



Pet Supplies

Discover how we helped this Dog Supplement Brand Increase Sales by **600%** in Just 4 Months!

OVERVIEW

In April 2022, Doggijuana, a dog supplement brand, approached our agency with a difficult challenge: to increase sales and spread brand awareness through their PPC campaigns without exceeding a manageable ACOS limit.

CHALLENGES

Doggijuana was selling both in retail markets and on Amazon. Their PPC campaigns were very disorganized and inefficient due to the use of a PPC tool.

A lot of irrelevant keywords were repeating in multiple campaigns and burning ad budget.

SOLUTION

After the detailed analysis, we identified 15 high-performing keywords and launched campaigns targeting these keywords with high bids.

One of the major hurdles we faced in this niche was high bids due to high demand. However, we gradually increased the ad budget while keeping a close eye on the ACOS limit set by the client, and this approach paid off.

Once we had a solid foundation, we launched top-of-search campaigns in broad and exact matches on the **15 golden keywords** we had **extracted from the initial 1900 keywords**, using a defensive approach to maintain ACOS.

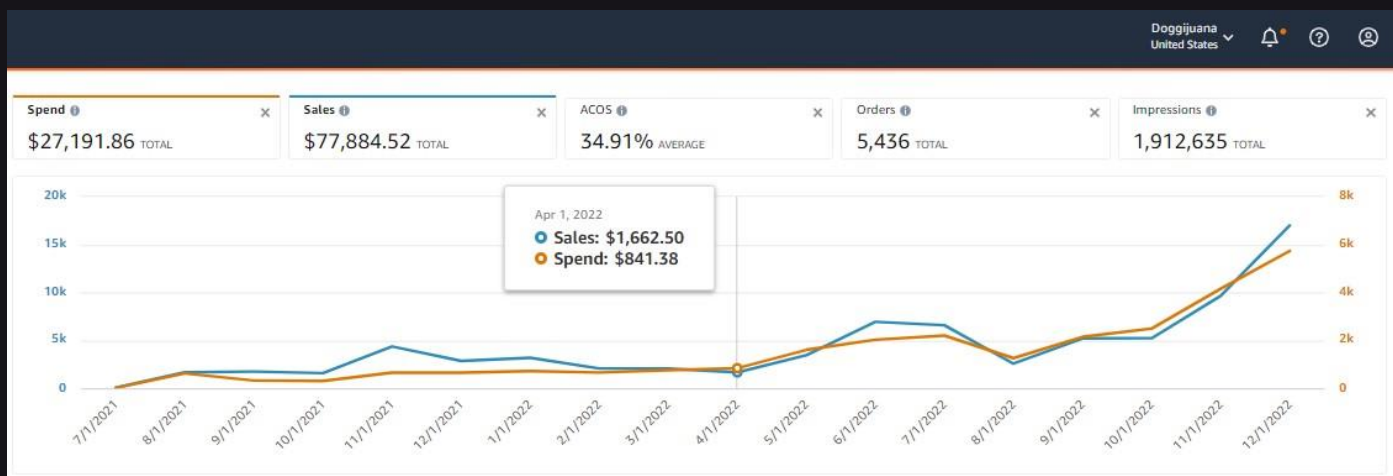
We spent
3 - 4 months
restructuring the campaigns.

We also launched category and targeted campaigns on top competitors to drive traffic to Doggijuana.



RESULT

After two months, we began to see the sales increased from \$34k to \$235k, and the brand's reach and visibility also improved significantly. Our hard work and efforts were also aimed at preparing Doggejuana for the 12th and 13th of July prime day sales, which we achieved with great success.



SUMMARY

By streamlining Doggejuana's PPC campaigns, we significantly improved sales and brand awareness and prepared the brand for an important sales event.

Our approach was based on analyzing the search term reports, identifying high-performing keywords, and structuring the campaigns to maximize efficiency and minimize wasteful spending.

449% increase
in total order in 1 year

As a result, we were able to meet the client's goals while staying within the ACOS limit and achieving success in a competitive market..

These campaigns generated amazing conversions, and as a result, Amazon began charging discounted CPCs on some of the branded keywords.