



Sports & Outdoor | Amazon PPC Growth Case Study



Growing an Amazon account isn't just about increasing ad spend—it's about building **profitable, sustainable growth**.

For this Sports & Outdoor brand, the objective was to scale revenue while improving campaign efficiency, strengthening organic visibility, and keeping overall advertising costs under control.



Performance Snapshot

 **Sales: £160,029.95**

 **Units Ordered: 8,340**

 **ACOS: 29%**

 **TACoS: 2.7%**



Strategy Implemented

Reallocated Budget Strategically

Shifted advertising spend toward the highest-performing campaigns and ASINs to maximize profitable revenue.

Expanded High-Intent Keyword Coverage

Leveraged Search Query Performance and Search Term Reports to uncover new converting keywords and capture additional demand.

Restructured Campaigns for Better Control

Separated campaigns into **Discovery**, **Ranking**, and **Harvesting** to improve budget allocation, optimization, and performance tracking.

Continuous PPC Optimization

Performed weekly bid adjustments, placement optimization, and negative keyword refinement to eliminate wasted spend and improve efficiency.

Increased Top of Search Visibility

Focused investment on high-converting keywords to drive stronger sales velocity while maintaining profitability.

Enhanced Listing Performance

Optimized product creatives and listing content to improve click-through rate (CTR), increase conversion rate (CVR), and support stronger organic rankings.

Results

🌟 Generated £160,029.95 in attributed sales

📦 Delivered 8,340 units ordered

🎯 Maintained a healthy 29% ACOS while scaling revenue

 Kept TACoS at just 2.7%, demonstrating strong organic contribution and advertising efficiency

Key Takeaway

Strong Amazon PPC performance isn't measured by a low ACOS alone.

The real success comes from balancing **profitable advertising, organic ranking growth, and long-term scalability.**

This account demonstrates that with the right campaign structure, continuous optimization, and strategic budget allocation, it's possible to **scale revenue, strengthen organic visibility, and keep advertising costs efficiently under control.**



Sales dashboard [Learn more](#)

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Date

Custom

01/07/2026

31/07/2026

Sales breakdown

Marketplace total

Fulfilment channel

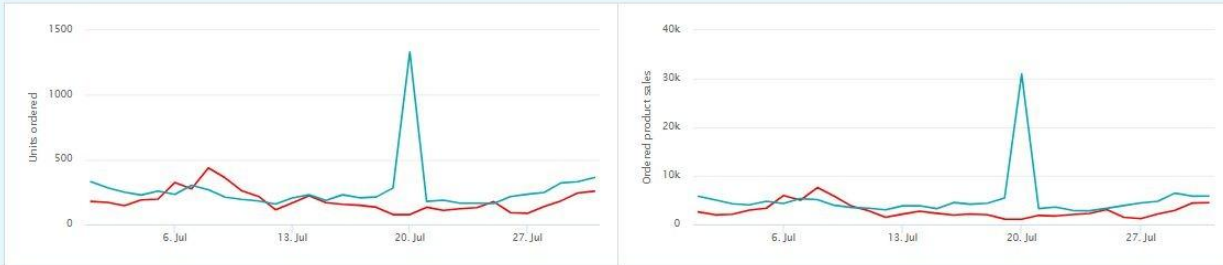
Both (Amazon and seller)

Apply

Sales snapshot taken at 01/08/2026, 17:16:30 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
7,788	8,340	£160,029.95	1.07	£20.55

Compare sales

[Graph view](#)[Table view](#)

Compare

☒ Selected date range
8,340 Units☒ Same date range one year ago