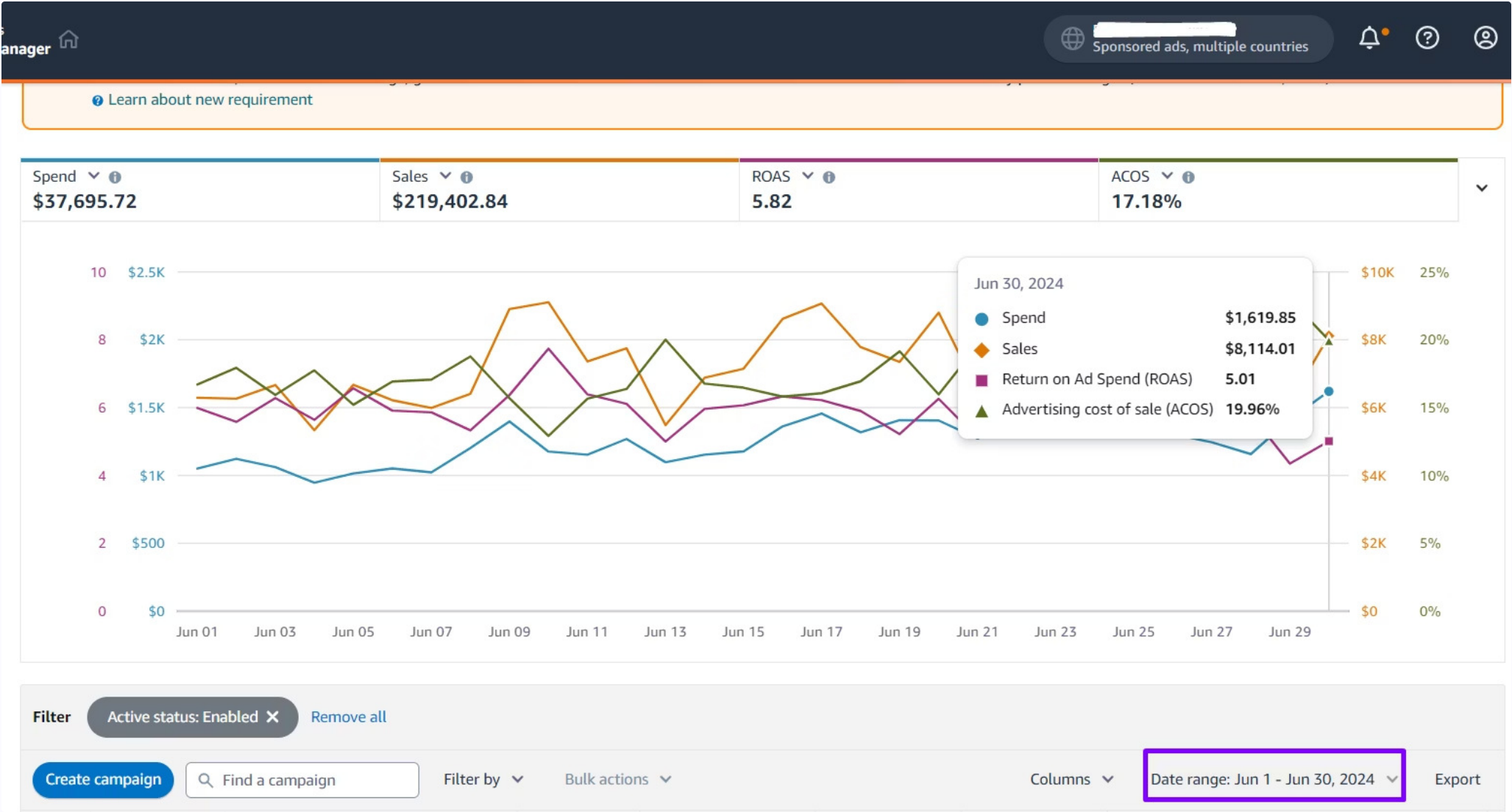


Amazon PPC Case Study – Vegepod



- PPC OPTIMIZATION
- CAMPAIGN TESTING
- PERFORMANCE IMPROVEMENT

Project Overview

Worked on improving PPC performance by analyzing campaign data and testing different strategies over time. Focus was on improving efficiency and maintaining stable growth.

Work Done

- Campaign performance analysis
- Keyword and targeting refinement
- Bid and placement adjustments
- Testing promotional and scaling strategies
- Continuous monitoring and optimization

Performance Snapshot

\$37.7K

Total Ad Spend
\$37,695.72

\$219K

Total Sales
\$219,402.84

5.82

ROAS

17.18%

ACOS

Key Outcomes

- Improved PPC Efficiency
- Better ROAS and Controlled ACOS
- Increased Sales Performance
- More Consistent Campaign Results

Conclusion: Focused on data-driven testing and structured optimizations to improve campaign performance and support long-term growth.