

A group of five business professionals (three men and two women) are gathered around a table in a meeting room. They are looking at documents and papers on the table. The scene is dimly lit, with a large window in the background showing a cityscape. The overall mood is professional and collaborative.

# AmzCentric

Case Study Part 4

# Our Agency Values



PROFESSIONAL



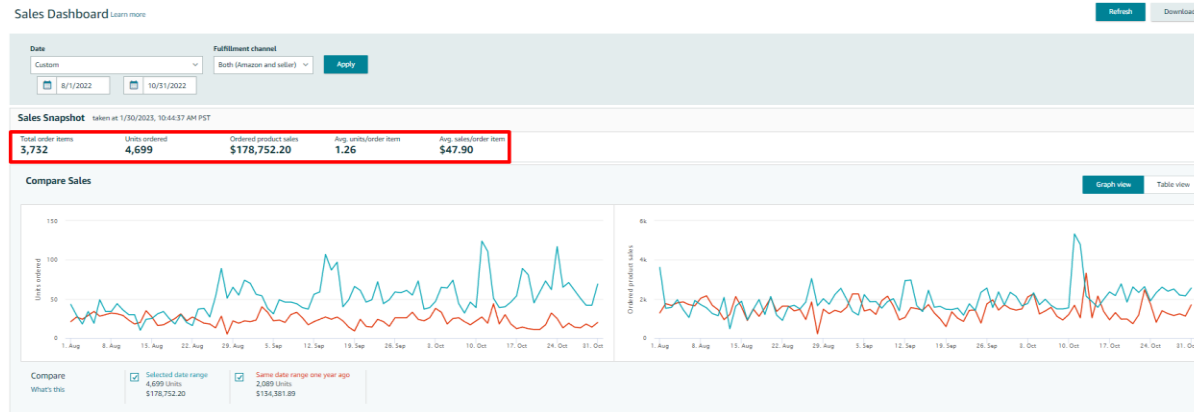
CREATIVE  
INSIGHT



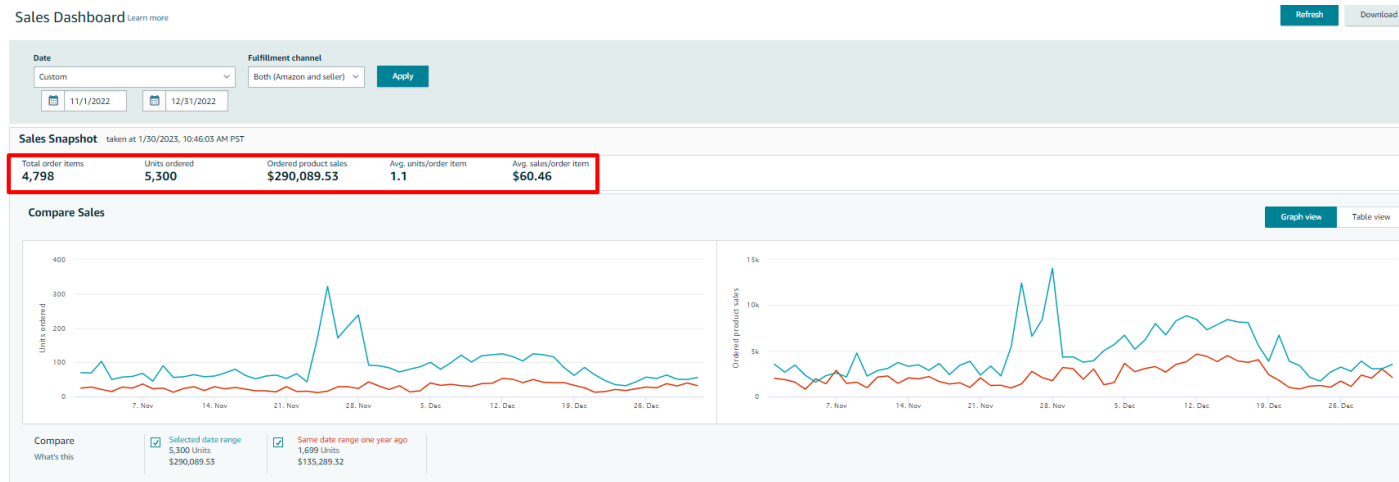
TEAMWORK

# 34 to 50k\$ Sales Increment in just 1 Month

## Before



## After



Our  
Projected  
Sales

# Product Deatils

- ▮ Category: Tool & Home Improvement
- ▮ Product Variation Type :Size
- ▮ Number of SKU: 4
- ▮ Number of Review on the Listing: 100+
- ▮ Product Price : \$30, \$79, \$120, \$165 ▮

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# Summary

We took over an Amazon advertising account in the third quarter of 2022. The account had generated \$178k in revenue with a TACOS (total advertising cost of sales) of 14% at that time.

Objective is to decrease the advertising spend and increase the revenue of the account in the span o

optimize the account's campaigns, targeting, and bidding strategies. The team closely monitored the performance of each campaign and adjusted to improve results.

**Results:** The account's revenue increased significantly, reaching \$290k in the last quarter of 2022, an increase of 63% compared to the third quarter of the previous year. The TACOS decreased down to 11%, reaching a lower rate. The company expects the account to reach \$110k in revenue by the end of January 2023.

Our expertise in Amazon advertising management made a significant impact on the revenue of the account. The team's optimization strategies and continuous monitoring resulted in increased revenue and a more efficient use of advertising spend.



## Our Agency Locations

**Lytchett House, 13 Freeland  
Park, Wareham Road Poole**



**DORSET, UK**

**S9 Block N, North Nazimabad**



**KARACHI, PK**





# Thank You

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