



## Best Sellers from Excelsior



Excelsior is a leading brand in the electronics market, renowned for its high-quality mobile covers and innovative designs.



EXCELSIOR

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## CASE STUDY

Excelsior derived **180%** Profit Growth, **11%** Reduced Returns, and **8%** CTR Increase in **6** Months with Adsify

## Objective

Resolve revenue loss, high return rates, and optimize product performance on Amazon.

## Solution

- Reduced auto spend dependency from **50%** to **20%** within one month.
- Lowered ACoS from **31%** to **23%**.
- Added negative search terms, reducing return rates from over **25%** to **14%**.
- Shifted to manual campaigns, focusing on terms with more than **2** orders at less than **25%** ACoS.
- Added compatible images, reducing return rates from over **25%** to **14%**.

## Results

- Addressed and reversed a **15%+** revenue loss trend.
- Decreased return rates from over **25%** to industry average (**14-15%**).
- Reduced **ACoS** from over **35%** to below **23%**.
- Increased **CTR** from **0.63%** to **0.78%**.

## At a glance

### Challenges:

- Return rate surpassing **25%**, while the industry average was **14-15%**.
- ACoS surpassing **35%**

### Results:

- **180%** profit growth in **6** months.
- Reduced ACoS from **31%** to **23%**.



"Adsify helped our account grow our sales on Amazon and they've been really effective. We did face some issues related to inventory dead stock during this time, Adsify really stepped out. Special thanks to Naman and Himanshu for creating and following a successful plan. Highly recommend Adsify to anyone who is looking to grow their sales on Amazon!"