📈 Amazon PPC Case Study | June → July 2026

Scaling an Amazon account isn't about increasing ad spend—it's about increasing **profitable sales**.

The goal for this account was clear: **grow revenue while maintaining advertising efficiency.**

Instead of pushing more budget into every campaign, I focused on identifying where every additional advertising dollar would create the highest return.

🚀 Strategy Implemented

✅ Shifted budget toward campaigns consistently delivering stronger returns.

🎯 Optimized bids by reducing exposure on underperforming keywords while increasing visibility on high-converting search terms.

✂️ Eliminated wasted ad spend from low-intent and poor-performing traffic.

📊 Increased investment in campaigns with higher conversion potential and stronger profitability.

🔄 Monitored performance closely throughout the month, making data-driven optimizations instead of waiting for month-end reviews.

📊 Results (June → July 2026)

💰 **Ad Sales: $101,294 → $123,084**

📈 **Sales Growth: +21.5%**

🖱️ **Clicks: 40,682 → 43,595**

💵 **Ad Spend: $12,637 → $15,351**

🎯 **ACOS: 12.05% → 12.16%**

💡 The Key Takeaway

The account generated **21.5% higher sales** while ACOS increased by just **0.11 percentage points**.

That's what strategic PPC optimization looks like.

It's not about spending less.

It's not about chasing the lowest ACOS.

It's about knowing **where to invest, where to pull back, and how to scale profitably without sacrificing efficiency.**

Because on Amazon, **sustainable growth comes from smarter decisions—not simply bigger budgets.**