

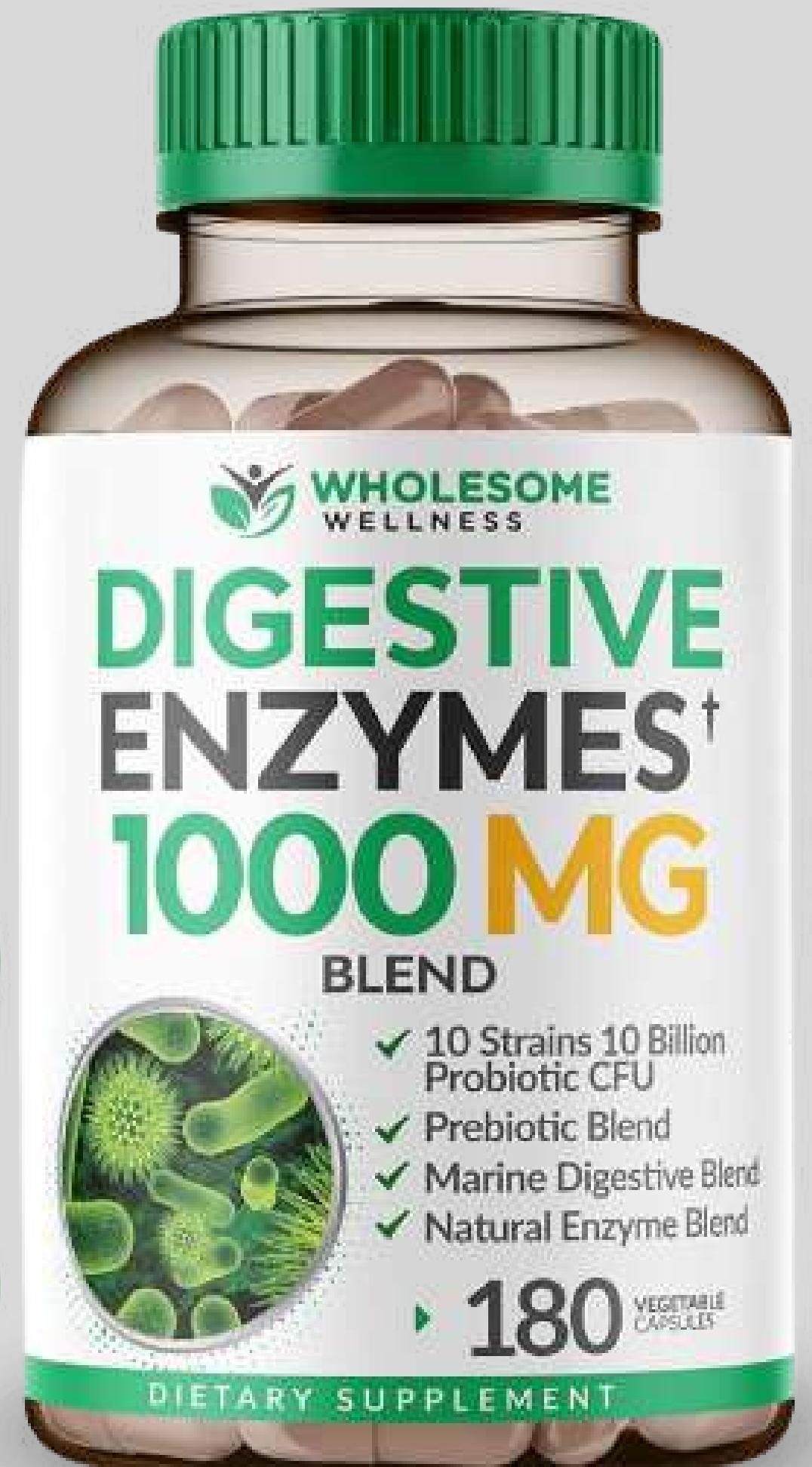
# WHOLESOME WELLNESS

one of the Brands We Partnered With!

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Wholesome Wellness achieved remarkable growth in both revenue and profitability within six months.

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## Overview:

In a competitive Amazon marketplace, Wholesome Wellness faced significant challenges that threatened its growth trajectory.

- **Stagnant rankings**
- **Limited keyword reach**
- **Stock shortages**
- **Low brand visibility**

We identified that the primary challenge stemmed from high CPC and ACOS in a competitive Amazon category, which limited profitability and ad spend. Their exclusive focus on Sponsored Products lacked strategic optimization, hindering sales growth.



Wholesome Wellness needed a comprehensive strategy to overcome these hurdles. By implementing a multifaceted approach focused on:

- Strategic PPC optimization
- Product prioritization
- Brand enhancement

**SKUS: 56**

**COUNTRY OF ORIGIN: USA**

# Challenges Faced:

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## Low Brand Awareness:

Minimal investment in brand focused advertising led to low visibility against competitors.

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## Stagnant Product Rankings:

Key ASINs saw a decline in rankings, impacting visibility and sales.

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## Limited Keyword Reach:

Existing PPC campaigns utilized a narrow set of keywords, restricting market penetration and customer acquisition.

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## Stock Shortages:

Unexpected stockouts of top selling products disrupted sales momentum and customer trust.

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## Competitive Pricing Pressures:

Competitors' aggressive pricing and promotions eroded Wholesome Wellness market share and conversion rates.

# Strategic Actions Implemented

## 1 PPC Optimization and Keyword Expansion:

### Targeting High Performing Search Terms:

Identified and focused on high converting keywords to enhance sales efficiency and improve ROAS.

### Enhanced Keyword Testing:

Expanded keyword lists across various match types, uncovering high performing terms that tapped into new customer segments.

### Catch-All Campaigns:

Launched broad-reach campaigns targeting low hanging keywords to increase overall visibility and attract diverse traffic.

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## Product Prioritization and Retargeting

### Focus on High Ticket Items:

Shifted advertising efforts towards high-ticket products, reducing TACOs and significantly boosting total sales.

### Product Retargeting:

Leveraged historical data to retarget successful products, maintaining high ROAS and reinforcing brand presence.

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## Brand Visibility Enhancement

### Sponsored Brand and Display Campaigns:

Increased investment in brand centric ads, including product collection and video ads, to elevate brand recognition and engagement.



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## Promotional Strategies and Budget Optimization

### Promotional Tactics:

Implemented lightning deals and coupons to drive visibility and convert interest into sales, especially during recovery phases.

### Budget Reallocation:

Optimized budget distribution by diverting funds from underperforming campaigns to high performing keywords and products, ensuring efficient ad spend.

### Scaling New Products:

Expanded inventory in response to high demand, preventing stockouts and capitalizing on successful product launches.

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## Ranking Recovery and Stabilization

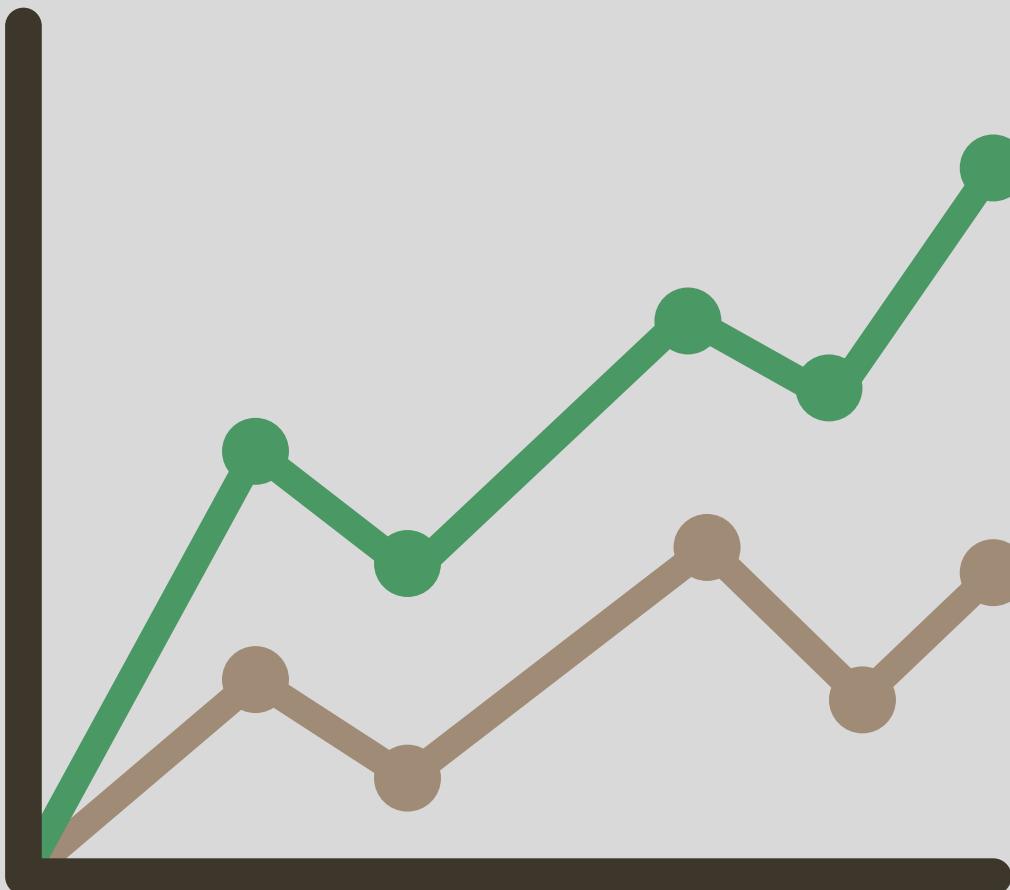
### Recovery Efforts for Declining ASINs:

Focused on improving rankings through continuous promotional activities and strategic budget allocation, leading to rank stabilization within weeks.

### Ongoing Optimization:

Maintained and adjusted campaigns based on performance data to sustain improved rankings and sales momentum.

# Results Achieved



## Revenue Growth:

Achieved a 100% increase in total sales.

## Enhanced Brand Visibility:

Significant rise in brand recognition and customer engagement through targeted brand campaigns and seasonal promotions.

## Stable Rankings:

Successfully recovered and stabilized ASIN rankings, ensuring sustained visibility and sales growth.

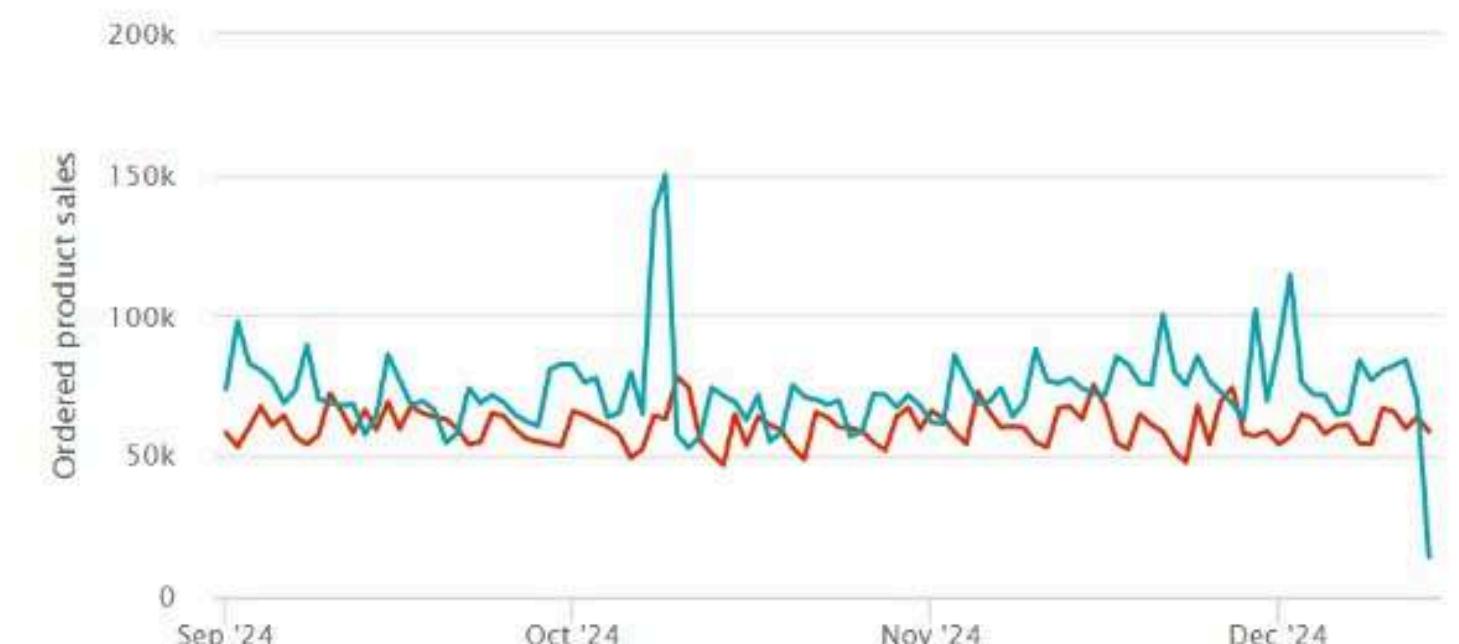
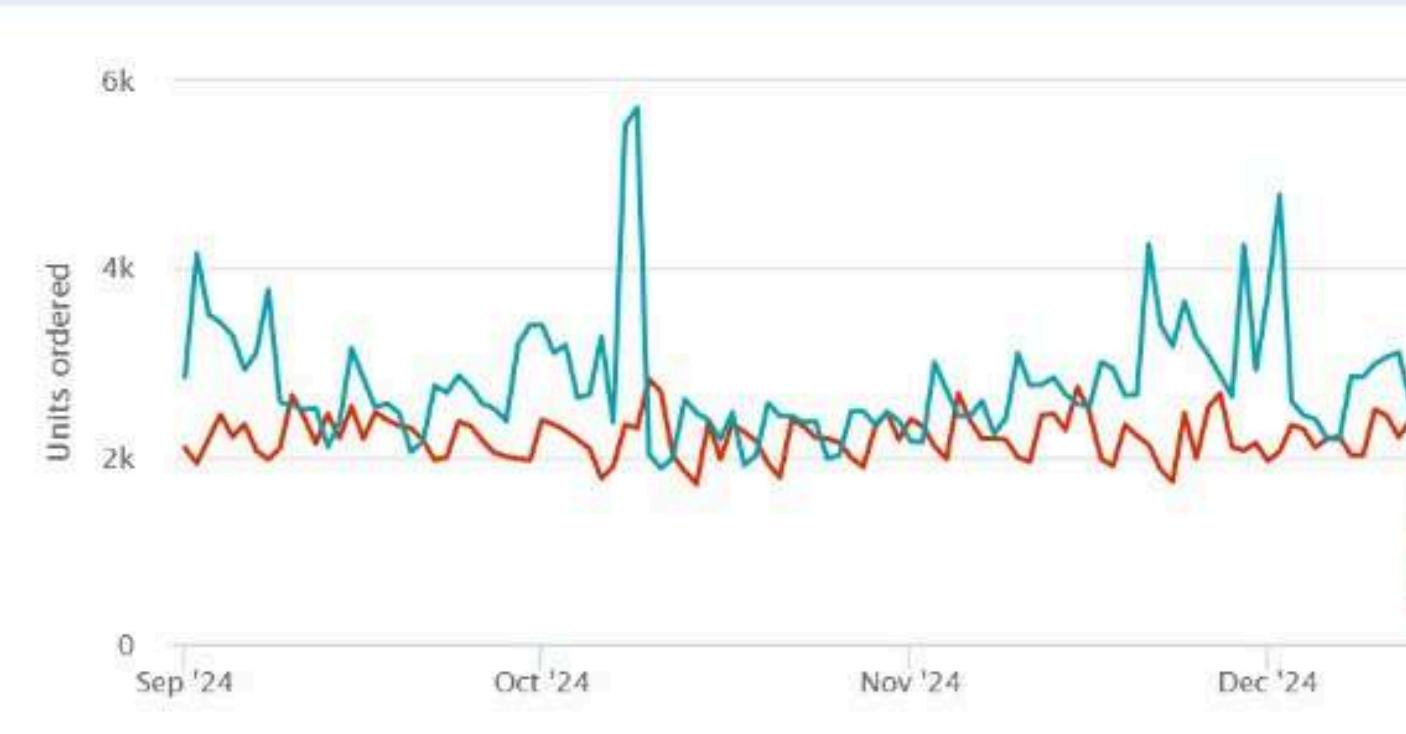
# Performance Outcome Of Wholesome Wellness

## Sales Snapshot taken at 12/14/2024, 6:55:06 AM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
258,306	290,855	\$7,741,114.50	1.13	\$29.97

## Compare Sales

[Graph view](#) [Table view](#)



### Compare

[What's this](#)

Selected date range  
290,855 Units  
\$7,741,114.50

Same date range one year ago  
231,491 Units  
\$6,372,019.93