

Optimum FBA

Health and Household

Revolutionary PPC Strategy That Boosted Optimum FBA's Neck Stretcher 90% Sales Overall and Conversion Rate up to 8.17%!!

OVERVIEW

Optimum FBA is a personal care brand that has body stretchers as main products. This client approached our agency with an issue regarding their stagnant sales. Despite generating sales from all three of their products - the Neck Stretcher, Back Stretcher, and Turtle Tank - their sales figures were not improving.

CHALLENGES

Our analysis revealed that their PPC campaigns lacked negative targeting and had an extremely disorganized structure. Only auto campaigns were running, which were generating sales.

This absence of a coherent PPC strategy resulted in no improvement in organic rankings and an increase in BSR.

SOLUTION

At our initial meeting with Optimum FBA, we presented a strategy focused on **improving TACOS, organic sales, and brand building** for long-term business goals.

**Reduced
80.44% TACOS**
in 2 months.

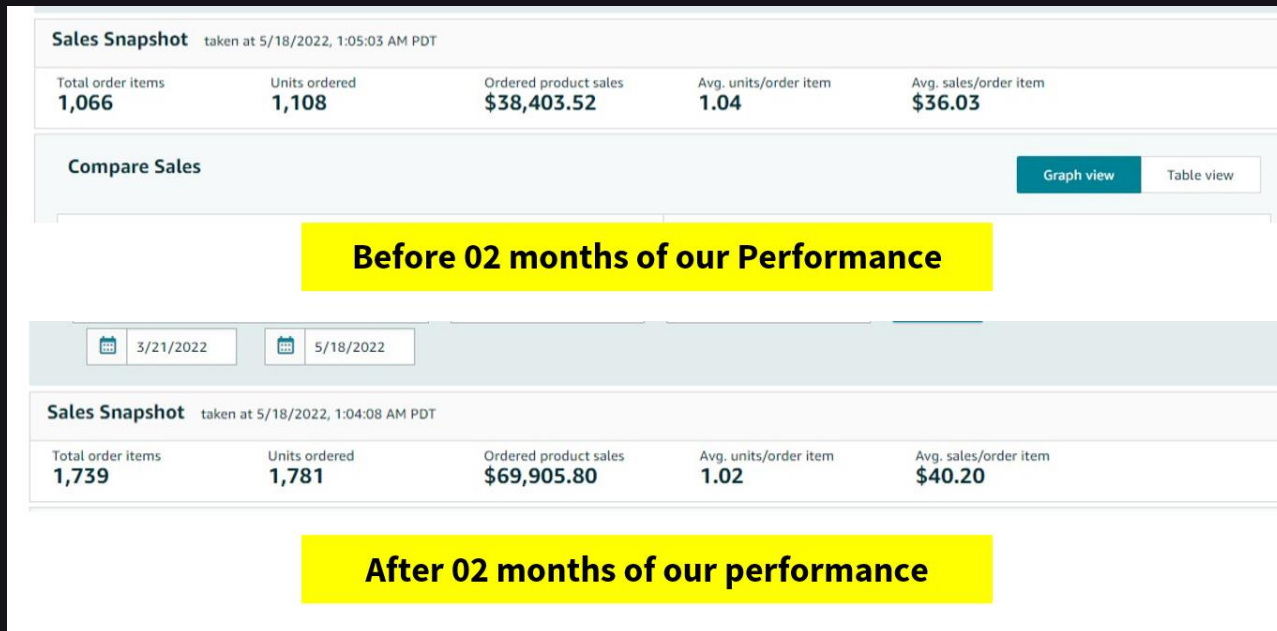
Our approach involved launching ranking campaigns that targeted only high-performing keywords to stabilize our ranking on these keywords.

Within just three weeks, we **achieved top rankings** on most of the targeted keywords..



RESULT

Our sales graph showed an aggressive boost, and our BSR improved swiftly, which in turn led to better organic ranks every day. Specifically, we increased sales by more than 3.5 times in the past two months for the Neck Stretcher, improved the conversion rate to 8.17%, and substantially decreased the ACOS and TACOS.



SUMMARY

Our approach to improving the PPC campaigns for Optimum FBA proved to be highly effective for the Neck Stretcher and the Turtle Tank. We achieved top rankings on targeted keywords, leading to improved sales and BSR.

62% increase in sales in 2 months

However, budget constraints and high CPC costs hindered our efforts for the Back Stretcher, which prevented us from securing organic rankings again through PPC.

Overall, our strategy successfully improved TACOS, organic sales, and brand building for Optimum FBA's long-term business goals.

PERFORMANCE SCREENSHOTS

BSR is the Best Sales Rank. The lower the BSR the more the sales.

BSR Performance of Three Products



Neck Stretcher

Back Stretcher



Turtle Tank

