

MOVE FREELY. LIVE FULLY.

Say Goodbye to Pain, Hello to Mobility!

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A brand committed to enhance well-being with innovative health, fitness, and personal care products, empowering individuals to live healthier, more active lives.

2x CTR Growth, 80% Sales Increased, 46% Reduced ACoS: 'Health & Personal Care Brand' in 4 months

At a glance

Challenges:

- High ACoS (**55.01%**)
- Low CTR (**0.3%**) and **poor listing** quality.
- Return rates at **>15%**.

Results:

- Ad sales up by **80%**.
- ACoS reduced to **29.75% (-46%)**
- CTR improved to **0.55% (+83.33%)**.
- Return rates cut to **8%**.

Objective

Reduce high ad costs, boost visibility, and improve customer satisfaction by optimizing listings & leveraging data-driven ad strategies to drive sustainable growth.

Solution

- Reduced ACoS from **55.01%** to **29.75%** and TACoS from **35.18%** to **17.66%**.
- Improved listings, lowering return rates from **15%** to **8%**.
- Boosted organic rankings from 300 to under 50 with competitive targeting.
- Doubled video ad engagement and increased CTR from **0.3%** to **0.55%**.
- Reduced CPC by **20%**, maximizing ROI.

Results

- Ad Sales: Increased by **80%**, boosting total revenue by **117%**.
- ACoS: Reduced by **46%**
- TACoS: Reduced by **50%**
- CTR: Improved by **83.33%**, enhancing ad performance.
- Units Ordered: **2X** growth
- Organic Rankings: Improved from **300** to under **50** for high-traffic keywords.
- Return Rates: Reduced from **15%** to **8%**, improving customer satisfaction.

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"They doubled my sales in just three months and reduced my **ACoS from 50% to below 30%**. Their approach is highly efficient, and they are incredibly responsive, even during non-working hours. The team—Mukul, Kapil, and Shahzeb—ensures every issue is resolved smoothly with utmost professionalism. I highly recommend Adsify for growing your Amazon business!"