

# How to Scale Amazon Sales in 1 month

Goal: Scale spend while maintaining an ACOS of 40% (ROAS 250%)

Strategy: 6 new campaigns launched. CPC's increased on previous manual non-brand campaigns 15%. New product targeting campaigns created. Set up conquering campaigns  
Multiple headline ads created targeting specific product category searches.

Results: Revenue increased 75%. The campaigns generated the highest revenue and order volume for the company YTD. Sales volume would have been even higher but sales velocity was so high that inventory ran out and had to be replenished, hence campaigns were turned off during the replenishment period.

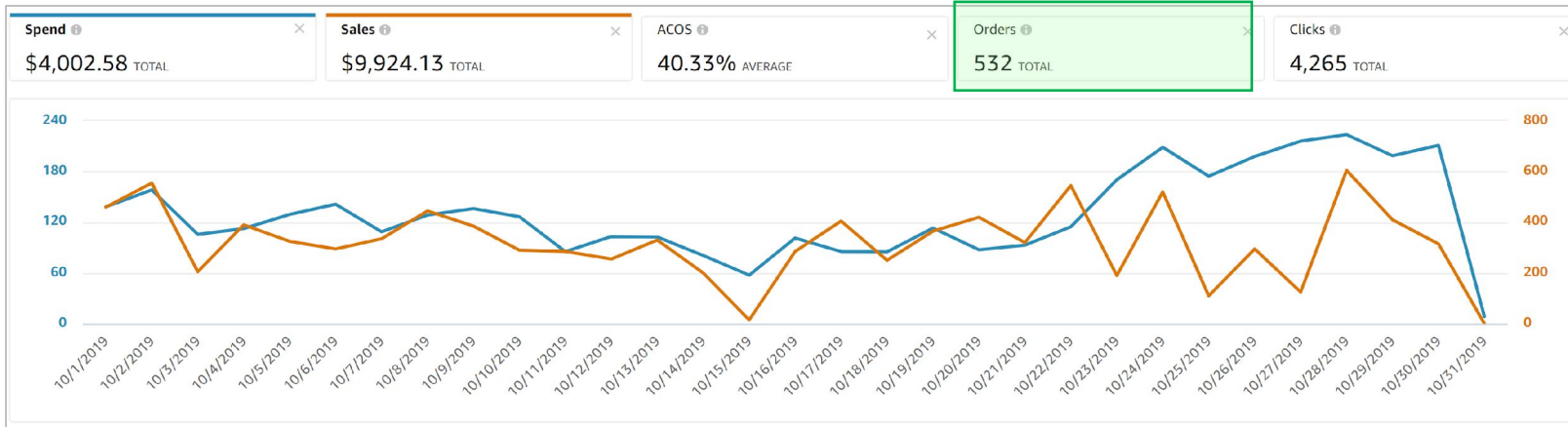
Non-branded keywords accounted for 63% of total orders the month of ramp up.



# Amazon Review



## October Performance



## September Performance

