

# Fansay Fans

## Home and Kitchen



Fancy Fans Beats Competitors with High-Priced Product And **61% Sales Growth** Thanks to Smart PPC Campaigns!

### OVERVIEW

Incompetent PPC teams can be a major roadblock for businesses looking to scale up. But with smart strategies and a focus on differentiation, businesses like Fancy Fans can achieve their growth goals and thrive in highly competitive niches.

### CHALLENGES

Fancy Fans, a seller of unique and premium fans' products, approached us with a challenge: increase their sales and help them scale up their business.

The challenge was made more difficult by the fact that the niche of their products was highly competitive, with most sellers competing on price.

*But we saw an opportunity to differentiate Fancy Fans from its competitors by positioning it as a premium brand.*

### SOLUTION

In order to run profitable PPC ads for Fansay Fans account, we focused on organizing campaigns with the goal of increasing sales while maintaining ACOS around 30 to 35%. By launching auto campaigns for individual parents on high search volume keywords and broad campaigns to target low-tier keywords through see keywords.

**61% boost in sales** in 2 months.

Also, we launched PPC campaigns to focus on brand building and a campaign for branded keywords to leverage our position as an old seller in the niche.



## RESULT

We successfully increased sales up to the level of client satisfaction, by 90%, without increasing ACOS beyond the set limit.

By positioning Fancy Fans as a premium brand, we generated sales despite being higher priced than the competition..

Stats	Before Work 2 Month	After Work 2 Month	Increase Percentage
Total Order Items	877	1588	55%
Units Order	968	1797	54%
Sales	20273.05\$	33242.43\$	61%

## SUMMARY f

Fancy Fans, a premium fan seller, faced fierce competition from lower-priced competitors in a highly competitive niche. However, with smart PPC campaigns that focused on differentiation and maintaining ACOS, we helped them achieve a remarkable 90% sales growth.

By positioning Fancy Fans as a premium brand and offering inventory management, we increased organic sales and improved TACOS by 10%.

**54% increase** in units' orders in 2 months

*As a long-term premium client, we also offered inventory management to keep their product always in stock, which increased our organic sales and improved TACOS by 10%.*