



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

CASE STUDY

Soundproofing Brand Grew Their Sales by 35% While Reducing Their TACoS to 12% from 18% in 9 Months

Objective

The overall objective 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 the brand'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 highpriced 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

Challenges:

- 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! "