

## How Chic Home Reduced Ad Spend by 33% While Boosting Sales and Organic Visibility

### The Problem

Chic Home, a leading homeware brand, needs to optimize their Amazon advertising strategy. They're struggling with wasted ad spend and limited organic reach due to poor SEO on product listings. The challenge lies in reducing unnecessary costs while maintaining a low ACOS and healthy sales growth. They require a solution that tackles both advertising efficiency and organic visibility to maximize their presence on Amazon.

# The Solution

We implemented a comprehensive optimization strategy focused on several key areas:



## **Listing Optimization**

We conducted a thorough review and optimization of product titles, bullet points, and backend SEO elements. This resulted in a significant 19% increase in conversion rates.



## **Branded Campaigns**

To enhance brand awareness and establish dominance within the competitive landscape, we launched dedicated branded campaigns for each product. This tactic bolstered brand prominence and consumer trust.



## **Data-Driven Targeting**

Utilizing historical data, we meticulously selected placements that effectively targeted Chic Home's ideal audience. This approach minimized irrelevant clicks and wasted ad spend, potentially leading to a lower overall cost-per-click (CPC).



## **ASIN Management**

Non-converting ASINs were strategically paused, eliminating unnecessary expenses. This action resulted in cost savings of \$15,816.87 over a 65-day period.



## **Negative Keyword Targeting**

We identified and implemented negative keywords based on search terms with low conversion rates and high ACOS. This proactive approach saved an estimated \$10,000 in ad spend.

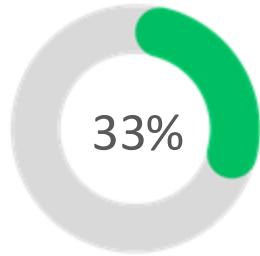


## **Budget Optimization**

Through strategic allocation of resources across all PPC campaigns, we achieved optimal budget utilization, ultimately achieving our client's objectives.

## The Results

Within a timeframe of 1.3 months, our collaborative efforts yielded impressive results:



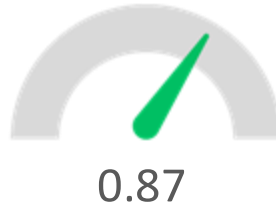
**Reduced Ad Spend  
by 33%**

Ad spending decreased significantly from \$22,862.40 to \$15,407.37, representing a 33% reduction.

**\$78,007.45**

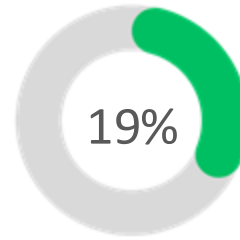
**Maintained Sales  
Revenue**

Despite the spending reduction, ad sales remained relatively stable, dropping only 3% from \$75,590.27 to \$78,007.45.



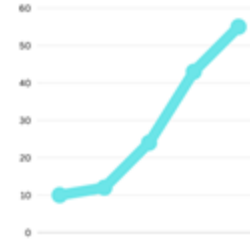
**Enhanced CTR**

The click-through rate witnessed a positive increase of 22%. From 0.71 to 0.87



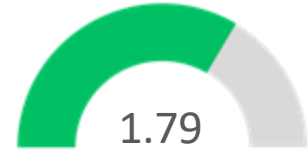
**Improved ACOS  
by 35%**

A significant 35% decrease in ACOS was achieved (from 30.25% - 19%), indicating a more efficient use of advertising resources.



**Increased ROAS  
by 55%**

Return on Ad Spend experienced a substantial boost of 55%, highlighting the improved campaign effectiveness.



**Improved CVR**

The conversion rate displayed a notable improvement of 19%. From 1.49 to 1.79 CVR.