



Sleeping Giant Awakened: JST's Strategic PPC Propels ASO to a 35x Sales Surge! (\$7,000 to \$252,000 Monthly)

The Problem

ASO, a recently acquired business with a large Amazon presence, faced a significant revenue decline after taking over from the previous owner. Their seasonal product mix (pool parts in summer, costumes in fall/winter) required a strategic approach to maintain sales throughout the year.

The Solution

We partnered with ASO in March 2024 to optimize their Amazon advertising campaigns. The strategy focused on:



Campaign Buildout

We built a comprehensive PPC campaign structure encompassing branded keywords, competitor ASIN targeting, product categories, general keywords, and auto campaigns.



Data-Driven Optimization

Weekly performance reviews allowed us to identify high-performing and underperforming campaigns. Budget allocation and keyword adjustments were made based on insights.



Seasonal Targeting

Understanding ASO's product seasonality, we prioritized pool part campaigns in March as the weather improved.



Scaling Success

Positive results led to increased ad spend throughout the campaign, with a focus on maintaining a healthy return on ad spend (ROAS).

The Results

All Seasons Outfitters (ASO) saw a phenomenal transformation after partnering with JST. Their monthly revenue skyrocketed a staggering 35x in just three months, jumping from an average of \$7,000 to a remarkable \$252,000. This wasn't just a sales surge, it was a strategic one. Ad spend grew alongside sales, reaching \$18,000 in May while maintaining a healthy return on ad spend (ACOS) below 25%. This demonstrates a well-optimized campaign that delivered significant results without sacrificing profitability.

The effectiveness of the PPC campaigns is further solidified by the impressive growth in ad-generated revenue. ASO saw a jump from \$8,000 in March to \$86,000 in May. JST's commitment to maximizing ASO's success is evident in their inventory optimization efforts. When pool part stock became low, budget was re-allocated to high-performing accessory ads, ensuring continued sales opportunities and aligning with available inventory. This focus on adaptability demonstrates JST's dedication to long-term growth for ASO.



**Exponential Revenue
Growth**



Increased Ad Revenue



Strategic Ad Spend



Inventory Optimization

Conclusion

JST ignites seasonal success for All Seasons Outfitters (ASO). Our data-driven PPC strategy, built for seasonality, skyrocketed their monthly revenue 35x while maintaining healthy ad spend. This ASO case study showcases JST's mastery in optimizing Amazon sales year-round.