

AMAZON PPC CASE STUDY

HEALTH & HOUSEHOLD

Essential Oils

Category Turnaround

*From Declining Sales to Scalable Growth
Through Strategic PPC Restructuring*

\$600K+

Ad Spend Managed

38

SKUs Optimized



THE CHALLENGE

What we inherited when we took over this account



38 Active SKUs

Across 4-oz essential oil variants
(Rosemary, Lavender, Peppermint & more)



\$300K+ Budget Managed

Unstructured ad spend spread across
low-converting placements & terms



Sales in Decline

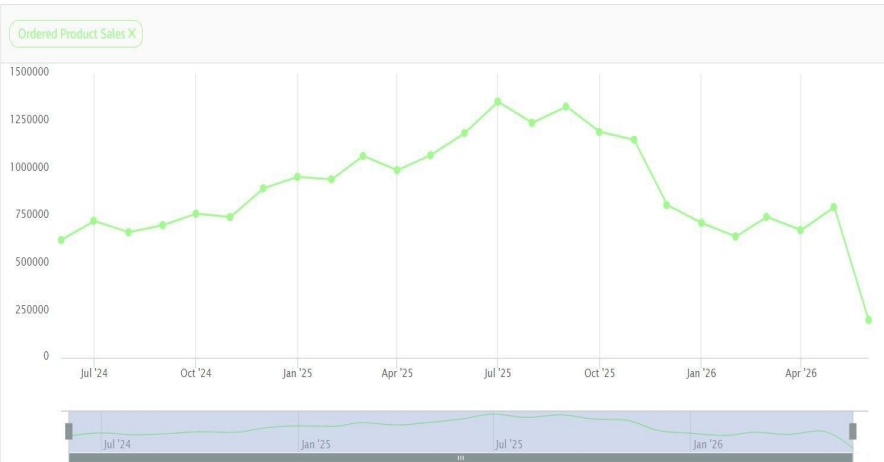
Revenue fell from ~\$1.35M peak
to ~\$650K — a 50%+ drop in 6 months

Historical Sales Trend — 24 Months

business reports | Sales and Orders by Month [Learn more](#)



☒ Hide Graph



Peak: ~\$1.35M



At Takeover: ~\$650K

Sales peak reached ~\$1.35M (Jul '25), then declined sharply to ~\$650K by the time we onboarded — a 50%+ revenue drop the prior management failed to address.

WHAT THE AUDIT REVEALED

Deep-Dive Findings

PPC Performance — Jan to June 2026



YTD Ad Spend: \$600K | **YTD PPC Sales: \$1.4M**



Heavy Spend on Wrong Placements

Budget allocated to low-intent, broad-match placements. Product Targeting campaigns cannibalized each other with no hierarchy.



Semi-Relevant Keyword Waste

No proper negative keyword strategy. Budget leaking to irrelevant searches outside essential oils category.



No Campaign Segmentation

High-volume, mid-tail, and brand terms all mixed in single campaigns — making bid optimization impossible.



Impression Share Declining

Impressions dropped from 12M+ to under 3M by Jun '26, signaling poor ad relevance scores and budget inefficiency.

THE STRATEGY

01

Comprehensive Keyword Audit

- Harvested high-converting search terms from STR
- Eliminated semi-relevant & irrelevant spend
- Built tiered keyword lists: high-volume, mid-tail, brand

02

Campaign Structure Rebuild

- Separated branded vs. generic campaigns
- Created SKU-level ASIN targeting campaigns
- Isolated top performers into dedicated exact campaigns

03

Placement & Bid Optimization

- Redirected spend to Top of Search placements
- Applied dayparting to maximize ROI
- Multiplier bidding strategy per keyword intent tier

04

Rank-Push on High-Potential ASINs

- Identified ASINs with strong CVR but poor visibility
- Aggressively bid to improve organic rank on category KWs
- Rosemary & Lavender 4 oz targeted to sub-1000 BSR

05

Audience & Retention Strategy

- Launched Tailored Promotions: 124 Promotions
- Targeted brand cart abandoners (204K audience)
- Subscribe & Save push – 1,253 S&S customers built

Every decision was data-driven — grounded in STR analysis, CVR benchmarks, and real-time placement performance.

EXECUTION — CATALOG MANAGEMENT



Top 3 Revenue Drivers

Rosemary (\$53K), Lavender (\$43K), Peppermint (\$34K) identified and treated as hero ASINs for PPC scaling.



Competitive Pricing Strategy

Sale prices held at \$9.99 across top SKUs to maximize Buy Box win rate and CVR consistency.



287 Listings Audited

Out of 538 total, 287 FBA-fulfilled listings were actively managed — inventory health monitored weekly.



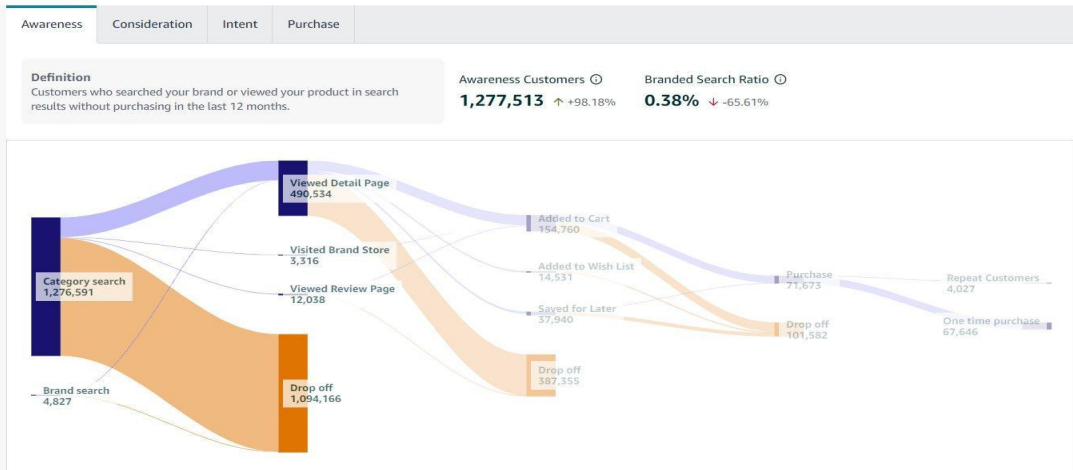
Listing Health Maintained

All hero ASINs kept at Active status. Price compliance, buy box eligibility, and FBA stock levels verified.



CUSTOMER JOURNEY ANALYTICS

Q1 2026 — Brand: Essential Oils



1.28M

+98% vs prior period

Awareness Customers

1.28M

High top-funnel capture

Category Search Volume

490,534

38.4% progression rate

Viewed Detail Page

154,760

31.6% cart rate

Added to Cart

71,673

46.3% purchase from cart

Converted to Purchase

4,027

5.6% repeat purchase rate

Repeat Customers

Key Insight: 1.09M drop-offs at the Detail Page stage signal a conversion optimization opportunity. Improving listing content, A+ pages, and review count can capture an additional 15–20% in organic conversions from existing traffic.

PERFORMANCE VS. CATEGORY

Health Care Segment Benchmarks

/Products/Health Care
Health Care
[Go back to the overview page](#)

Overall category metrics
Understand how efficiently your brand drives shoppers through different stages of the funnel.

Metric name	Your brand ⓘ	Category Median ⓘ	Cat
Shopper engagement rate ⓘ	0-5% Was 0-5%	0-5%	
Customer conversion rate ⓘ	35% ↑ 34.62%	18%	
% New-to-brand customers ⓘ	77% No Change	85%	
% Subscribe & Save new-to-brand customers ⓘ	48% ↓ 14.29%	53%	
Subscribe & Save customers ⓘ	1,253 ↑ 505.31%	75	

Metric	Us	Category	Δ
Customer Conversion Rate	35%	18%	+94%
Subscribe & Save Customers	1,253	75	+1,57 1%
% NTB Customers	77%	85%	-9.4%
S&S NTB Customers	48%	53%	-9.4%

2x

The brand converts at DOUBLE the Health Care category median — a key indicator of strong listing optimization and ad targeting precision.

RETENTION & TAILORED PROMOTIONS

Re-engagement &
Loyalty Engine

Tailored Promotions Dashboard

/ audiences such as In-market customers and Complementary Products remarketing to help you reach potential customers beyond your brand across the Amazon Store.

omotions [Learn more](#) | [Take a feedback survey](#)

Create a tailored promotion

lored promotions



promotions

Promotion Name	Audience	Status	Start date	Discount	Redemptions	Sales	Action
	Size at creation		End date			Spends	
Abandon Cart	Brand cart abandoners (90 days) (204,656)	Complete	01/10/2026 01/31/2026	15%	466	\$8,874 \$985	View
Re Engagement	High Intent Customers (23,347)	Complete	01/10/2026 01/31/2026	20%	68	\$955 \$164	View
Retention	Repeat customers (35,766)	Complete	01/10/2026 01/31/2026	15%	341	\$5,840 \$640	View
Brand cart abandoners (90 days)	Brand cart abandoners (90 days) (112,232)	Complete	01/10/2026 01/31/2026	15%	122	\$1,785 \$231	View



Audience Segments Used: Brand Cart Abandoners, High Intent Customers, Repeat Customers — each with customized discount tiers (15–20%) to maximize redemption while protecting margins.



124 Active Promotions

Complete lifecycle of promotions managed — from audience creation to execution.



204K Cart Abandoner Pool

Brand cart abandoners (90-day) targeted with 15% discount. 466 redemptions, \$8,874 recovered.



\$16,454 in Sales Driven

Combined promo revenue from Jan 10–31, 2026 alone across 4 audience segments.



505% S&S Growth vs Median

1,253 Subscribe & Save customers vs. category median of 75 — building a loyal repeat buyer base.

THE RESULTS

\$3.76M

**YTD Total Sales
(Jan–Jun 2026)**

From a declining base

306,364

**Units Ordered
(YTD 2026)**

Avg. 51K units/month

\$1.47M

**PPC-Attributed Sales
YTD**

39% of total revenue from ads

35%

**Conversion Rate
vs. 18% Category Avg**

2x industry median

1,253

**Subscribe & Save
Customers Built**

+505% vs. category of 75

1.28M

**Brand Awareness
Reach (Q1 2026)**

+98% vs. prior period

SALES RECOVERY — YTD 2026

Amazon Business Reports — Sales Snapshot (YTD Jun 7, 2026)

Date

Year to date - 6/7/2026

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

Sales Snapshot taken at 6/7/2026, 12:10:33 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
288,402	306,364	\$3,764,944.00	1.06	\$13.05

Compare Sales

Graph view Table view



288,402

Total Order Items

306,364

Units Ordered

\$3.76M

Total Revenue

\$13.05

Avg. Sale / Order Item



The Transformation

BEFORE: ~\$650K/month, declining

AFTER: \$3.76M YTD, stabilized & scaling

Key Takeaways



A full account audit — not just bid adjustments — was the unlock. Structural issues caused the decline, not market conditions.



CVR at 2x category median (35% vs. 18%) proves the listings were strong — the problem was ad spend going to the wrong audiences and placements.



Subscribe & Save and Tailored Promotions built a retention engine alongside the acquisition strategy, improving LTV.



Rank-push campaigns on hero ASINs (Rosemary, Lavender, Peppermint) drove BSR improvements to sub-1000 in Health & Household.



Awareness at 1.28M customers (+98%) shows the brand has scale — the opportunity now is converting middle-funnel drop-offs.

Ready to scale your Amazon brand? Let's talk.