



Unique Truck + JumpFly  
Kentwood, MI, USA · uniquetruck.com

More Revenue. Less Waste.  
Smarter Scaling on Amazon.

Overall Pick 1



Sponsored

Unique Truck Equipment Pre-Trip Inspection Tool - 4-in-1 Inspection Tool for Drivers and Mechanics

4.6 ★★★★★ (328)

\$14<sup>99</sup> Typical: \$18<sup>99</sup>

\$4.06 delivery Feb 23 - 25  
Or fastest delivery Tomorrow, Feb 19

Small Business

Add to cart



### The challenge

Unique Truck was generating revenue on Amazon but performance was inconsistent and inefficient:

- Ad spend was high relative to return.
- ROAS averaged 11.4 in 2023.
- Growth was limited by inefficient budget allocation.
- Scaling required more profitability, not just more spend.

The objective was clear: **Scale revenue while improving efficiency and profitability**, without significantly increasing ad spend.

### The approach

JumpFly implemented a **structured Amazon Ads strategy centered on improving efficiency** before scaling. We **tightened keyword targeting**, reduced wasted spend through **bid and placement optimization**, and **reallocated budget** toward the highest-converting segments. Once efficiency improved, we **scaled profitably by increasing ROAS** prior to expanding budgets, leveraging **search term harvesting**, and balancing branded and non-branded growth to **improve long-term TACoS**. Throughout, the focus remained on **sustainable, profit-driven growth by prioritizing net profitability over aggressive spend increases** and compounding performance gains over time.

### The results

Following JumpFly's management, **performance scaled significantly while becoming more efficient**. Annualized results show **total sales increased from \$1.96M to \$2.41M**, a 23% lift, while **ad revenue grew 12.5%**. At the same time, **ad spend decreased by 15.5%**, driving a substantial improvement in efficiency. **ROAS increased from 11.4 to nearly 16.0**, demonstrating that growth was achieved not by materially increasing spend, but by improving performance and profitability across the account.



“True Amazon growth doesn’t come from simply spending more. This case study shows how disciplined strategy, smarter budget allocation, and a focus on efficiency can unlock significant revenue gains while improving profitability.”

—Nick Pilcher, Marketplace Director, JumpFly

#### Featured solutions:

##### Audience & Campaign Strategy

- › Keyword Harvesting & Expansion
- › Competitor ASIN Targeting
- › High-Intent Search Term Scaling
- › Sponsored Products + Sponsored Brands Alignment

##### Optimization & Measurement:

- › Target ROAS Bidding
- › Placement Bid Optimization
- › Dynamic Bid Adjustments
- › Profit-Based Budget Allocation
- › TACoS Monitoring & Conversion Optimization

23%

Overall Revenue Growth\*

15.5%

Decrease in Ad Spend\*

40%

Improvement in ROAS (11x to 16x)\*

\*comparing 2023 YoY to 2025