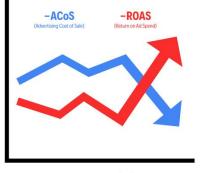
JumpFly turned a client's wasteful spend and unorganization into a higher ROI



ACoS = Total \$\$ Spent on Advertising Total Sales

The challenge

An e-Commerce client of JumpFly **felt they were wasting money due to unorganized campaign structures within their Amazon account** and tasked JumpFly with decreasing their ACoS (Advertising Cost of Sale).

The approach

After setting up Sponsored Products and Headline Search (now Sponsored Brands) campaigns, JumpFly started to **roll out both fully-automated and manual targeting strategies across all activity**.

To help combat high ACoS, JumpFly analyzed search term reports to help pinpoint which search terms were underperforming and leading to wasteful spend.

The results

Thanks to properly structured campaigns along with the implementation of negative keywords, JumpFly lowered their client's overall ACoS by more than 26% in the first two months.

JumpFly's campaigns' ACoS were 32% lower than the month prior to taking over, all while reducing monthly spend by almost 54%.

Featured solutions:

Campaign Type:

- > Sponsored Products
- > Sponsored Brands

Targeting:

- > Automatic
- > Manual

Amazon Best Practices:

- > Amazon Storefront
- > Negative Keywords
- Sponsored Products Budget Cap
- > Search Term Report
- > Waterfall Strategy
- > Keyword Match Types

"Once we had proper campaign structure in place, their ACoS really began to drop."

—Dan Kurich, Account Manager, JumpFly

26%

54%

32%

Improvement to ACoS Across Entire Account Reduction in Monthly Spend Improvement to ACoS Across JumpFly Built

Campaigns

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