CASE STUDY · Amazon Advertising

35%+ Sustained Growth
Over 24 Months on Amazon

How we scaled this Supplement Brand through structured PPC, TACoS discipline, and product-level ranking strategy

$9.8M	357K	21.9%	75M+	4.7★
YTD Revenue	YTD Units Ordered	TACOS Controlled	Impressions	Seller Rating

THE CHALLENGE

Strong products.
Weak strategy.

This Brand had high quality supplement products but no structured approach to ad spend, TACoS tracking, or product-level growth planning — leaving significant revenue on the table.

No TACoS Tracking

ACoS was the only metric. Real profitability per SKU was invisible.

Unstructured Campaigns

Broad match waste. No separation between branded, category, and competitor targeting.

Mid-tier Neglect

Only hero SKUs got budget. Secondary products had no path to growth.

OUR STRATEGY

5-Phase Growth Roadmap

01

AUDIT & STRUCTURE

Rebuilt campaign architecture. Separated branded, category & competitor targeting. Autos used for harvesting only.

02

HERO ASIN EXPANSION

Scaled spend on top-revenue SKUs. Pushed for Top-of-Search dominance to lock organic rank through sustained velocity.

03

MID-TIER UPLIFT

Built dedicated campaigns for secondary ASINs. Graduated high-CVR products to full investment, expanding the revenue base.

04

TACOS DISCIPLINE

Shifted from ACoS to per-ASIN TACoS as the true north metric. All bids and budget decisions flowed from margin targets.

05

ORGANIC MOMENTUM

As rank improved, reduced bid aggression on ranking terms. Organic traffic carried more weight; budget freed for keyword expansion.

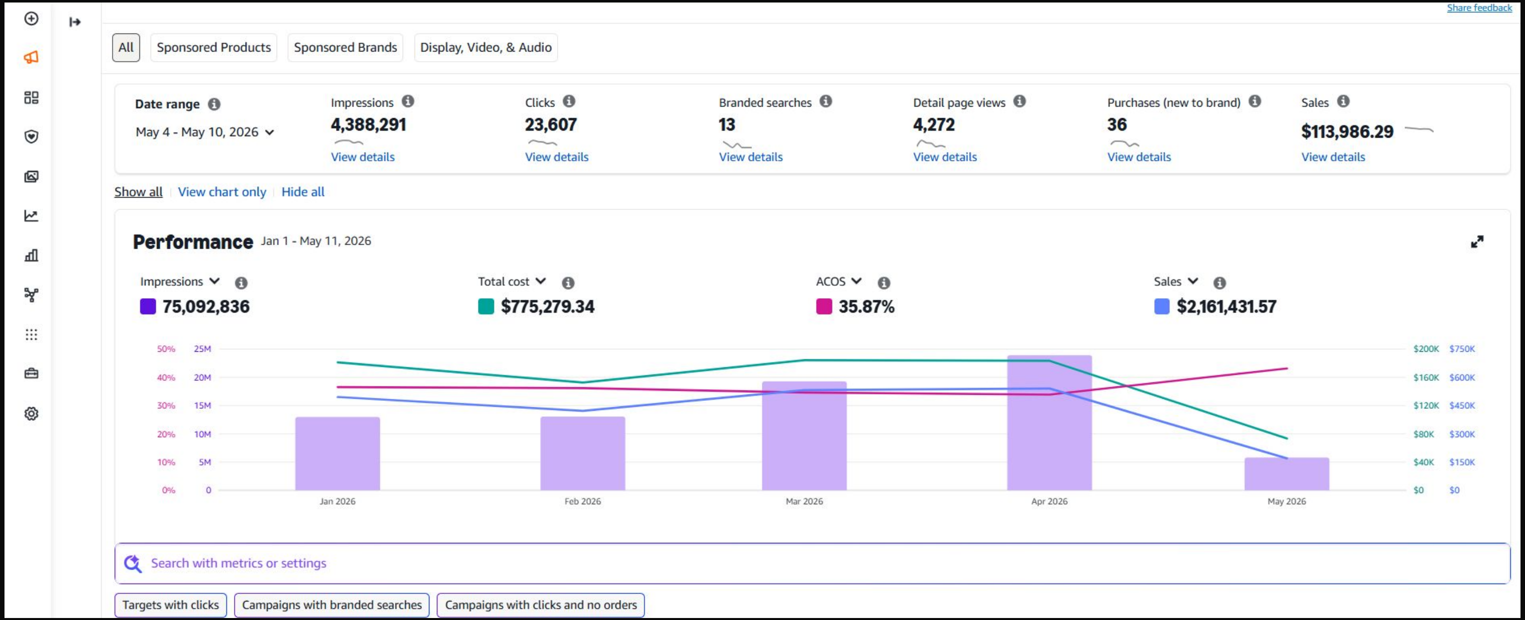
RESULTS SNAPSHOT

$9.8M	Ordered Product Sales (YTD)
357K	Units Ordered (YTD)
$775K	Total Ad Spend
75M+	Impressions Delivered
4.7★	Seller Feedback Score

AD PERFORMANCE

Jan – May 2026

$2.16M	$775K	35.87%	75M+
Ad-Attributed Sales	**Total Ad Spend**	**Overall ACoS**	**Impressions**
Sponsored ads	Jan–May 2026	Trending down	All formats



PRODUCT STRATEGY

Two-Tier Growth Model

HERO ASIN STRATEGY

- Aggressive Top-of-Search bid placement for maximum visibility
- Sponsored Brands + SP combined for full SERP coverage
- Sustained high velocity to lock in page-1 organic rank
- Sales grew from ~75K units/month to peak 80K+ in March
- Revenue contribution: majority of $9.8M YTD total

MID-TIER UPLIFT

- Dedicated campaigns with controlled budgets for testing
- CVR-based graduation: proven SKUs moved to full investment
- Diversified revenue base beyond just top-2 products
- Mid-tier now contributes materially to overall account TACoS
- Expanded market share across supplement sub-categories

TACOS & ORGANIC RANK

Spend Less. Rank Higher.

TACoS = Total Ad Spend ÷ Total Revenue × 100

Unlike ACoS (which only measures ad sales), TACoS captures the real cost of advertising against total business revenue — making it the true profitability signal.

BEFORE

Untracked

No per-ASIN TACoS targets set

AFTER

35.9%

Per-ASIN targets with margin guardrails

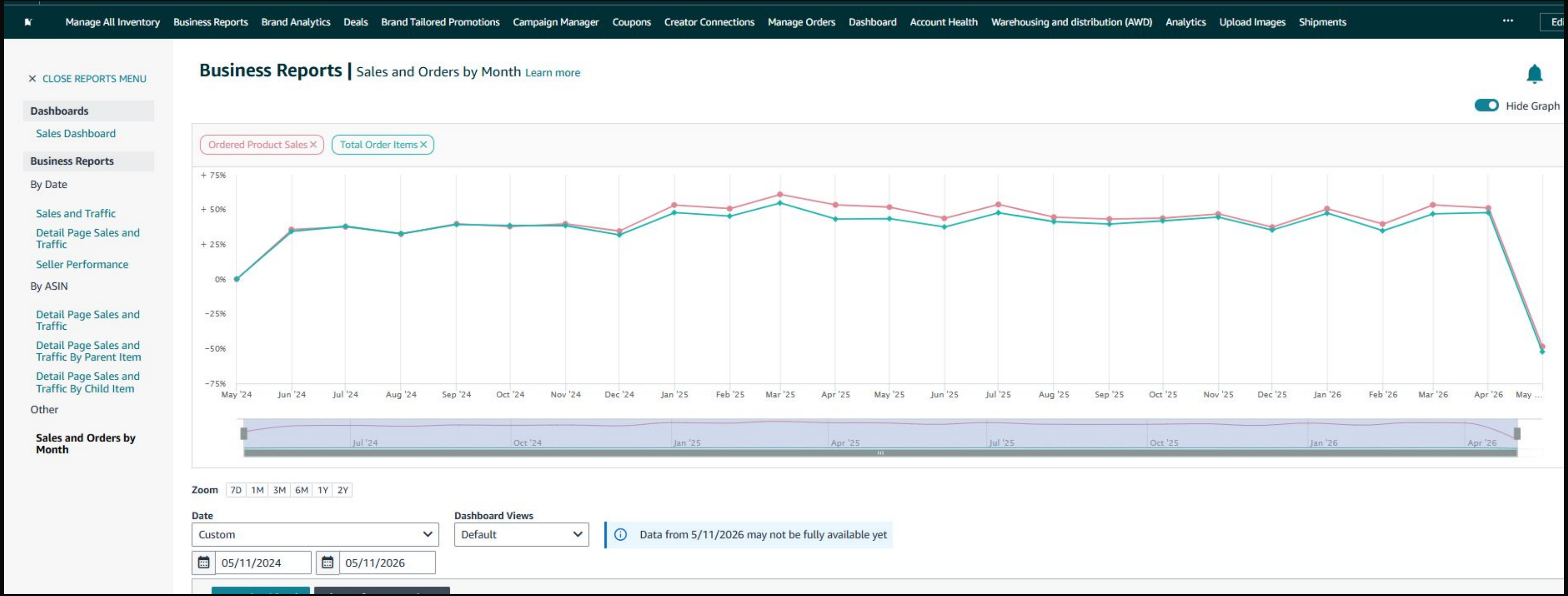
RANKING FLYWHEEL

1. Increase ad spend on target keywords
2. Sales velocity rises → algorithm notices
3. Organic rank improves to page 1
4. Organic traffic starts converting
5. Reduce bids → lower TACoS, maintain rank
6. Free budget → reinvest in new keywords

2-YEAR GROWTH

Consistent YoY Momentum

Business reports show 2 years of consistent growth in ordered product sales and total order items — from near-zero baseline in May 2024 to a $9.8M YTD run rate in 2026.



**May 2026 data partially available (snapshot taken 5/11/2026)*

RESULTS

What We Delivered

$9.8M YTD Revenue 329K order items	**357K** Units Ordered Avg $29.76/order	**$775K** Ad Spend Managed Jan–May 2026
21.9% TACoS Controlled With margin guardrails	**4.7★** Seller Feedback 1,250+ ratings	**75M+** Total Impressions All ad formats

The work wasn't just about spending more on ads — it was about knowing where to spend, when to pull back, and how to turn paid momentum into lasting organic position.