

Pet Bed Ads Gone WILD -

Showcasing An Amazon UK Ad Campaign

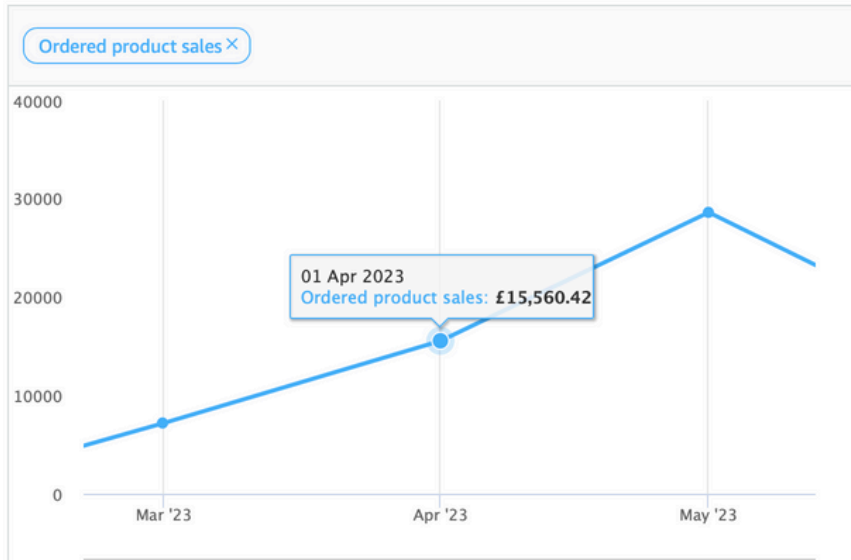


Amazon UK Ad Account

Selling Pet Beds

Business reports | Sales and traffic [Learn more](#)

Hide Graph



450%

Increase in sales

16%

conversion rate

4

ROAS

It took 2 months to double sales while maintaining profitability

Spend <input type="checkbox"/> <input type="checkbox"/>	Orders <input type="checkbox"/> <input type="checkbox"/>	ROAS <input type="checkbox"/> <input type="checkbox"/>	Clicks <input type="checkbox"/> <input type="checkbox"/>
£10,232	810	4.12	11,218

The basics of a successful campaign

Deep keyword research

- keyword search volume
- bids, cpcs and auction insights
- Researching competitor listings

- Neat, logical campaign organisation
 - Multiple adgroups for each product & keyword grouping
 - Smart and regular optimising towards a consistent high ROAS
- Campaign

Sleek Manual Campaigns

& Testing Everything!

Every placement, for every product on every keyword.

What's not so basic

That **450%** increase in sales can't be explained with ad sales alone!

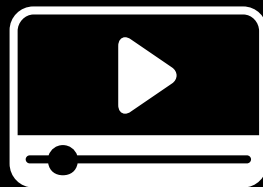
A brilliant paid campaign should never start and stop at the Ad dashboard. It should be followed up with other digital and real world ways to get more revenue from ad sales.

Inserts - QR Codes & Reviews

Designed and printed thousands of inserts to be shipped inside with the packaging. Encouraged reviews and sales off-platform on a standalone store while following all Amazon packaging, branding and insert guidelines!

Come Back, please?

Retargeting video ads on & off platform



Socials

Organic content of happy customers interacting with their pets and their new products. With permission can also be used as wonderful ad creatives.