



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



$$\text{ACoS} = \frac{\text{Total \$\$ Spent on Advertising}}{\text{Total Sales}}$$

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%

Improvement to ACoS Across Entire Account

54%

Reduction in Monthly Spend

32%

Improvement to ACoS Across JumpFly Built Campaigns