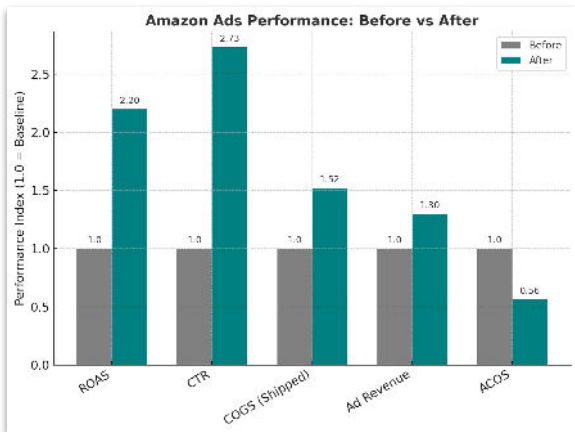


A Leader in Premium Coffee Equipment
Engaged JumpFly for Amazon Advertising.

The Result? Scalable High-ROI Growth!

JumpFly Amazon Management JumpFly Turned 9x RoAS into 17x and Boosted CTR by 173%



The challenge

Our client, a leader in premium coffee equipment, was struggling to make Amazon Ads profitable. From 2021 through July 2023, the numbers told a troubling story. Return on Ad Spend (ROAS) fell as low as 0.5, averaging just 3.9 in 2021 and 9.7 in early 2023. Advertising Cost of Sales (ACOS) topped 40%, slashing profitability, while click-through rate (CTR) stalled at 0.19%, signaling weak engagement. Despite steady spend, revenue from January through July 2023 reached only \$36,000. Instead of fueling growth, Amazon Ads were holding the brand back. This company needed a full-funnel turnaround to stop losses and scale sustainably.

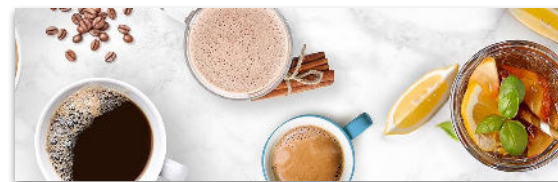
The approach

When JumpFly took over in August 2023, the team launched a full overhaul. Campaigns were restructured by product and intent to sharpen targeting. Bid and budget strategies were optimized to cut waste, while Sponsored Brands and Display unlocked new opportunities. Data-driven insights refined targeting, while continuous testing and scaling of top-performing assets kept the account agile and growth-focused.

The results

The impact was dramatic. Comparing performance before JumpFly's involvement in 2023 with results from August 2023 through June 2024, ROAS jumped 120% and CTR rose 173%. Shipped cost of goods sold (COGS) increased 52% year-over-year in June, while ad revenue grew 30% in the first six months of 2024 compared to all of 2023. Meanwhile, ACOS fell 44%, restoring profitability and efficiency.

JumpFly didn't just improve performance—we rebuilt their Amazon channel into a scalable, high-ROI growth engine.



“This turnaround shows what’s possible with the right strategy—Amazon went from draining profits to driving sustainable growth.”

—Nick Pilcher, Director of Marketplace, JumpFly

Featured solutions:

- › Amazon Sponsored Products
- › Amazon Sponsored Brands
- › Amazon Sponsored Display
- › Data-Driven Optimization Strategy

120%

Increase in ROAS*

173%

Increase in CTR*

44%

Decrease in ACOS*

*comparing pre-2023 data to Aug 2023-Jun 2024 data