

## How Billest Sales Exploded 172.27% from September to May

### The Problem

Billest, a headwear and apparel Company, already established on Amazon, lacked the time to manage their advertising effectively. They needed a strategy to increase sales while optimizing ad spend.

# The Solution

We partnered with Billest in Q4 2023, taking over their Amazon Ads account.  
Here's how we fueled their growth:



## Increased Ad Spend & Revenue

We strategically ramped up Billest's ad spend from \$6,000 to an average of ~\$10,000, reaching \$16,000 in May 2024. This directly translated to revenue growth. Billest's gross revenue soared from \$21,000 in September 2023 to \$59,000 in May (projected \$65,000 in June) 2024.



## Product Expansion & Targeting

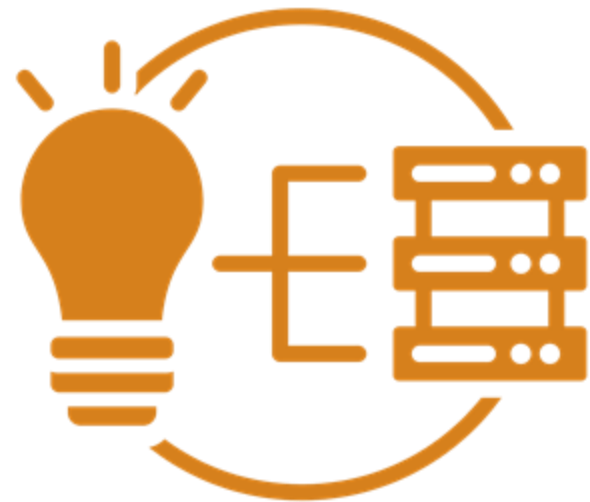
We went beyond Billest's core caps, launching successful campaigns for new products like Polos and Blades. By creating targeted portfolios for each product type, we efficiently allocated ad spend.



## Data-Driven Optimization

We implemented a multi-pronged optimization approach:

- Campaign Structure: We built out detailed portfolios, allowing for granular performance analysis by product.
- Focus on High Performers: We prioritized ad spend on products with strong ROAS.
- Testing & Refinement: We continuously launched and monitored new campaigns like Sponsored Brand Auto and display ads with retargeting, adjusting strategies as needed.
- Brand Defense & Market Share Growth: We created brand defense campaigns and market share initiatives to solidify Billest's position and attract new customers.



## The Results

Our efforts for Billest yielded impressive results. May 2024 became their all-time high month in terms of sales, generating a record-breaking \$59,000 in total gross revenue. This achievement was fueled by a strategic advertising campaign that delivered exceptional results.

Furthermore, in March, we saw significant success with specific product lines. Short sleeve shirts achieved a perfect 1:1 ROAS, demonstrating the effectiveness of our targeted marketing strategies. Long sleeve polos also performed exceptionally well, achieving a near .8:1 ROAS.

Beyond driving sales for existing products, we successfully launched campaigns for new offerings like polos and blades. This product diversification strategy expanded Billest's reach and opened doors to new customer segments.



**Record-Breaking Sales Increased ROAS**



**Product  
Diversification**

## Conclusion

Through strategic ad management and data-driven optimization, we significantly boosted Billest's sales and brand awareness on Amazon.

By leveraging new product launches, targeted campaigns, and ongoing optimization, Billest is well-positioned for continued growth.