PlayPlatoon - Outdoor Games - Grew Organic Rankings On Dozens Of ASINs And Expanded Profit By 146% with PPC Overhaul

Our Results

131%
Monthly Profit *Increase*

14%
Conversion Rate *Increase*

55%
ACOS *Decrease*

146%
Monthly Sales *Increase*

Client Store Design



How We Did It

- ***Full PPC Restructuring***
- ***Bid Structure Optimizations***
- ***Competitor Gap Analysis***
- ***Storefront Redesign***
- ***Organic Ranking Increase***
- ***Constant Profit Tracking***



"My team hired Hometown Growth to manage our Amazon PPC for over 50 products in several competitive categories. We saw an impressive increase in sales with a few months. It didn't require a lot of communication from our end to get things right. I highly recommend.

David B. - Managing Partner

The Challenges

Large established Amazon brand hired us to improve advertising performance on more than 100 ASINs. Account was plagued with ad groups with dozens/hundreds of keywords. Without a bidding strategy a great deal of ad spend was being wasted.



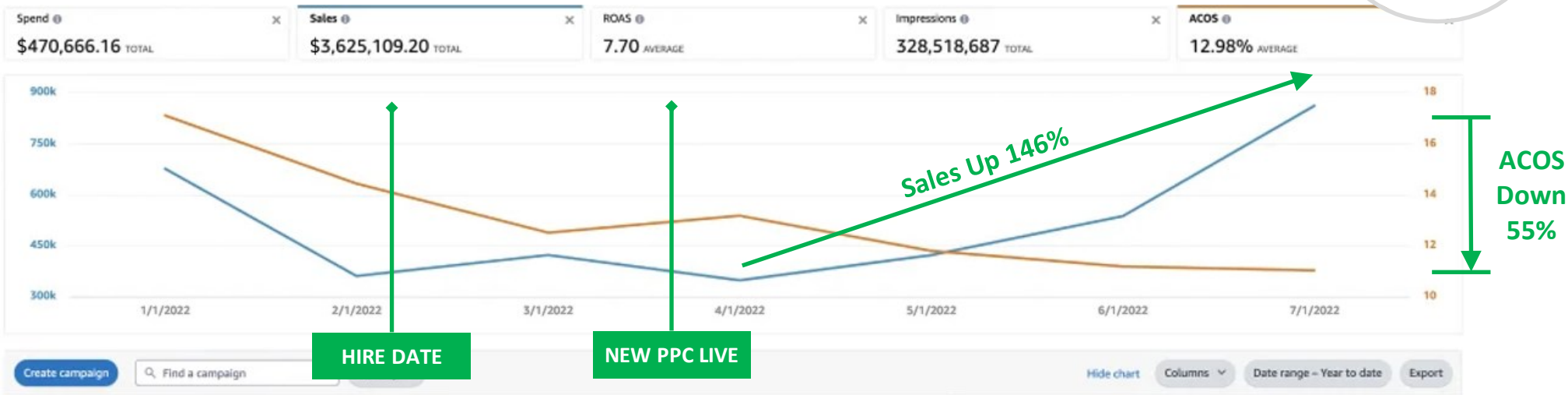


Our Approach

1. **Detailed Keyword Research** - Analyzed competitor keywords and selected best opportunities for organic ranking drives.
2. **Competitor Market Gap Analysis** - Found gaps in many of their competitor's PPC strategies which were easiest to exploit.
3. **Proper Campaign Structuring** - Took control back from Amazon by eliminating cross-product/cross-keyword campaigns.
4. **Precise Bidding Structures** - We implemented our system to manually control bids and avoid over-bidding scenarios.

PlayPlatoon - Outdoor Games - RESULTS

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



Feb 1, 2022
- ROAS: 6.920
- Sales: $351,428.57

4 changes

Jul 1, 2022
- ROAS: 9.162
- Sales: $865,714.28

292 changes

Increased Sales $500,000 / Month

5 Months = 2.5x Monthly Sales

HOMETOWN GROWTH