BurgeonNest - Dog Car Seats - Increased Profit by 417% and Sales by 324% with PPC Optimization and Influencer Partnerships

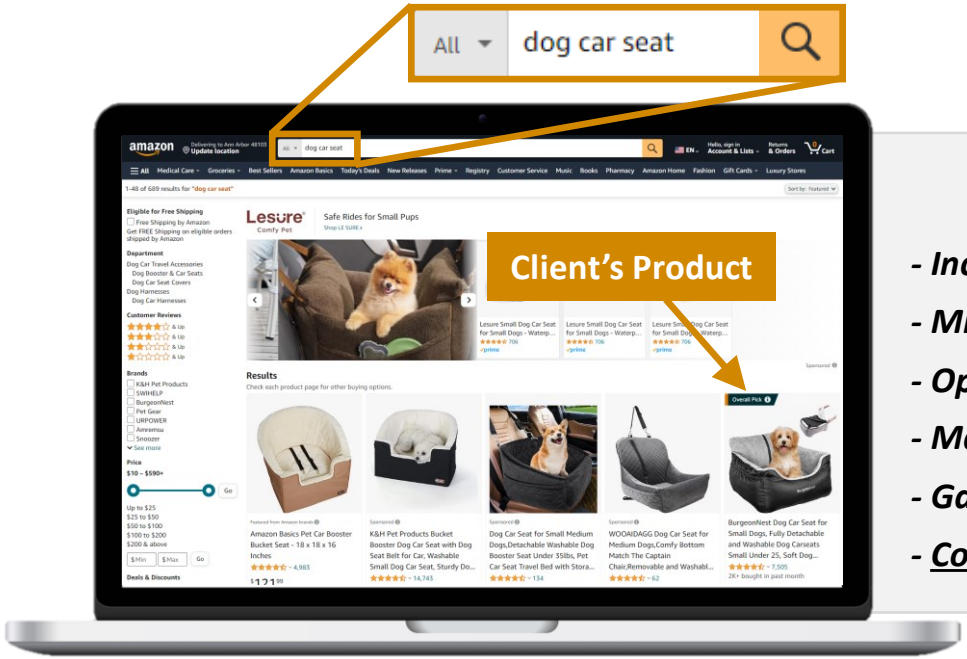
Our Results

417%
Monthly Profit *Increase*

29%
Conversion Rate *Increase*

52%
ACOS *Decrease*

324%
Avg. Daily Sales *Increase*



How We Did It

- ***Increased Organic Rankings***
- ***Micro Influencer Partnerships***
- ***Optimized Copy For SEO***
- ***Major PPC Restructuring***
- ***Gallery Image Optimizations***
- ***Constant Profit Tracking***



"It's been fantastic working with Paul on our Amazon strategy. We had a consultation call with him, and he showed us what we'd been doing wrong and how we could fix it. We've been running ads on Amazon for 5 years, but I finally feel like our account is managed well.

Janice E. - Owner & CEO

The Challenges

Brand with high quality products and great reviews was battling poor PPC performance. Titles and bullet points were lacking SEO strategy and listing imagery needed a major overhaul. A severe conversion rate problem was making profitability a challenge.





Our Approach

1. **SEO Optimized Titles & Bullets** - Worked keywords from detailed competitor research into copy to make organic ranking easier.
2. **Listing Imagery Overhaul** - A/B tested Main Image, Gallery Images, and A+ to find converting content (Hint: It involved the cutest pups ;-)
3. **Influencers For Organic Rank** - Helped brand with an influencer campaign to giveaway units for video reviews and organic rank.
4. **Full Account Management** - Besides customer support and inventory we ran entire account through daily communication with internal team.

BurgeonNest - Dog Car Seats - RESULTS

= Sales from Ad Spend = Advertising Cost of Sales (ACOS)

Spend	Sales	ROAS	Impressions	ACOS
$31,201.89 TOTAL	$243,973.91 TOTAL	7.82 AVERAGE	16,851,902 TOTAL	12.79% AVERAGE



ACOS
From ~30%
To Under 15%

Jan 4, 2021
ROAS: 3.167
Sales: $1,587.31
16 changes

Feb 15, 2021
ROAS: 9.482
Sales: $6,733.45
459 changes

9.48 ROAS

2 Months = 4.3x Average Daily Sales