

A person in a dark suit and light shirt is holding a laptop. A large, semi-transparent white 'X' is overlaid on the entire image, from corner to corner. The text is centered over the image.

# Shop-INN Case Study (350% Growth)

**Scaled an Amazon Seller from \$6,000 to \$28,000 with Low-Budget PPC Strategies**

# Up Thrive maximized Amazon Sales on Low PPC Budget : The \$6K to \$28K Case Study Of Shop-Inn.

Shop-Inn offers top-quality corsets designed to accentuate your curves and provide the perfect fit for any occasion.



In the highly competitive Amazon marketplace, a seller approached with stagnant monthly sales of \$6,000.

## To sum up

The strategy combined comprehensive listing optimization with carefully managed, low-budget PPC campaigns, ultimately increasing sales to \$28,000 within five months and achieving the #1 ranking for the main keyword.

## The Goal

Goal was to scale the account significantly while operating within a limited advertising budget

## Results: Achieved in FIVE Months

**350%**  
Revenue  
Growth

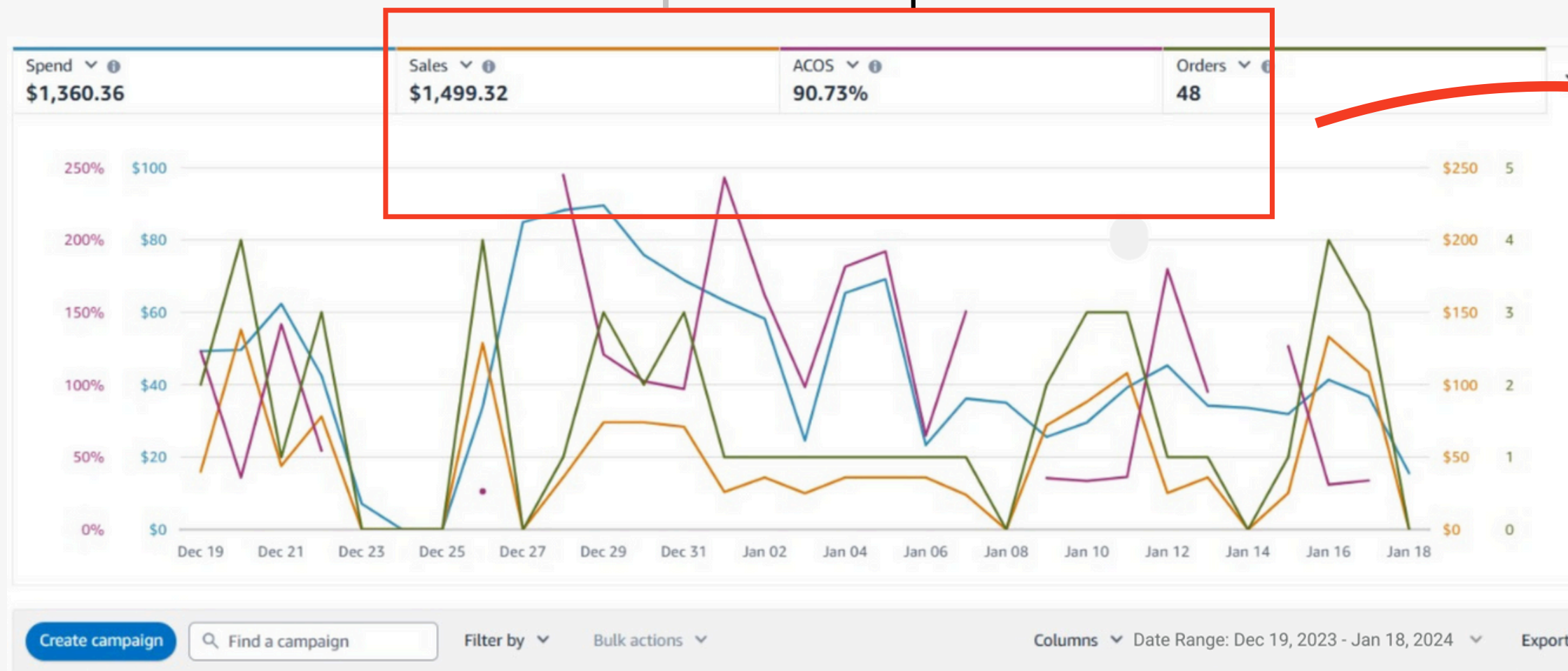
**ACOS  
REDUCED  
90%  
to  
25%**

**28K**  
Sales  
Achieved

“Upthrive’s expertise has been a game-changer for Shop-Inn. Their Amazon strategies boosted our sales and enhanced product visibility. We’re thrilled with the results!”

# The Challenges

- **Very High ACOS:** The ACOS was 90% with only a few orders.
- **Limited Advertising Budget:** The seller needed to grow sales with a very low budget (\$1,000) monthly.
- **Low Product Visibility:** The product lacked exposure in search results due to poor ranking. It was indexed on 15–20% relevant keywords and ranked on some low search volume keywords.
- **High Market Competition:** Competing products with higher ad budgets made visibility difficult. There are many cheap Chinese sellers selling products at very low prices making it difficult to survive with profit.



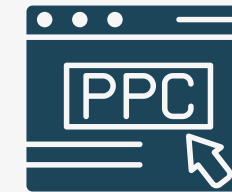
Before  
Up Thrive



### **Product Analysis:**

Analyzed product market demand using Helium 10 and Amazon insights to identify the brand's potential growth point after one year. Thoroughly examined each competitor on the first page, focusing on the top 10 listings. Additionally, I gained in-depth product knowledge, including material, color, design, target customers, and compliance details.

# The Audit



### **PPC Audit:**

Discovered significant flaws in the existing PPC structure: unclear campaign naming conventions, no optimizations in the last 30 days, and irrelevant search terms targeted at an exact match.

- Identified excessive spending on brand defense campaigns with minimal presence, leading to wasted ad spend.
- Noted the absence of Sponsored Brands and Sponsored Display campaigns, limiting visibility and brand exposure.



# Strategies Implemented

## 1. Product Listing Optimization:

**Title Revamp:** Integrated high-search-volume and relevant keywords into the product title for better search visibility.

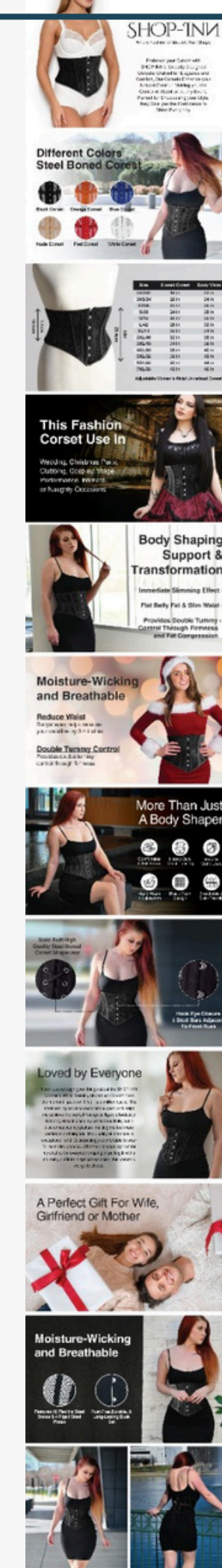
**Bullet Points Enhancement:** Highlighted key product benefits, addressing customer pain points and boosting conversion potential.

**EBC/A+ Content Overhaul:** Created engaging and visually appealing Enhanced Brand Content to build brand trust and improve customer engagement.

**BEFORE**



**AFTER**



## 2. Low-Budget PPC Strategy:

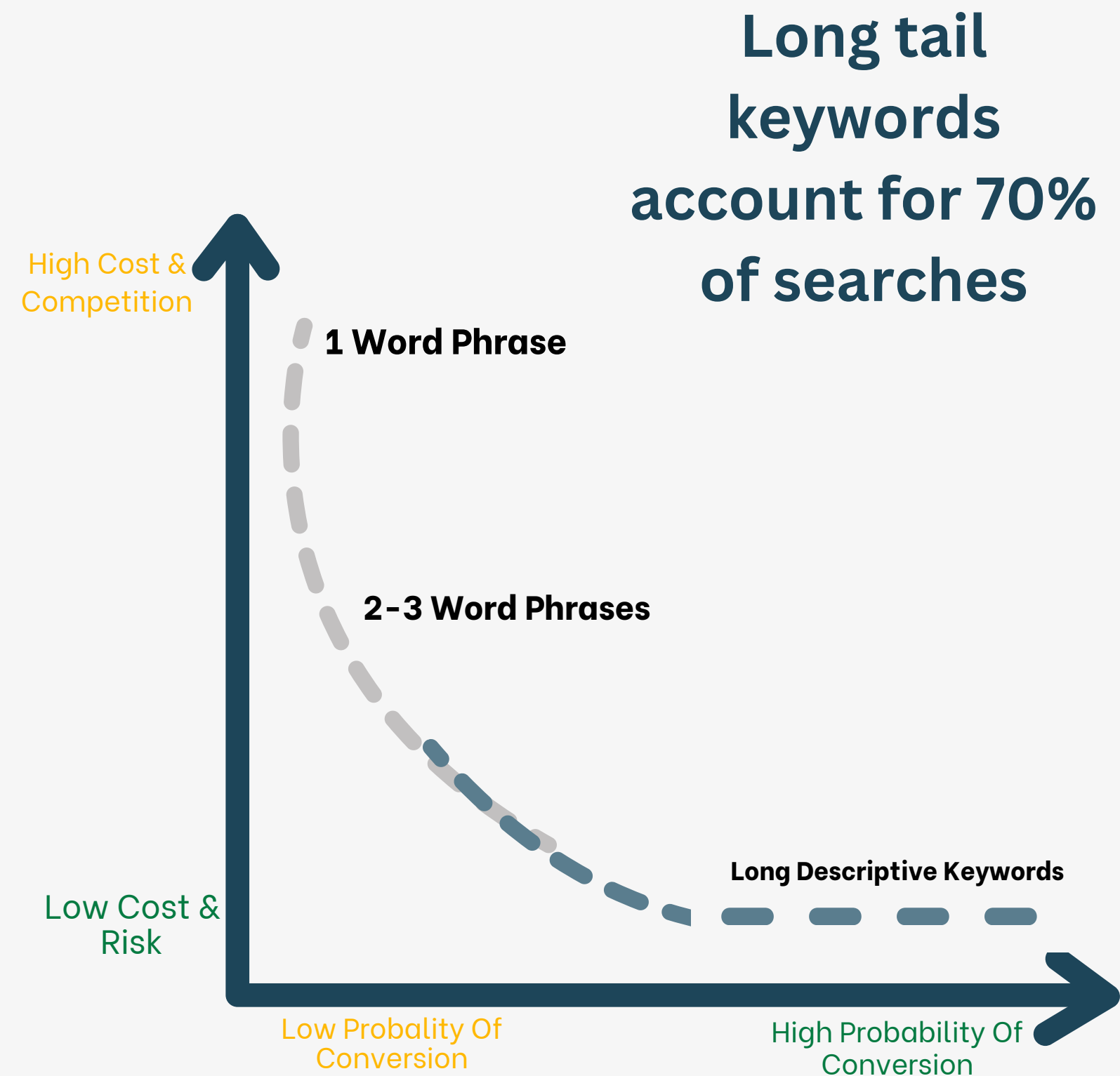
**Targeted Keyword Selection:** Focused on long-tail, low-competition keywords to drive affordable traffic. Launched broad

**Product Targeting Campaigns:** Targeted relevant, new, and poorly rated competitors in product targeting campaigns. Also, target sub-categories to improve BSR.

**Bid and Placement Optimization:** Gradually scaled bids based on performance while actively monitoring ACOS. Monitored campaigns on a daily, weekly, and monthly basis to keep bids and placements at suitable positions to get the best results.

**Negative Keyword Targeting:** Eliminated non-performing keywords to reduce wasted spend and improve efficiency.

**Reduced ACOS from 90% to 25%:** When onboarded this client, it had 90% ACOS with only a few orders. I audited the account and found many irrelevant search terms targeted at exact and broad matches. I targeted design, material, and color-specific search terms to drive sales even with low reviews.



# 3. Organic Ranking Boost:

**Sales Momentum Leveraging:** Used consistent PPC-driven sales to organically climb rankings.

**Ongoing Monitoring and Optimization:** Regularly analyzed campaign data and adjusted strategies to maintain growth momentum.

**Organic and Sponsored Rank Tracking:** Started tracking sponsored placements and organic rank on each keyword weekly. Analyze the gaps, optimize, and improve visibility.

## RESULTS

**350% Revenue Growth:**

Increased monthly sales from \$6,000 to \$28,000 within five months.

**Profit:**

Net profit monthly  
  
Before: \$1,200  
After: \$8,300

**Top Keyword Ranking:**

Achieved the #1 ranking for the product's main keyword.

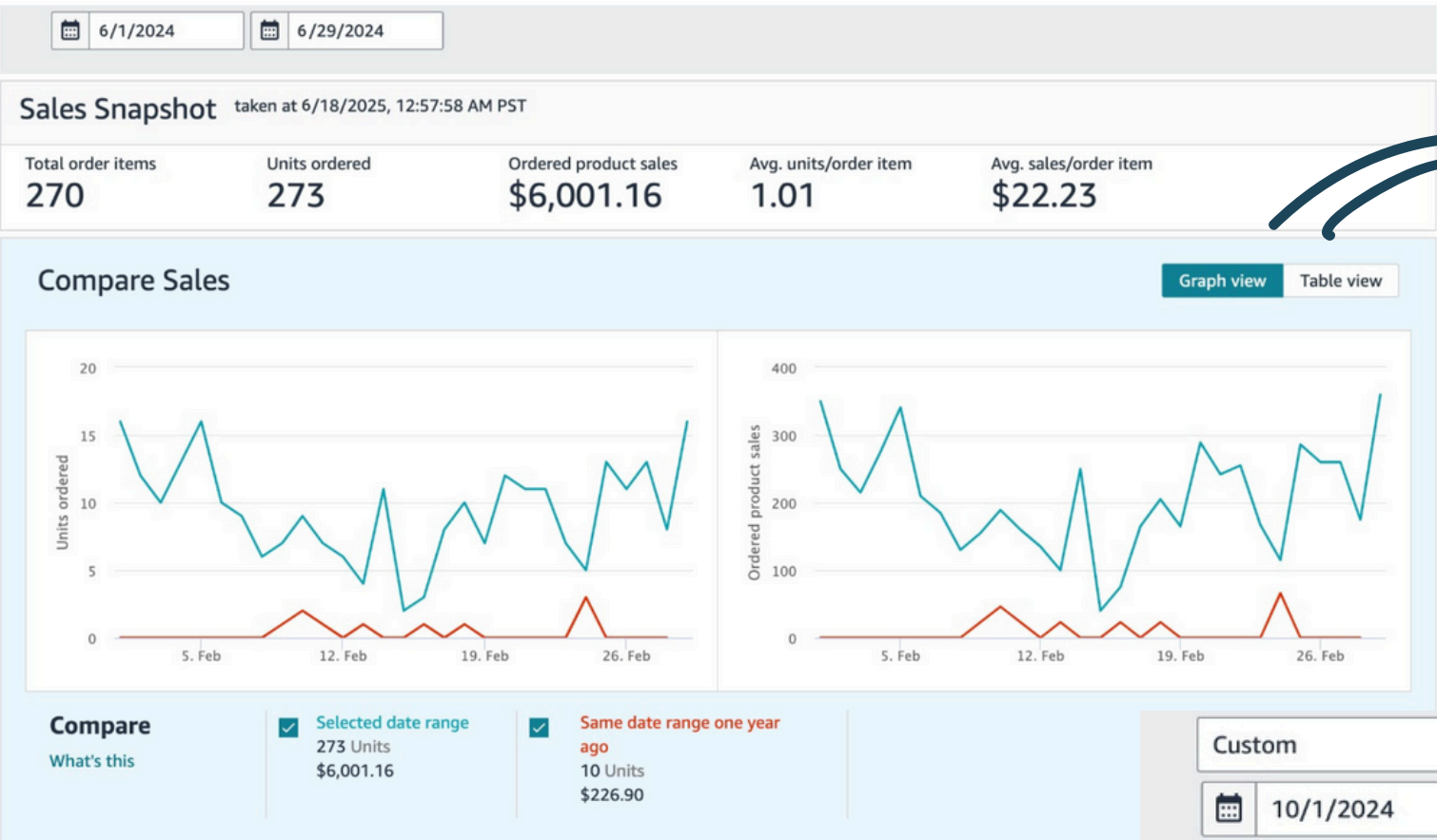
**Higher CTR:**

Enhanced listing and targeted traffic led to increased conversions.

**Advertising Efficiency:**

Significantly improved ACOS and TACoS despite the limited ad budget.







# Key Takeaways



Strategic product listing optimization is essential for boosting both organic and paid search performance.

Low-budget PPC campaigns, when carefully managed, can drive substantial growth.

Continuous analysis and optimization are critical for scaling sustainably in a competitive market.

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This case study demonstrates that even with budget constraints, a well-executed strategy combining listing optimization and targeted PPC campaigns can dramatically scale sales and improve product visibility. Our strategic approach helped this seller achieve remarkable growth and dominate their market segment.

**Ready to scale your Amazon business?**  
**Contact me to learn how I can help you achieve similar results.**