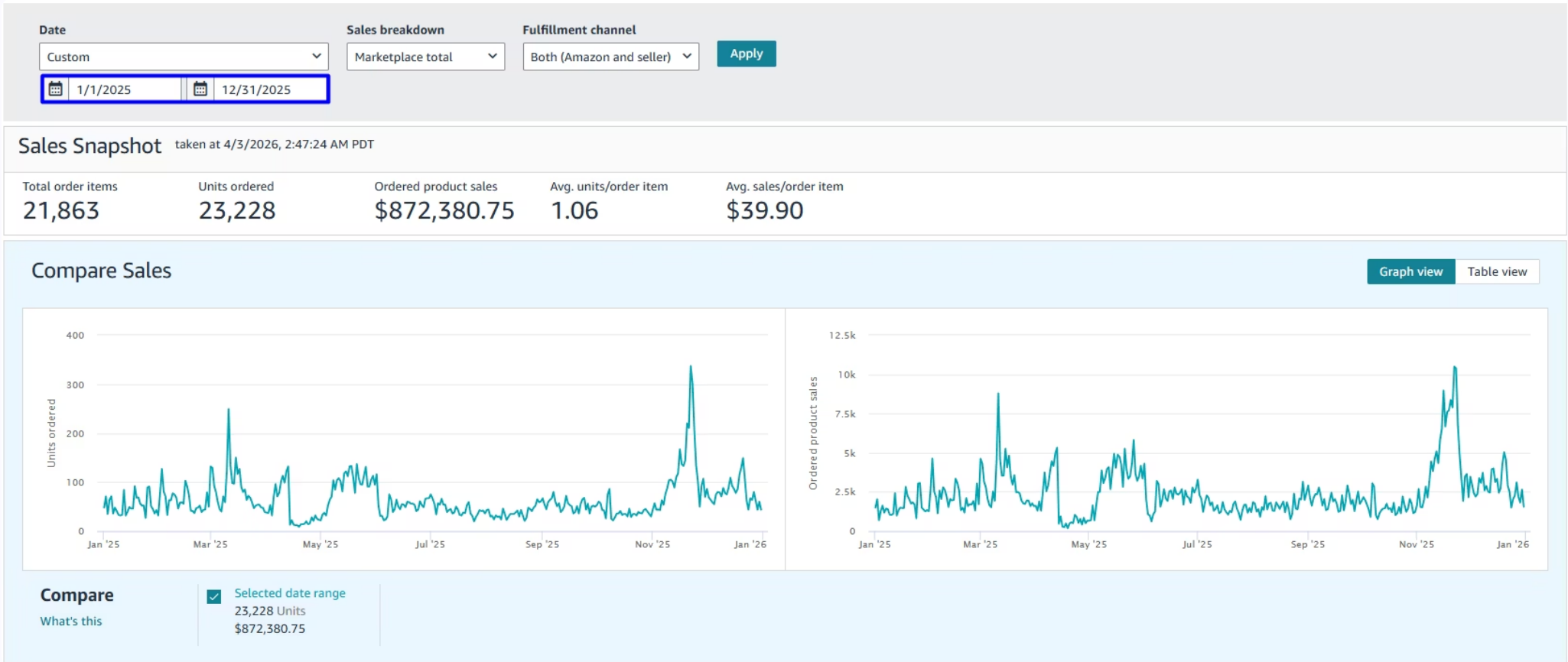


up2u -Amazon Performance Case Study

Focus: Sales Growth | Listing Optimization | PPC & Performance Strategy



Project Overview

Worked on improving overall Amazon performance by optimizing listings, refining strategy, and supporting campaign efforts to drive consistent growth.

Work Done

Listing Optimization

Listing optimization and content improvements

Keyword Strategy

Keyword strategy and SEO refinement

PPC Support

PPC support and performance adjustments

Data Analysis

Data analysis and performance tracking

Continuous Optimization

Continuous optimization for growth

Performance Snapshot

21,863

Total Order Items

\$872K

Total Sales

\$872,380.75

23,228

Units Sold

\$39.90

Avg. Order Value

Key Insights

The brand achieved strong sales performance over the selected period, with consistent growth trends and improved visibility across the marketplace.

Conclusion

Focused on structured optimization and data-driven strategies to support long-term growth and improve overall account performance.