

WHOLESOME WELLNESS

one of the Brands We Partnered With!

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





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:

1

Stagnant Product Rankings:

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

2

Limited Keyword Reach:

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

3

Low Brand Awareness:

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

4

Stock Shortages:

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

5

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.

2 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.

3 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.



WHOLE SOME
WELLNESS

4 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.

5 Ranking Recovery and Stabilization

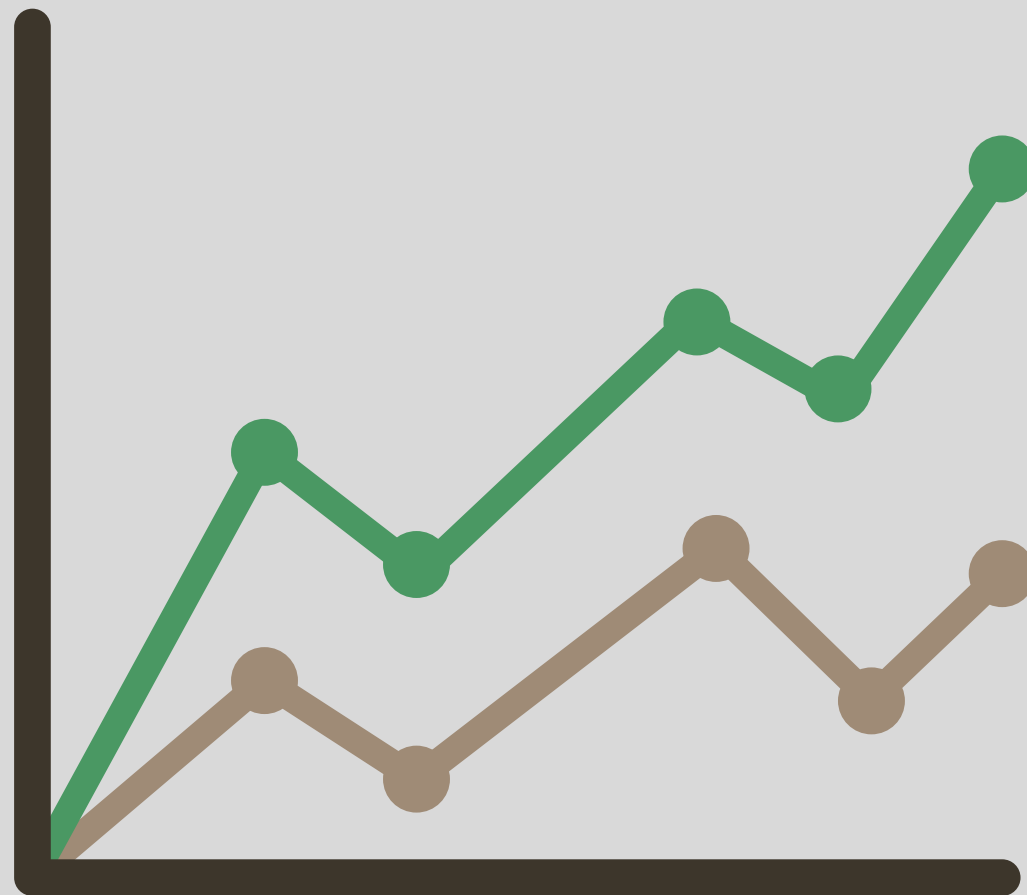
Recovery Efforts for Declining ASINs:

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