Achieving Remarkable Market Growth!

Revenue Increase of 78.7%

within the first month of Management

Our Challenges

Averaging only **3.53 units** per day from **November to mid-February.**
Competitors with better sales and optimized listings. Content, images, and A+ content were not properly optimized. Keywords were not indexed effectively. Using FBM (Fulfillment by Merchant) with high shipping costs, whereas competitors offered free Prime shipping with FBA (Fulfillment by Amazon).
Ineffective Amazon PPC campaigns with high costs and low returns.

Project Overview

Our client, faced the challenge of selling a substantial stock of their medical waste bins in the competitive US market. With an initial focus on consultation, their objectives evolved to include:

- Driving sales
- Enhancing brand awareness
- Maintaining a good Return on Advertising Spend (ROAS)
- Clear the stock

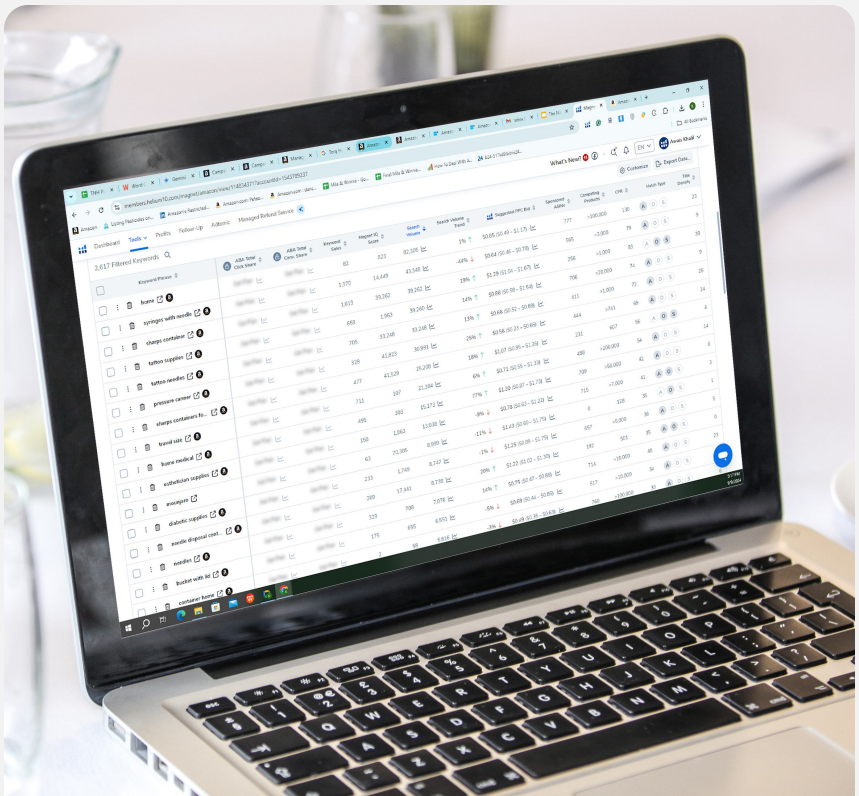
Our Steps

Market Analysis:

Strategic Research: Conducted in-depth market research using tools like Helium10 and Amazon Brand Analytics to identify high-performing keywords and market trends.

Buyer Persona Development: Created detailed buyer personas to effectively target the right audience.

Competitor Analysis: Performed comprehensive competitor analysis to pinpoint market gaps and successful strategies.



Listing Optimization:

Detailed Research: Provided thorough research and specific requirements for optimizing product listings, including high-quality images and relevant keywords.

Market Trend Recommendations: Suggested adding more pack variations based on market trends, though cost constraints limited implementation.

Fulfillment Strategy: Prime Shipping Suggestion: Recommended shifting some inventory to FBA to offer Prime shipping, which the client partially adopted.

Amazon PPC Campaigns:

Campaign Analysis and Optimization: Analyzed existing campaigns and implemented negative targeting to optimize spend.

New Campaign Launch: Launched new manual phrase and exact match campaigns with targeted budgets and relevant keywords.

Structured Approach: Implemented a structured approach with one campaign per ad group, variation, and keyword.

Continuous Monitoring: Continuously monitored and optimized campaigns based on performance data.

Tools Used

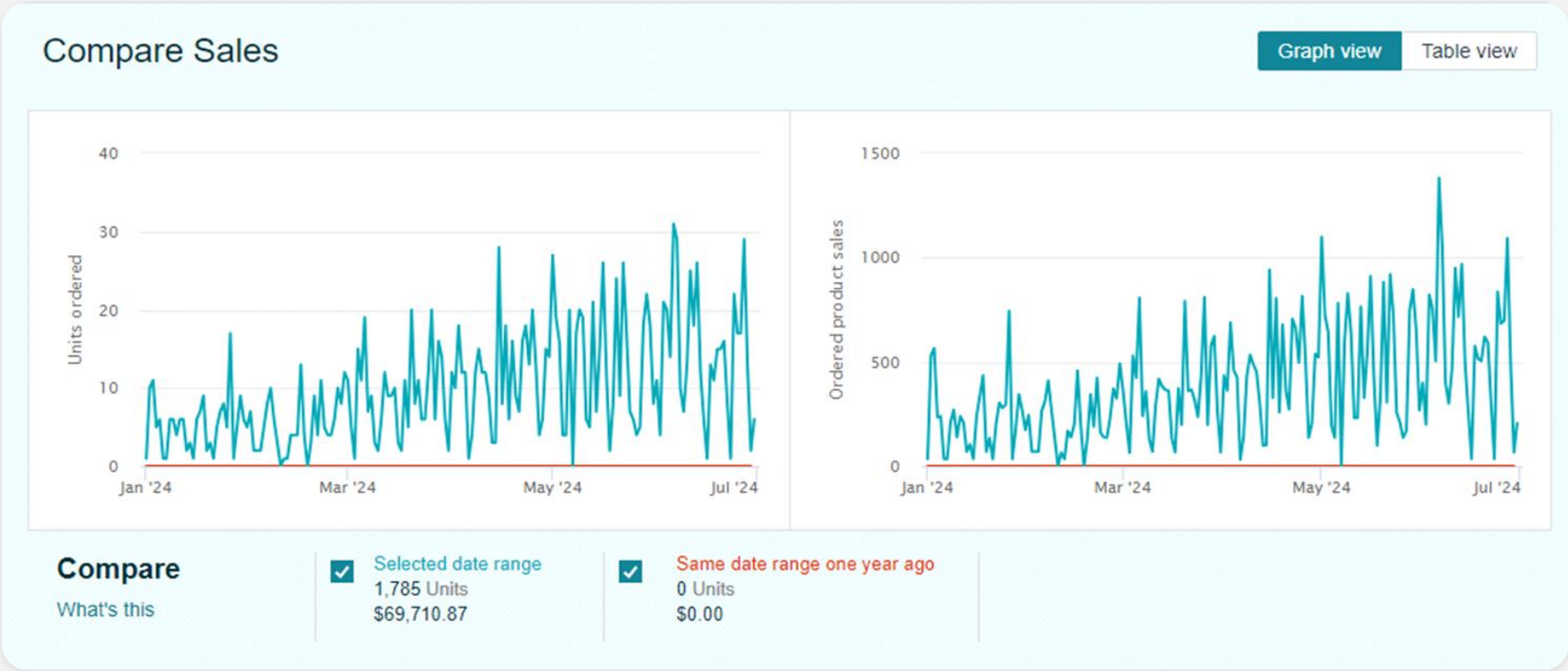
Helium 10 — Keyword Research, Competitor Research, Market Trend and Keyword Tracking.

DataDive — Keyword Research, Recommendations to Optimize the Listing.

Results Achieved

Date	Ordered Product Sales	Ordered Product Sales - B2B	Units Ordered	Units Ordered - B2B	Total Order Items	Total Order Items - B2B	Units Refunded	Refund Rate	Feedback Received	Negati Feedb Receiv
8/01/2023	$0.00	$0.00	0	0	0	0	0	0%	0	0
9/01/2023	$0.00	$0.00	0	0	0	0	0	0%	0	0
10/01/2023	$0.00	$0.00	0	0	0	0	0	0%	0	0
11/01/2023	$589.84	$34.99	16	1	16	1	0	0%	0	0
12/01/2023	$3,999.08	$1,939.54	92	46	77	34	1	1.09%	1	0
1/01/2024	$7,033.35	$3,524.19	165	81	142	61	0	0%	1	0
2/01/2024	$6,061.02	$2,716.83	152	71	135	57	4	2.63%	1	0

3/01/2024	$10,832.90	$5,614.16	277	151	237	125	4	1.44%	0	0
4/01/2024	$13,205.58	$7,282.05	346	199	281	152	2	0.58%	0	0
5/01/2024	$15,639.33	$8,236.18	412	227	338	166	8	1.94%	0	0
6/01/2024	$16,938.69	$8,390.85	433	217	376	173	4	0.92%	1	0
7/01/2024	$6,711.52	$4,217.13	173	112	140	81	5	2.89%	0	0



Before November-Febuary

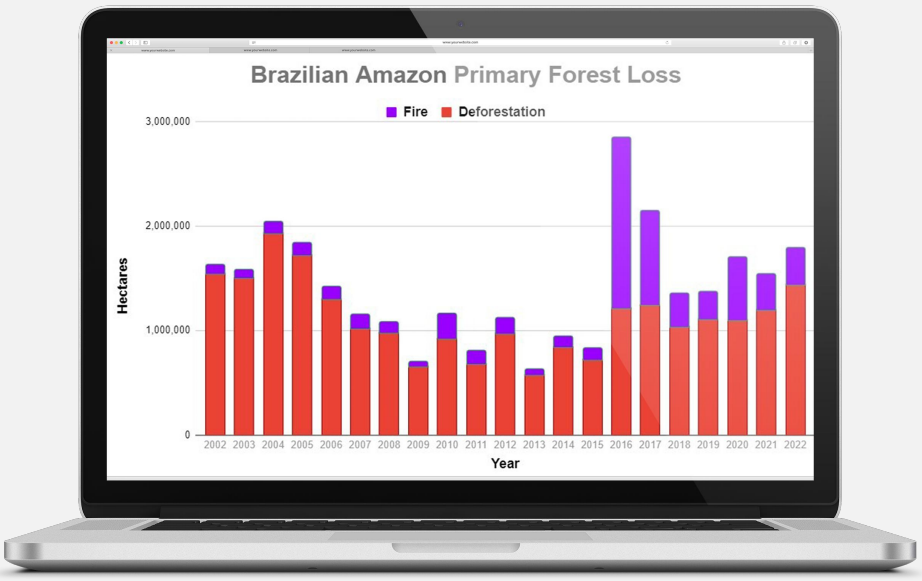
Units Order: 425

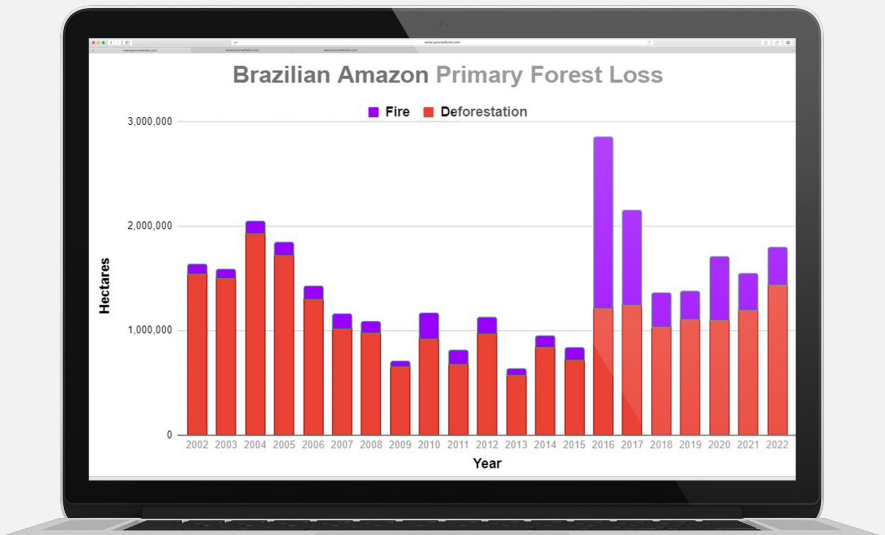
Order Product sales: $17,683.29

PPC Spend: $3,438.18

PPC Sales: $11,868.5

ACOS: 28.96%





After Febuary-June

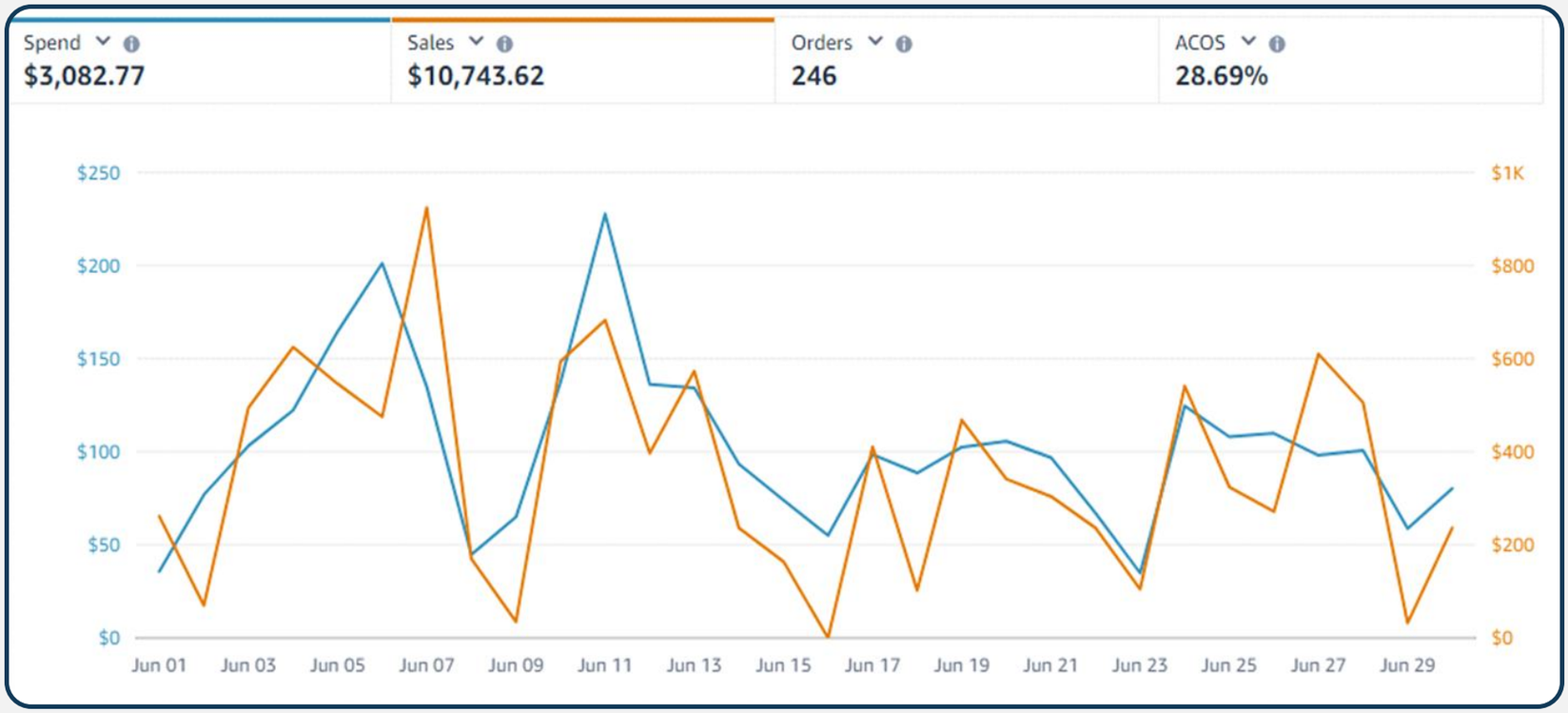
Units Order: 1,468

Order Product sales: $56,616.50

PPC Spend: $9,547.89

PPC Sales: $37,809.9

ACOS: 20.54%



"Partnering with MyTeamz was a turning point for our Amazon sales. Their expertise in advertising and commitment to our success made a significant impact on our business."

Medi-Bins

Conclusion

Through meticulous market research, strategic listing optimization, and effective Amazon PPC management, MyTeamz successfully helped our client overcome significant challenges and achieve impressive sales growth on Amazon US. Our collaborative efforts not only boosted sales but also cleared the client's stock efficiently.