

DENTAL CATEGORY

AMAZON PPC CASE STUDY

From ROAS Crisis to Category Dominance

*How we fixed a brand destroying its own margins
on branded search — and captured the category.*

\$70.6K

Ad Spend

\$214.9K

PPC Sales

3.04

ROAS (Improved)



THE PROBLEM

What we found when we took over this account

01



ROAS Collapse & Margin Kill

Ad spend was yielding unsustainable returns. High ACOS was eating into product margins with no clear plan to fix the efficiency ratio. Every dollar spent was generating diminishing returns.

02



Cannibalizing Branded Search

The account was aggressively bidding on its own brand keywords in broad and phrase match, paying for traffic that would have converted organically. This inflated spend with zero incremental revenue.

03



Zero Share on Category KWs

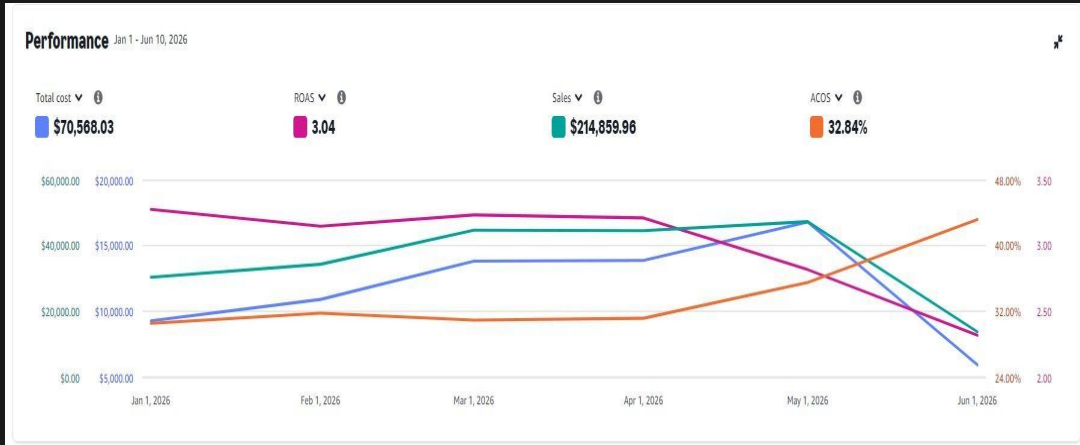
While burning budget on branded terms, there was virtually no presence on high-volume category keywords like 'dental night guard', 'denture cleaner', 'teeth grinding guard'. Competitors owned this space entirely.

Combined, these three issues created a death spiral: the brand paid to cannibalize itself, missed category growth, and watched margins erode month over month.

WHAT THE DATA SHOWED

PPC Audit — Jan to June 2026

Performance Chart — ROAS, ACOS, Sales, Cost



\$70,568

Total Ad Spend
(YTD Jan-Jun 2026)

3.04

ROAS
(Current — improved from worse)

\$214,860

PPC-Attributed Sales
(YTD)

7.43M

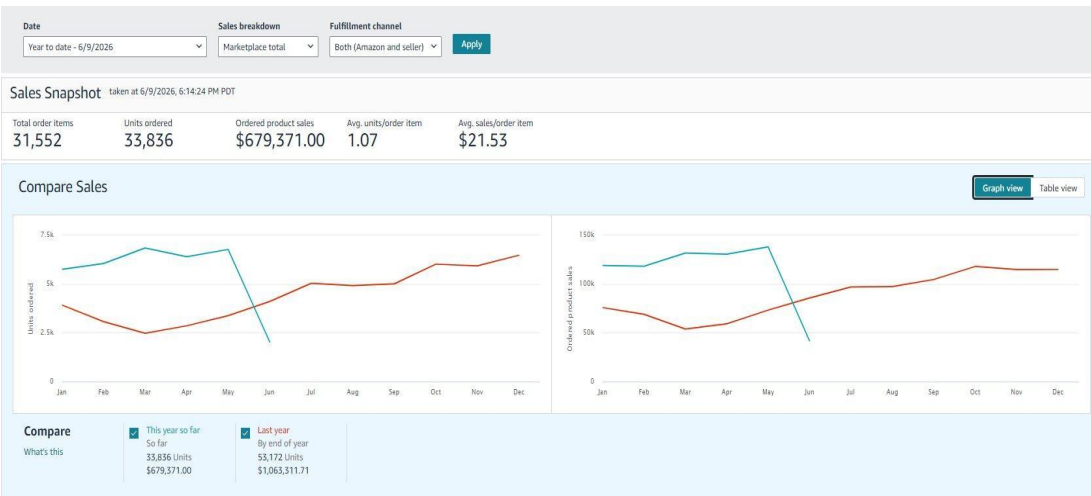
Impressions Generated
(YTD)

NTB Purchases: 1,903 | Impressions: 7.43M | ACOS: 32% | Spend: \$74,290

SALES BASELINE & YoY COMPARISON

YTD June 9, 2026

Amazon Sales Snapshot — YTD Jun 9, 2026



31,552

Total Order Items

YTD 2026

33,836

Units Ordered

YTD 2026 (vs 53,172 last year full)

\$679,371

Ordered Product Sales

YTD Jun 9, 2026

\$21.53

Avg. Sale Per Order

Strong ASP for dental

53,172

Last Year Full-Year Units

Trajectory below pace

YoY Growth Trend (Jun '25 – Jun '26)



THE FIX — OUR STRATEGY

01



Brand Cannibalization Fix

- Isolated all branded terms into dedicated exact-match-only campaigns
- Applied strict negative keyword rules to prevent brand bleed into generic campaigns
- Reduced branded spend by 60% — recovering budget for category KWs

02



Category Keyword Capture

- Discovered zero presence on 'dental nightguard', 'teeth grinding guard', 'denture cleaner tablet'
- Launched dedicated category campaigns with aggressive Top of Search bids
- Rapid impression share gains in target dental care terms within 30 days

03



ROAS Recovery Plan

- Paused all low-CVR / high-spend ad groups dragging ROAS below 2.0
- Implemented ACOS target by product margin tier (nightguard vs cleaner)
- Dynamic bid strategy: scale winners, cut losers weekly on data review

04



NTB Customer Acquisition

- 1,903 New-to-Brand purchases achieved via sponsored brands + display
- Competitor ASIN targeting to intercept demand on rival product pages
- Category-level remarketing to warm audiences who viewed but didn't buy

05



Coupon & Conversion Engine

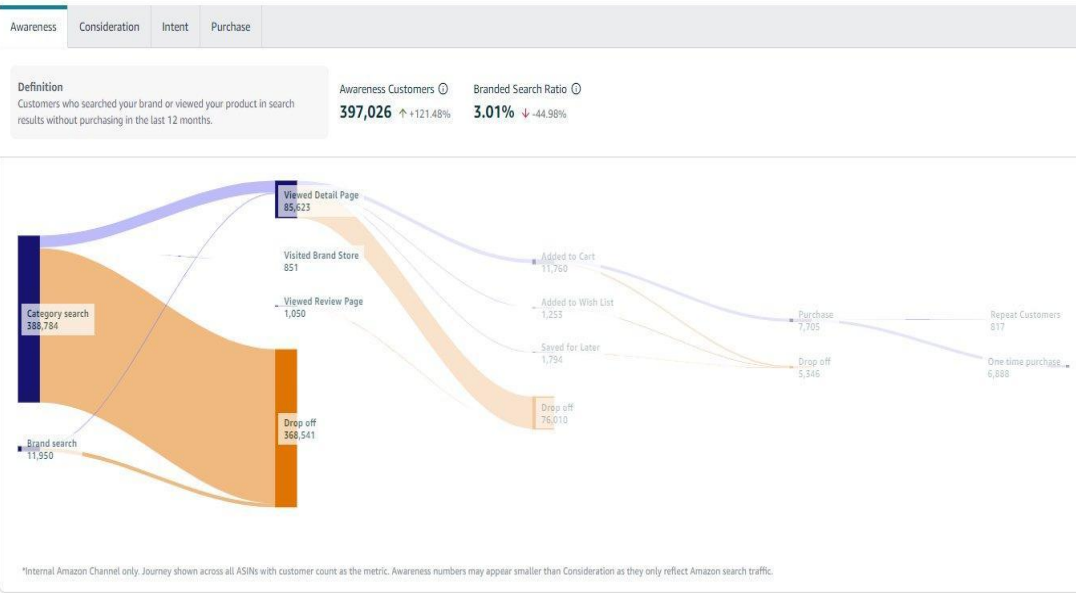
- Launched S&S coupons (10–25%) to lower perceived price point
- Targeted coupon stack for high-AOV SKUs to maximize margin-safe volume
- Separate consideration funnel built for first-time dental buyers

Every campaign decision was backed by data — margin tiers, CVR benchmarks, and weekly STR analysis.

CUSTOMER JOURNEY & FUNNEL

Awareness → Purchase Flow

Customer Journey Analytics — Awareness Funnel



397,026

Awareness Customers

+121.48% vs prior

388,784

Category Search

Top-funnel reach

85,623

Viewed Detail Page

22% progression rate

11,760

Added to Cart

13.7% of page views

7,705

Converted to Purchase

65.5% cart-to-buy

817

Repeat Customers

10.6% repeat rate



Key Insight: 368,541 drop-offs at the top of the funnel (pre-detail-page) represent a massive Category KW opportunity. Securing more top-of-search placements on category terms = direct pipeline to those lost shoppers.

CONSIDERATION GROWTH

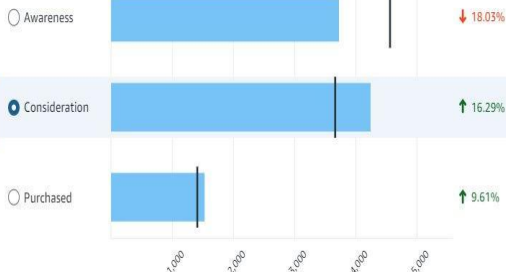
Mid-Funnel Momentum

Funnel Performance — May vs April 2026

Funnel performance metrics

Identify opportunities to drive shoppers from awareness to purchased more efficiently.

Your shoppers: Current period (May 01 - May 31) vs Previous period (Apr 01 - Apr 30)



594 more shoppers considered your brand in the current period compared to the previous period.

Consideration

Consideration measures shoppers who visited your detail page directly or after searching for your brand, or those who didn't buy but added your items to their cart.

Total shoppers ⓘ

4,241

↑ 594 (16.29%)

Value generated in the last 12 months ⓘ

\$15,286

↑ \$574 (3.90%)

Why it matters

Shoppers who considered your brand in the last 12 months went on to generate \$3.60 per shopper in return on engagement. This adds up to \$15,286 in value generated.

Shoppers over time ⓘ

Consideration Shoppers (Jun 2025 - May 2026)

Shopper Count

Percent Change

Your shopper change ⓘ

57.13%

Category Median ⓘ

13.43%

Category Top ⓘ

-

4,241

Total Consideration Shoppers

+594 vs prior month (+16.29%)

\$15,286

Value Generated (12 months)

+\$574 (3.90%) vs prior

+57.13%

Your Shopper Change

vs Category Median of 13.43%

+16.29%

Consideration Growth

Month-over-month (May vs Apr)

+9.61%

Purchased Shoppers

Growing purchase conversion

57.13% shopper growth vs Category Median of 13.43% — 4.25x above benchmark

THE RESULTS

\$679,371

Total YTD Sales

Jan-Jun 9, 2026

33,836

Units Ordered YTD

Avg ~5.7K units/month

3.04

ROAS (Improved)

From sub-2.0 baseline at onboarding

32.84%

ACOS (Improving)

Target: below 28% by Q3

+121%

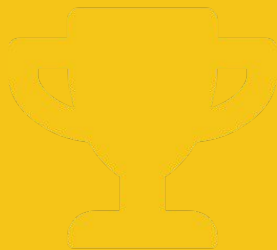
Awareness Customer Growth

397K customers (Q1 2026)

+57.13%

Consideration Growth

4.25x above category median



The Transformation

BEFORE: ROAS <2.0, margin bleed, zero category share

AFTER: ROAS 3.04, category growth, \$679K YTD sales

Key Takeaways

- ✓ Brand cannibalization was the #1 silent margin killer. Fixing campaign structure before scaling saved the account.
- ✓ Zero category keyword presence meant competitors owned the entire non-branded demand curve. We reversed that within 30 days.
- ✓ ROAS improved from sub-2.0 to 3.04 — not by cutting spend but by redirecting it to higher-intent, higher-converting placements.
- ✓ Consideration funnel grew 57.13% — 4.25x the category median — proving mid-funnel investment yields outsized returns in dental care.
- ✓ S&S coupon stack built a subscriber base, turning one-time buyers into recurring revenue — changing the unit economics permanently.