



MMT Acoustix is India's leading brand in soundproofing and acoustic solutions, offering premium products designed to enhance your sound environment anywhere.

Visit **MMT Acoustix** Brand Store on Amazon

## CASE STUDY

How MMT Acoustix grew their sales by **24.78%** within 90 Days.

### Objective

The overall objective for MMT Acoustix is to enhance profitability by reducing their high TACOS, while boosting sales growth. The brand needs to improve key performance metrics such as CTR and conversion rates, indicating a need for better ad targeting and product presentation.

### Solution

We refined MMT Acoustix's keyword strategy, reducing TACOS from 18% to 12% by shifting focus from broad terms like "soundproofing" to specific ones such as "soundproof foam for wall", while adding negative targeting for ineffective keywords. To overcome sales stagnation, we reallocated the budget from high-priced products to lower-priced items, resulting in a 50% increase in CTR, a 150% boost in conversion rates, and monthly sales uptick of 40%.

### Results

This led to an increment of **24.68%** in sales within 3 months at an ACoS of **12%**.

### At a glance

#### Rising TACOS:

- Highly Competitive category with no cross sell/ up sell strategy in place.
- ACoS shooting up to **35%**

#### Results:

- **70%** growth in a quarter
- ACoS reduced to **23%** from **35%** and maintained MoM



"A huge thank you to Adsify for their exceptional work managing our Amazon ads. They reduced our TACoS significantly while increasing sales by 1.5x. Their deep understanding of the Amazon advertising funnel and expert strategy helped us outshine the competition. Highly recommend Adsify to any Amazon seller looking to grow their business! "