

Leveraging AMS

for Explosive YoY
Growth for Client

TABLE OF CONTENTS

Client Overview
Challenges
Solutions
Results
Key Takeaways

CLIENT OVERVIEW

Client E is a leading brand specializing in outdoor gear, including hunting, fishing, and tactical products. With a growing product line and a commitment to innovation, the company turned to Amazon Marketing Services (AMS) to expand its digital reach and boost sales.

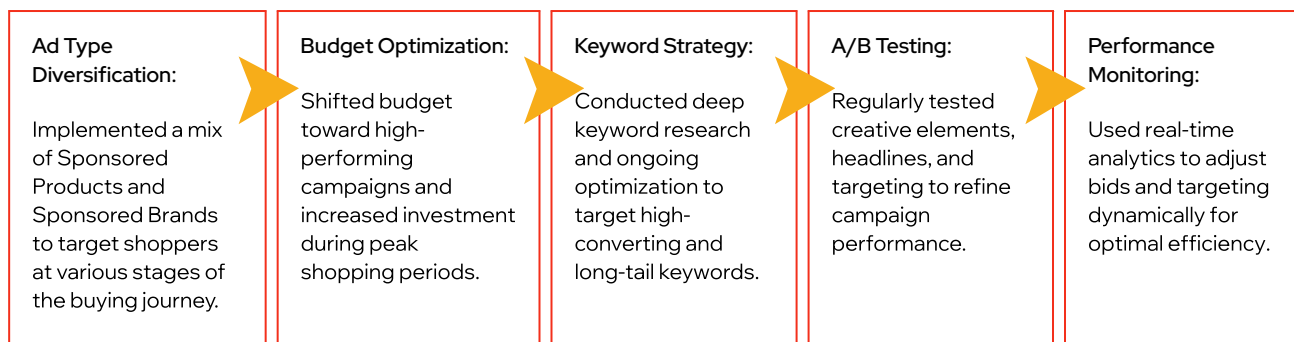
CHALLENGE

Scaling Visibility and Sales in a Competitive Market

Despite high-quality products, Client E faced challenges standing out in Amazon's saturated outdoor gear category. Limited ad exposure and inefficient spend allocation were hindering the brand's ability to scale.

SOLUTION

To drive growth, Client E partnered with our team to develop a strategic AMS approach, focused on maximizing ROAS and boosting brand visibility. Key tactics included:



Catalog Clean-Up

How Our Client Improved Sales by 18% After Fixing ASIN Issues

RESULTS

Explosive Year-Over-Year Growth

The strategic overhaul of Client E's AMS campaigns led to impressive YoY performance gains:



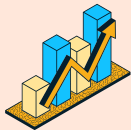
93% Increase in AMS Ad Revenue

Enhanced targeting and budget control significantly improved paid media efficiency.



76% Growth in Impressions

Greater visibility helped the brand reach new and returning customers more effectively.



65% Increase in Product Sales

The lift in ad-driven traffic directly contributed to higher conversions and broader product engagement.

KEY TAKEAWAYS FOR BRANDS

- **Combine** Sponsored Products and Sponsored Brands to engage customers across the funnel.
- **Use data** to guide budget decisions and optimize campaign structure
- Prioritize **keyword research** and regular refinement to stay competitive.
- Continuously **test and iterate** creative assets to improve CTR and ROAS.
- **Monitor performance** in real time to make agile campaign adjustments.