

Running an Amazon Sponsored Ads to Increase Sales & Traffic

Customer Name	:	Karnesh Mahendru
Amazon Account	:	ECOTOKRI
Business Nature	:	Reseller and Manufacturer
Product Category	:	Beauty
Requirement	:	AMAZON SPONSORED ADS
Our Goal	:	Minimum ACoS

HOW WE EXECUTE PLAN

1. OVERVIEW OF SELLER ACCOUNT

This time the customer requirement is different, but the strategy of basic work never change as we again begin with understanding products, order trends, products details and more.

2. HOW IT BEGINS

Started with categorizing products, identify the most relevant keywords and then ended up creating campaign.

3. THE RESULTS

3 x campaigns were created and the result shows how it went:

Impr	Clicks	Spend	Sales	ACoS
751,197	566	2,170.70	6,235.00	35%
95,866	612	1,447.67	11,580.00	13%
344,094	1,730	4,621.54	21,085.00	22%

Campaign: April_sale_blaster_t2g

Ad Groups		Campaign Settings							
Actions		Create ad group	Enabled	Search ad groups					
		Year to date			Sales reported after 48 hrs				
Ad group	Status	Default bid	Keywords	Ads	Imp	Clicks	Spend	Sales	ACoS
Oil	Campaign out of budget	€1.00	226	12	751,107	586	€2,171.70	€8,235.00	35%
Natural Cosmetic butter	Campaign out of budget	€1.00	95	29	95,886	612	€1,447.67	€11,580.00	13%
Powder	Campaign out of budget	€1.00	82	17	344,084	1,730	€4,621.54	€21,089.00	22%

OUR RECENT FEEDBACKS & MOTIVATIONAL ASPECTS

Amit Lakra 

“Services4Amazon is truly a perfect platform for the beginners to perform, it’s very helpful for us... gud”.



Soham Mehta

Services4Amazon is truly a perfect platform for the beginners to perform, Services4Amazon is highly appreciable in providing the services for account management.



Sajal Singhal

Good experience with Services4Amazon and i prefer to e seller...



CEBA ENTERPRISES

Services



Title: Amazon Account Management - Day-to-Day Operations. Amazon Account: Art in Steel | Seller Name: Vishal Gupta



Title: Amazon Seller Account Setup with Cataloguing | Image Shoot and Listing
Seller Name: Shakib



Title: Sales Boost | Account Management
Amazon Account: Naisha Footwear | Seller Name: Kapil Mehta



Title: Amazon Reinstate of Seller Account –
Services4Amazon Amazon Account: M K Store Seller
Name: Manish Kumar

Contact Us

Manage Less and Sell More

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