

Amazon Performance Report – DMoose

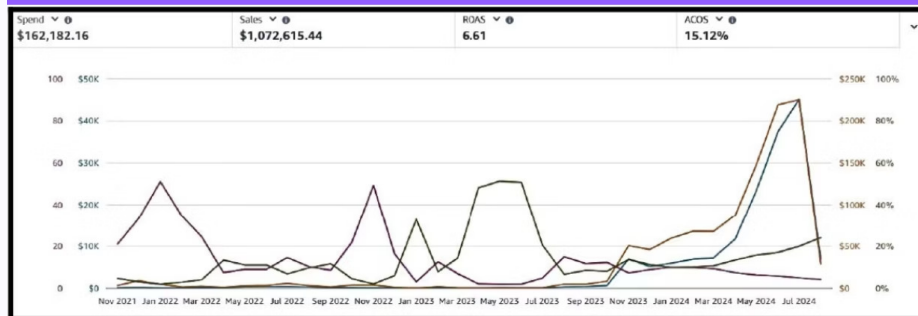
Listing Optimization | PPC Management | Growth Strategy

Services Overview

Strategy, Brand Building, Listing Optimization, and PPC Management

Lifetime PPC Management

Comprehensive Analysis and Continuous Improvement



Sales Performance

1-Year Sales Overview

Sales Dashboard [Learn more](#)

Date: Custom
Sales breakdown: Marketplace total
Fulfillment channel: Both (Amazon and seller)
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Sales Snapshot taken at 8/6/2024, 1:12:19 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
34,584	37,200	\$1,503,984.80	1.08	\$43.49

Services Overview

Worked on improving the brand's Amazon performance through listing optimization, keyword targeting, and ongoing PPC management. Focus remained on long-term growth and consistent performance.



Listing Optimization

Improving product titles, bullets, and content for maximum discoverability and conversion.



Keyword Targeting

Researching and targeting the most relevant keywords to drive qualified traffic.



PPC Management

Ongoing campaign management focused on long-term growth and consistent performance.

Work Completed

The following tasks were carried out as part of the engagement to drive Amazon performance improvements for DMoose:

1

Listing Optimization

Titles, bullets, content

2

Keyword Research and Targeting

In-depth keyword discovery and strategic targeting

3

PPC Campaign Setup and Optimization

Full campaign build-out and ongoing refinement

4

Bid and Placement Adjustments

Continuous bid tuning and placement strategy

5

Continuous Performance Monitoring

Ongoing tracking and data-driven decision making

Listing Optimization

Titles, bullets, and content were carefully optimized to improve discoverability and conversion rates across DMoose's product catalog.

Keyword Research and Targeting

What Was Done

Keyword research and targeting was conducted to identify the highest-value search terms relevant to DMoose's product range on Amazon.

Why It Matters

Strategic keyword targeting ensures products appear in front of the right customers at the right time, driving qualified traffic and improving organic ranking over time.

PPC Campaign Setup and Optimization

PPC campaign setup and optimization was completed, including bid and placement adjustments and continuous performance monitoring to ensure campaigns remained efficient and effective.

→ **PPC Campaign Setup and Optimization**

→ **Bid and Placement Adjustments**

→ **Continuous Performance Monitoring**

Performance Summary

The account showed steady performance improvements supported by optimized campaigns and refined listing strategy, focusing on sustainable growth.



Sustainable growth was the guiding principle throughout the engagement, with every decision anchored in data and long-term brand health.

Results

The following outcomes were achieved through the work completed on the DMoose Amazon account:

Improved Product Visibility

Products gained greater exposure across relevant Amazon search results.

Better Keyword Positioning

Targeted keywords achieved stronger rankings, driving more organic traffic.

More Consistent Sales Performance

Sales became more predictable and stable over the reporting period.

Enhanced Listing Quality

Listings were elevated in quality, improving both relevance and conversion.

Conclusion

Work was focused on long-term brand growth through continuous optimization and data-driven decisions.

Every action taken throughout this engagement — from listing optimization to PPC management — was guided by a commitment to sustainable, long-term brand growth for DMoose on Amazon.

Summary – DMoose Amazon Performance

Service Area	Key Activity
Listing Optimization	Titles, bullets, content
Keyword Research and Targeting	In-depth research and strategic targeting
PPC Campaign Setup and Optimization	Full campaign build-out and ongoing refinement
Bid and Placement Adjustments	Continuous bid tuning and placement strategy
Continuous Performance Monitoring	Ongoing tracking and data-driven decisions

- ❏ Work was focused on long-term brand growth through continuous optimization and data-driven decisions.