

Amazon UK Brand Launch Case Study

Mov
Better
Live
Stronger

Joint Health
Active Living



HEALTHIER
JOINTS
BRIGHTER
TOMORROWS



Amazon PPC Campaign Report

Performance Overview



Campaign Period

1 May 2025 – 31 May 2025



Attribution

7-day click, 1 day review
or 1-day engaged view



£1,529.16

Monthly spend



41

Orders



£5,896.40

Revenue



£3,766.64

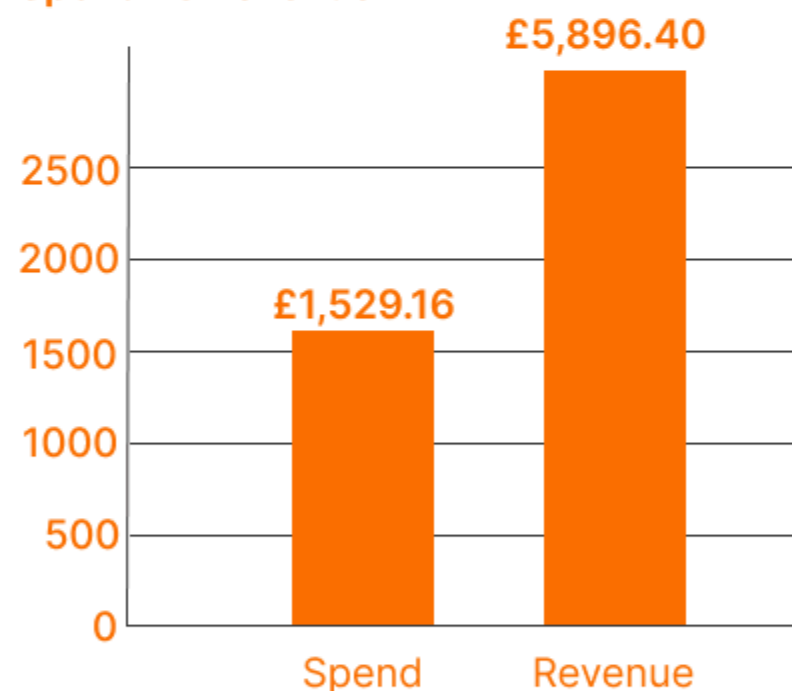
Sponsored Sales



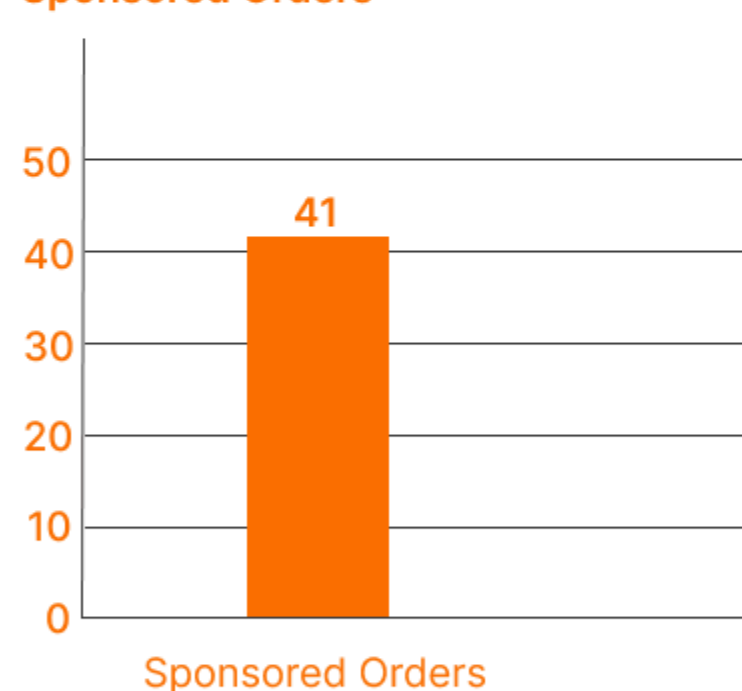
40.60%

Sponsored ACOS

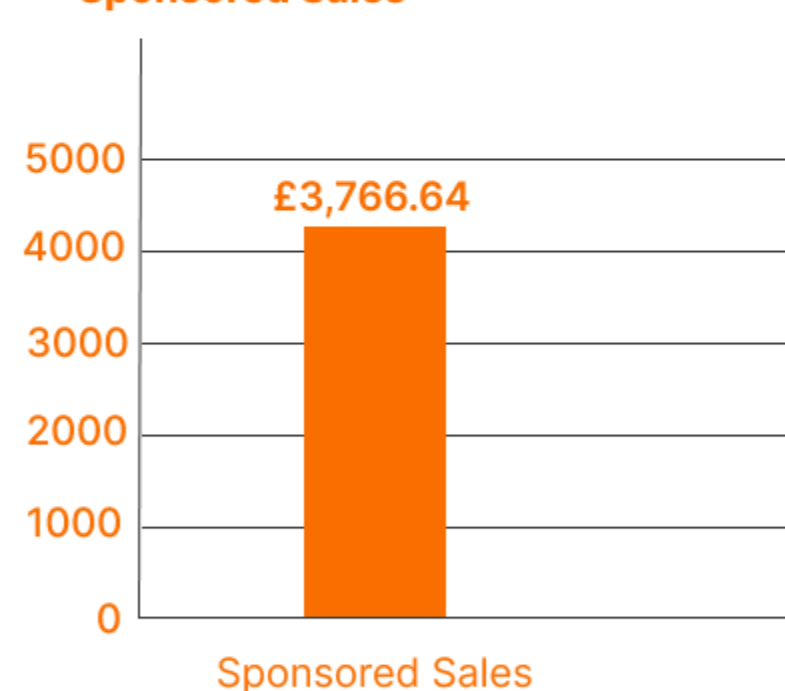
Spend vs Revenue



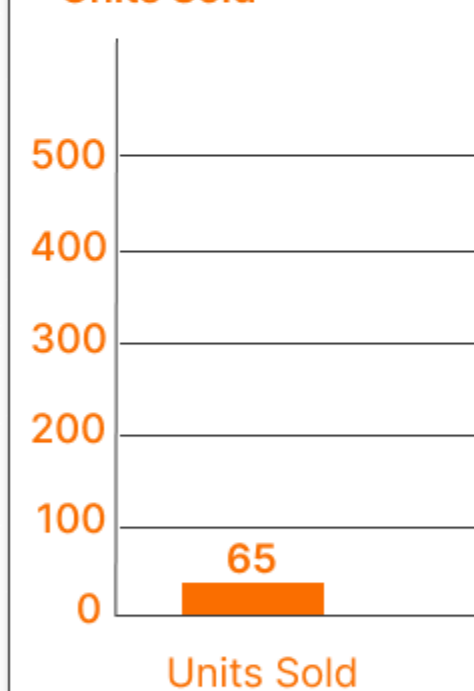
Sponsored Orders



Sponsored Sales



Units Sold



Campaign Objective

Sales (Sponsored Products)
Increase product visibility, sales, and revenue through Sponsored Ads while maintaining efficient ad spend and improving overall account profitability.



Target Audience

Targets shoppers actively searching for relevant products.
Focuses on high-intent users based on product-related searches.
Reaches customers with strong purchase intent and shopping behaviour.



Next Steps

Scale the top-performing campaigns to drive more sponsored sales while maintaining a healthy ACOS.
Optimise keywords and targeting to improve CTR and conversion efficiency.
Gradually increase budgets on profitable campaigns closely monitoring ACOS and sales performance.
Continue testing new keywords and targeting opportunities to identify additional growth potential.

Amazon PPC Campaign Report

Performance Overview



Campaign Period

1 June 2025 – 30 June 2025



Attribution

7-day click, 1 day review
or 1-day engaged view



£1,802.60

Monthly spend



82

Sponsored Orders



£11,271.90

Revenue



£7,374.71

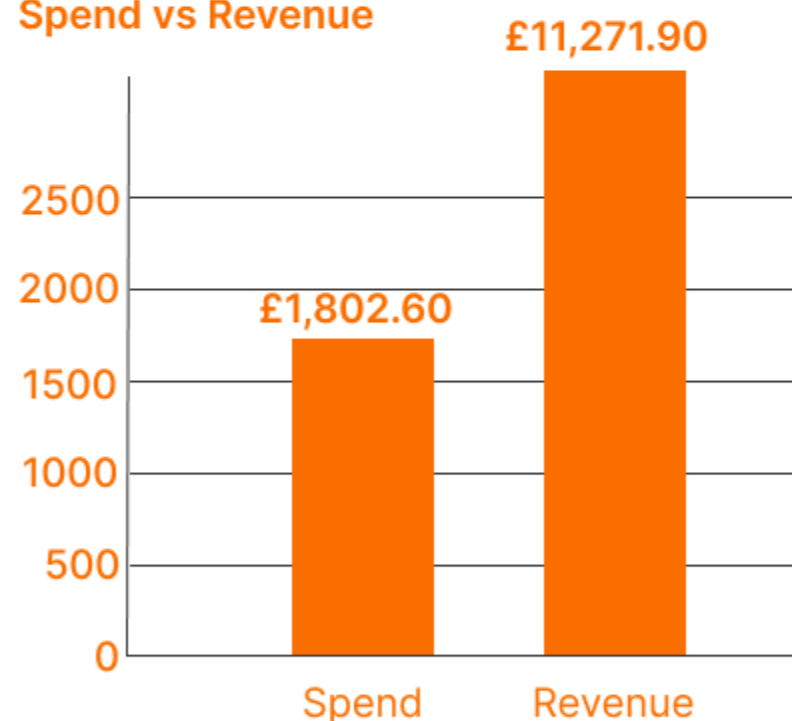
Sponsored Sales



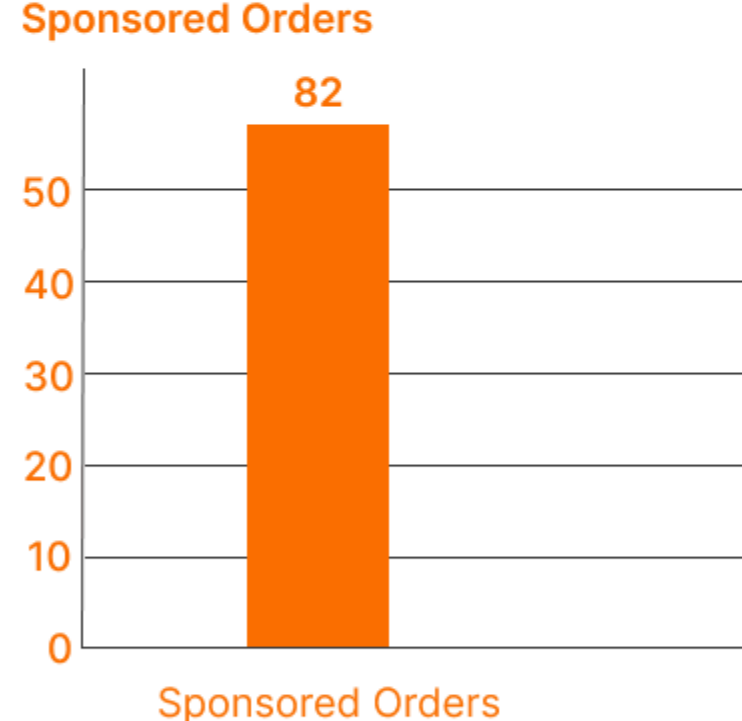
24.44%

Sponsored ACOS

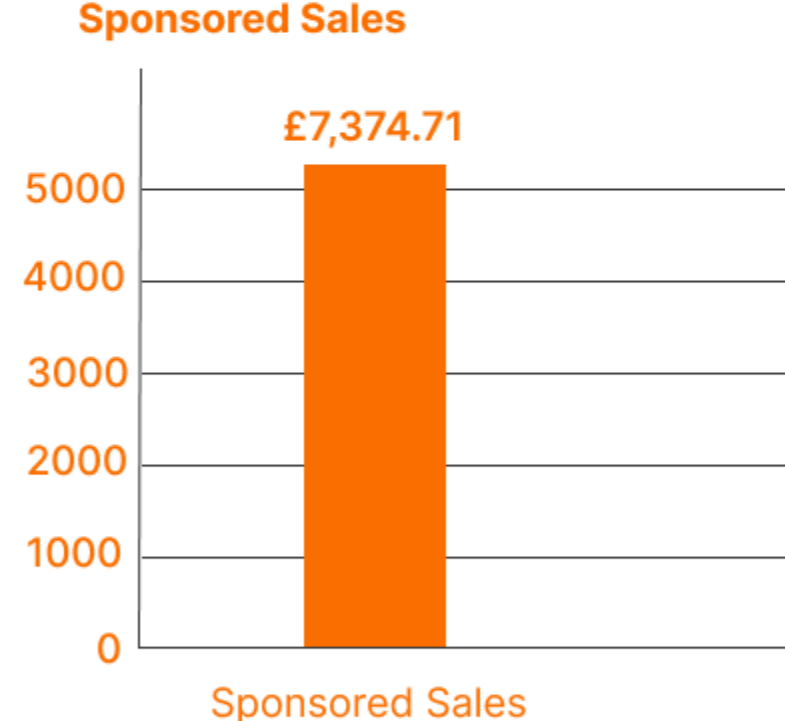
Spend vs Revenue



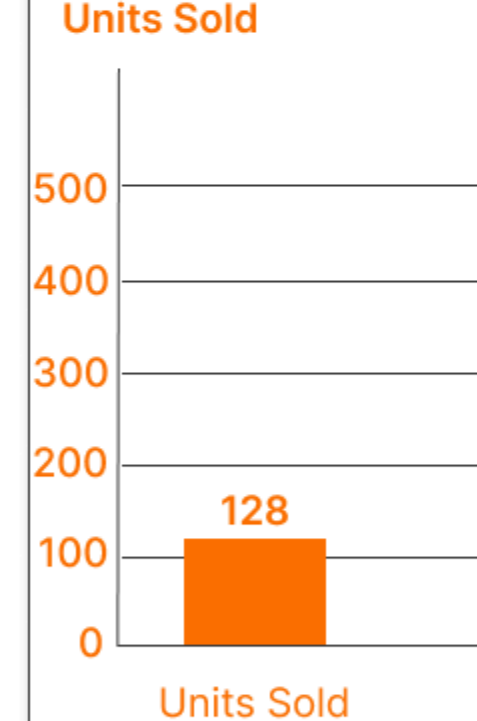
Sponsored Orders



Sponsored Sales



Units Sold



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Performance Overview



Campaign Period
1 July 2025 – 31 July 2025



Attribution
7-day click, 1 day review
or 1-day engaged view



£2,828.09
Monthly spend



94
Sponsored Orders



£15,620.81
Revenue



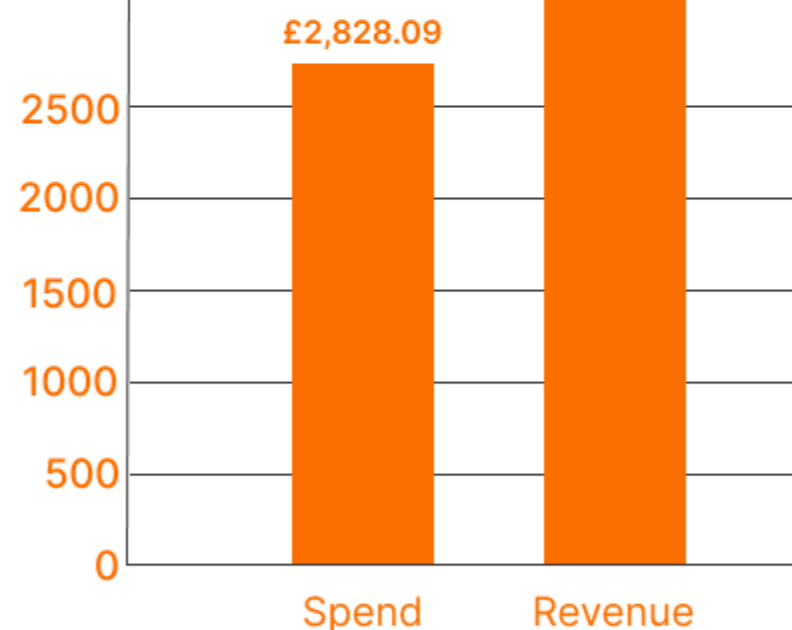
£7,414.17
Sponsored Sales



36.66%
Sponsored ACOS

Spend vs Revenue

£15,620.81



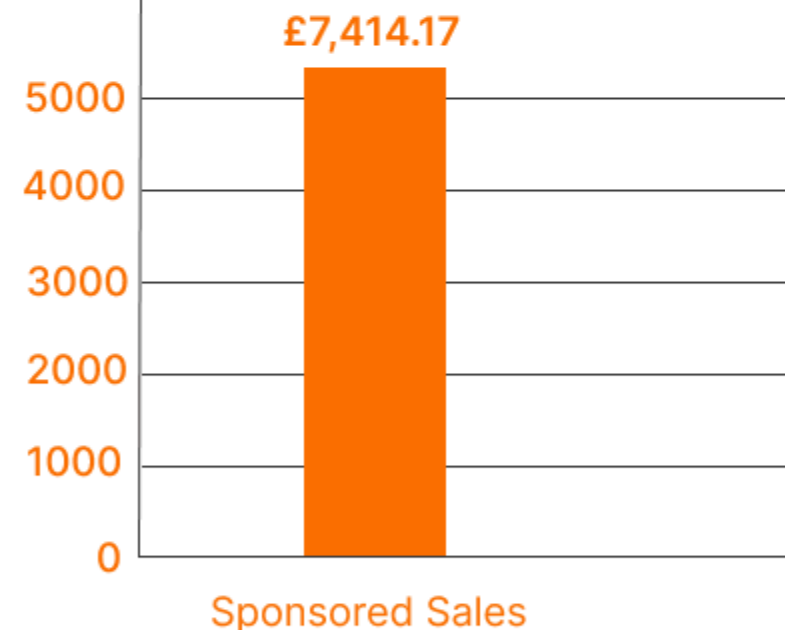
Sponsored Orders

94



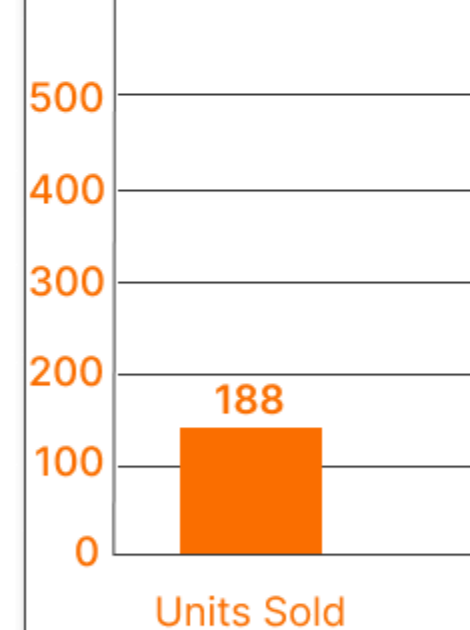
Sponsored Sales

£7,414.17



Units Sold

188



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Campaign Period
1 Aug 2025 – 31 Aug 2025



Attribution
7-day click, 1 day review
or 1-day engaged view



£2,567.21
Monthly spend



83
Sponsored Orders



£11,911.12
Revenue

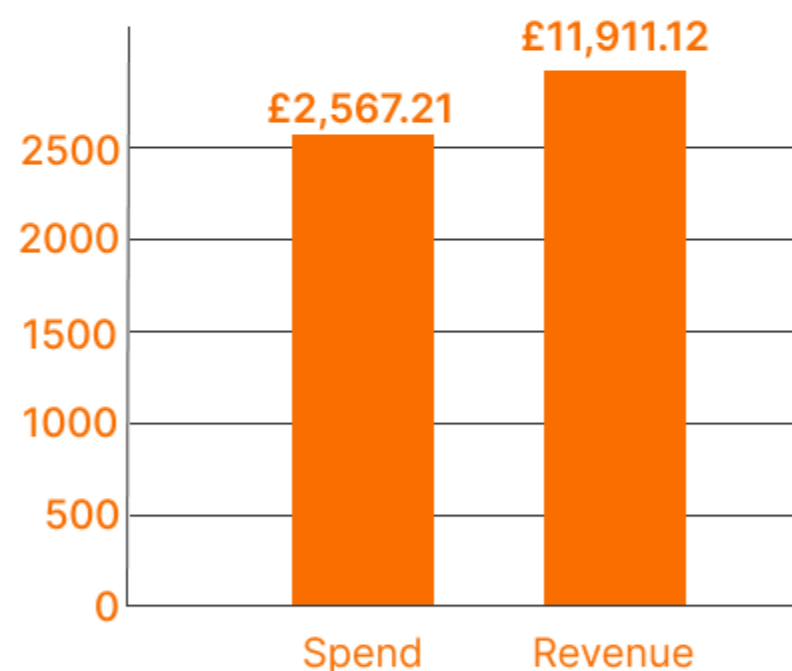


£5,755.79
Sponsored Sales



44.60%
Sponsored ACOS

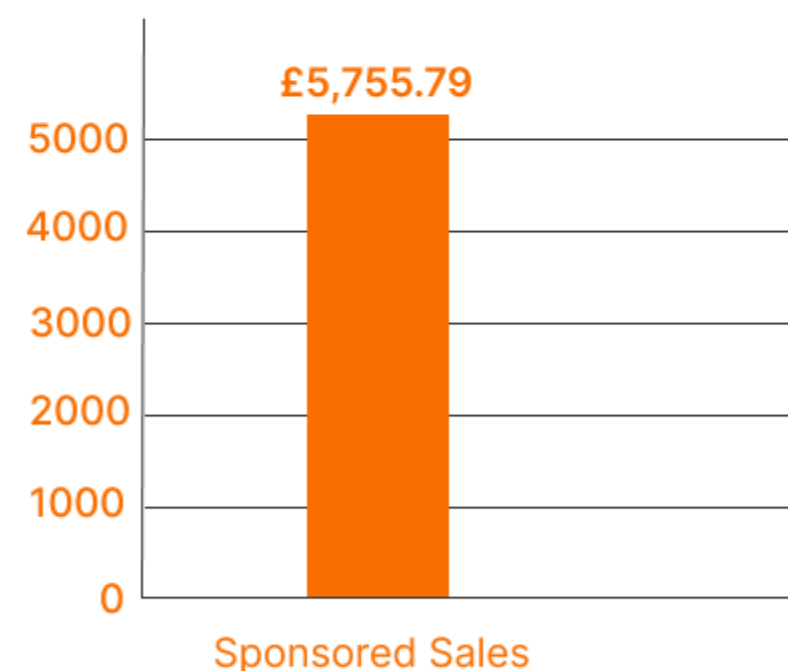
Spend vs Revenue



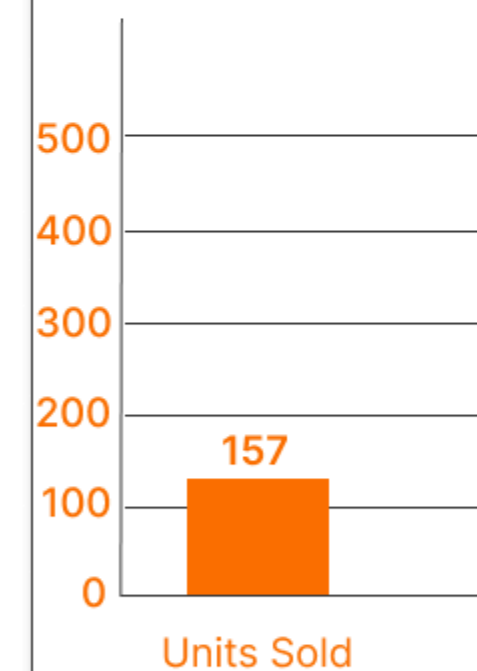
Sponsored Orders



Sponsored Sales



Units Sold



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1 Sep 2025 – 30 Sep 2025



Attribution

7-day click, 1 day review
or 1-day engaged view



£2,532.76

Monthly spend



87

Sponsored Orders



£13,095.16

Revenue



£7,343.48

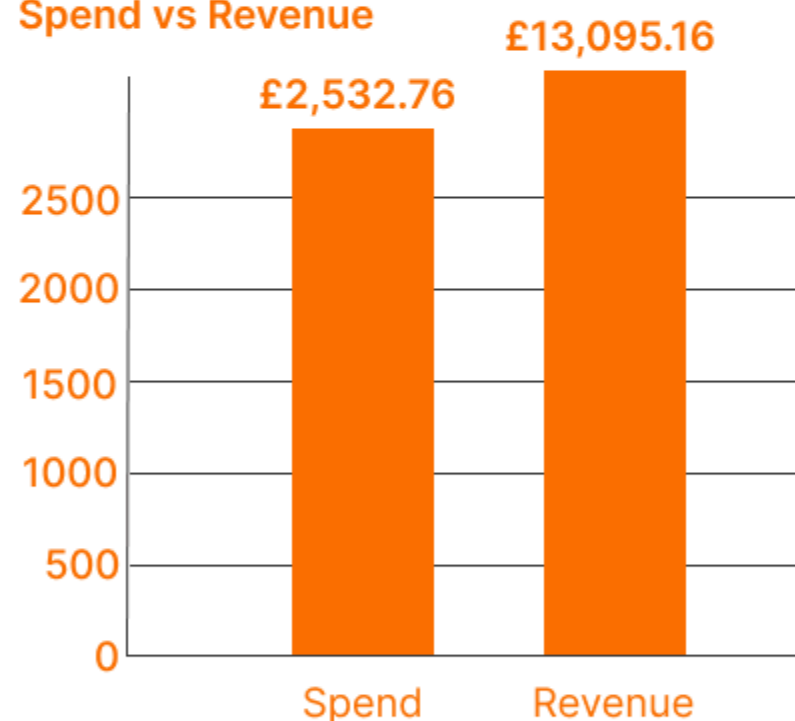
Sponsored Sales



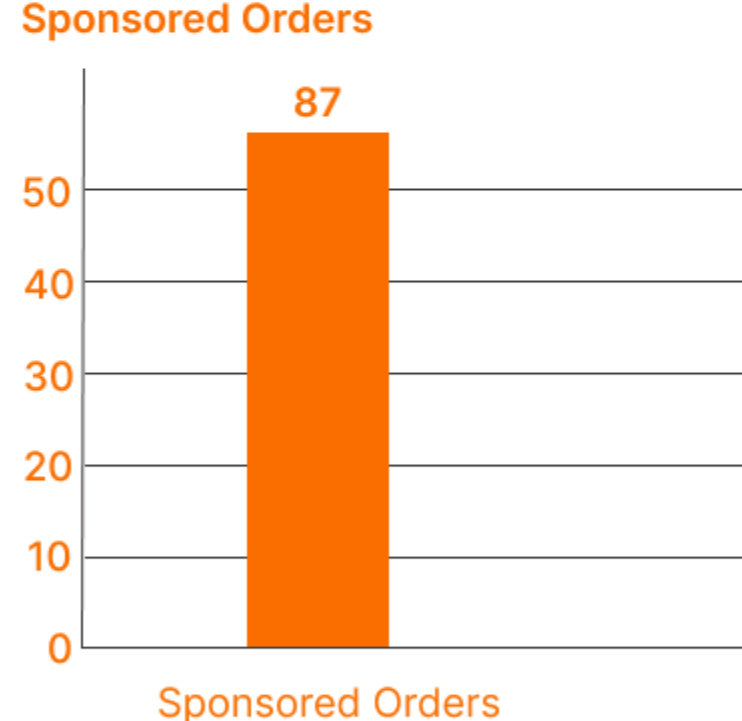
34.49%

Sponsored ACOS

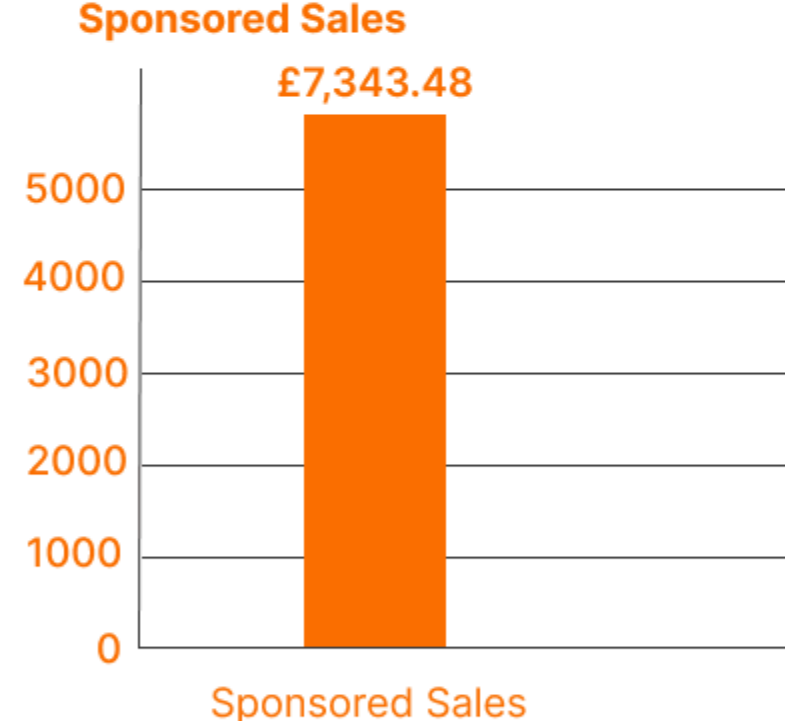
Spend vs Revenue



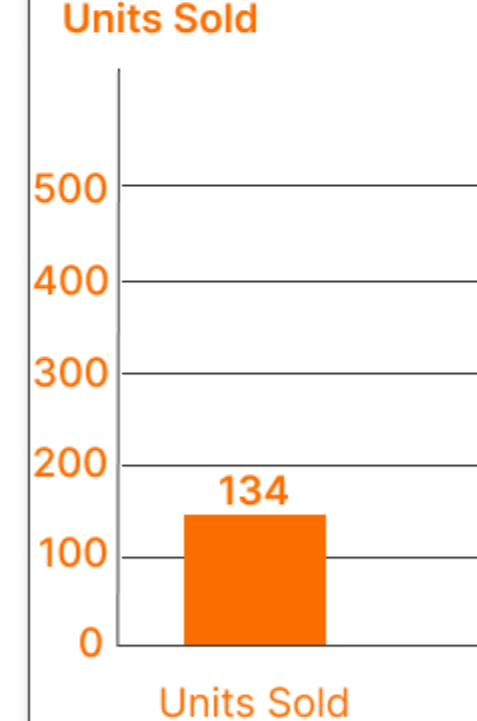
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Sponsored Sales



Units Sold



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Campaign Period
1 Oct 2025 – 31 Oct 2025



Attribution
7-day click, 1 day review
or 1-day engaged view



£3,577.53
Monthly spend



105
Sponsored Orders



£14,312.47
Revenue

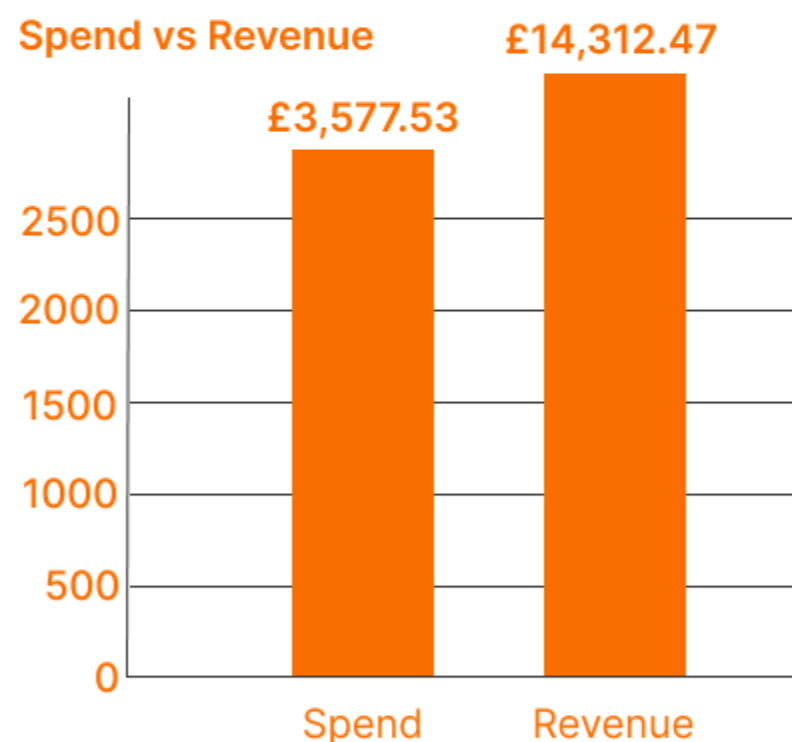


£8,258.65
Sponsored Sales

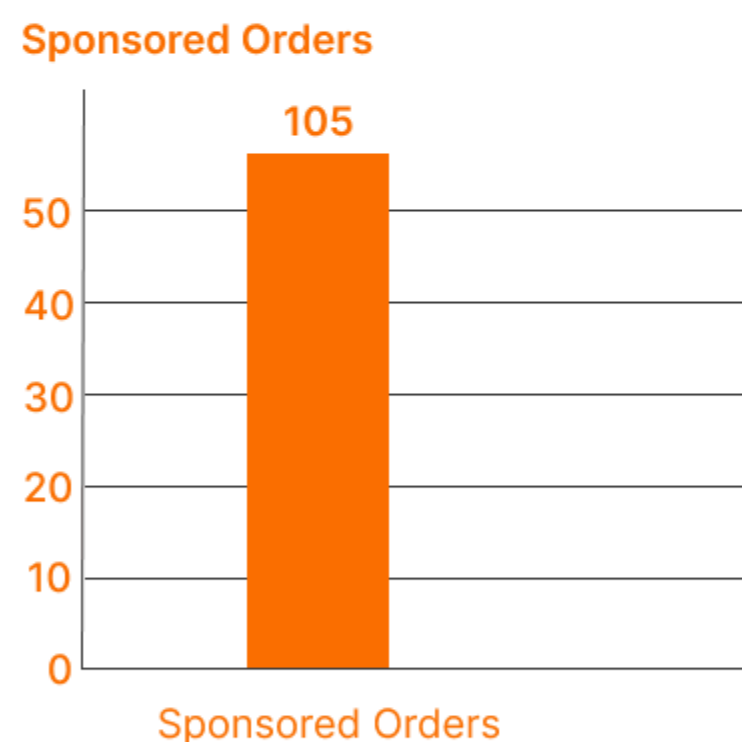


43.32%
Sponsored ACOS

Spend vs Revenue



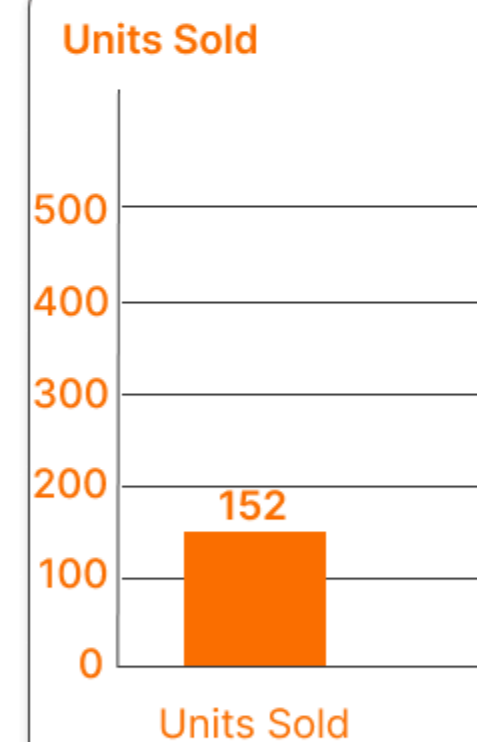
Sponsored Orders



Sponsored Sales



Units Sold



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Campaign Period

1 Nov 2025 – 30 Nov 2025



Attribution

7-day click, 1 day review
or 1-day engaged view



£4,037.22

Monthly spend



141

Sponsored Orders



£19,938.29

Revenue



£11,028.44

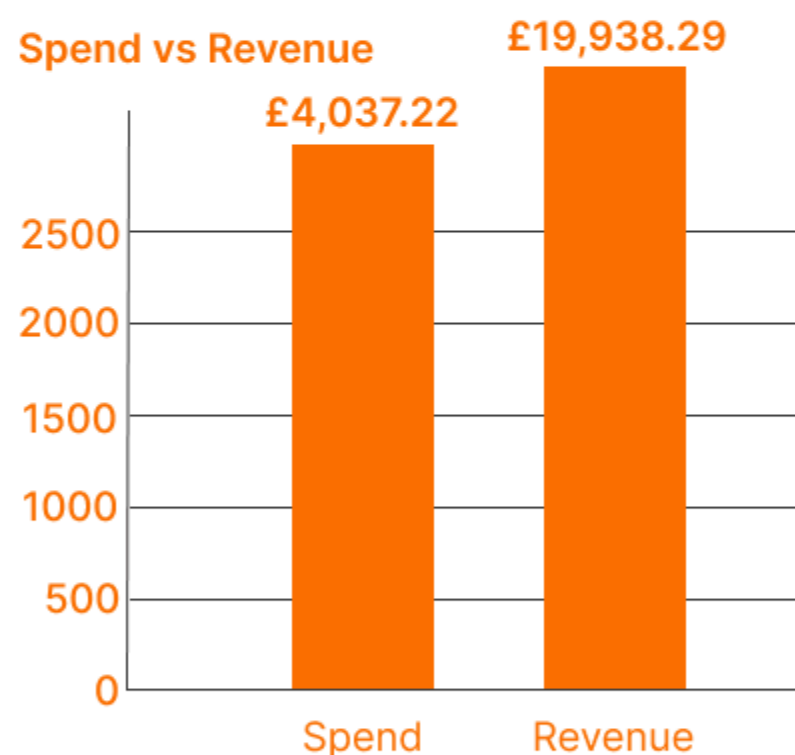
Sponsored Sales



36.61%

Sponsored ACOS

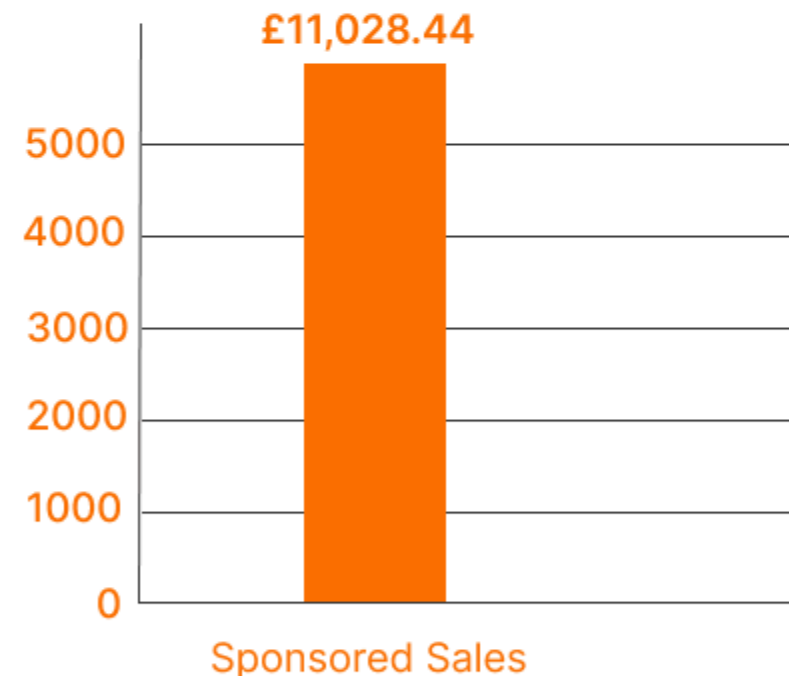
Spend vs Revenue



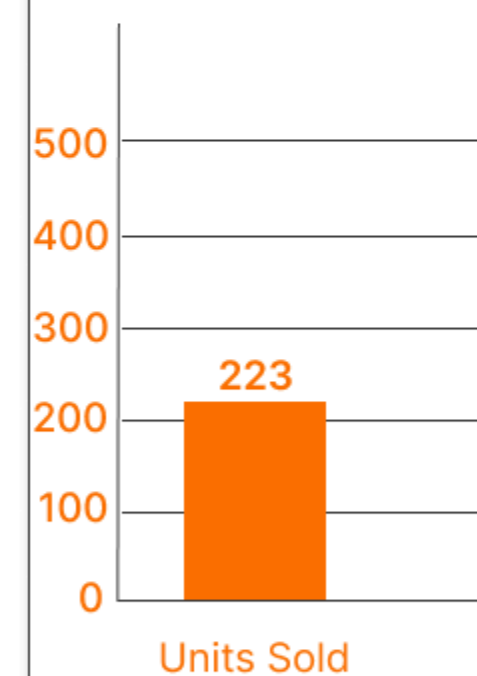
Sponsored Orders



Sponsored Sales



Units Sold



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1 Dec 2025 – 31 Dec 2025



Attribution

7-day click, 1 day review
or 1-day engaged view



£3,246.69

Monthly spend



133

Sponsored Orders



£23,707.14

Revenue



£12,738.84

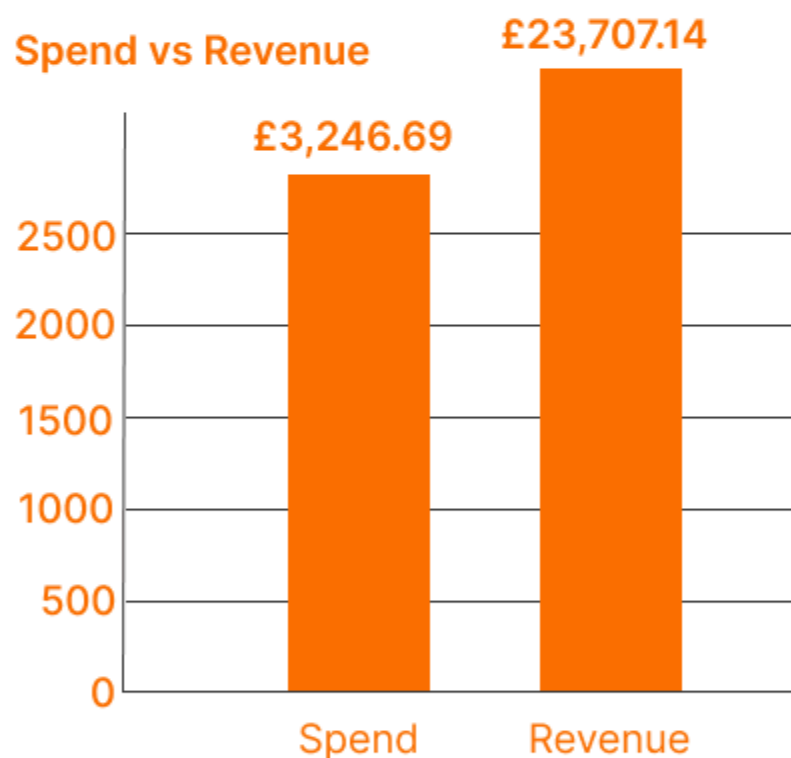
Sponsored Sales



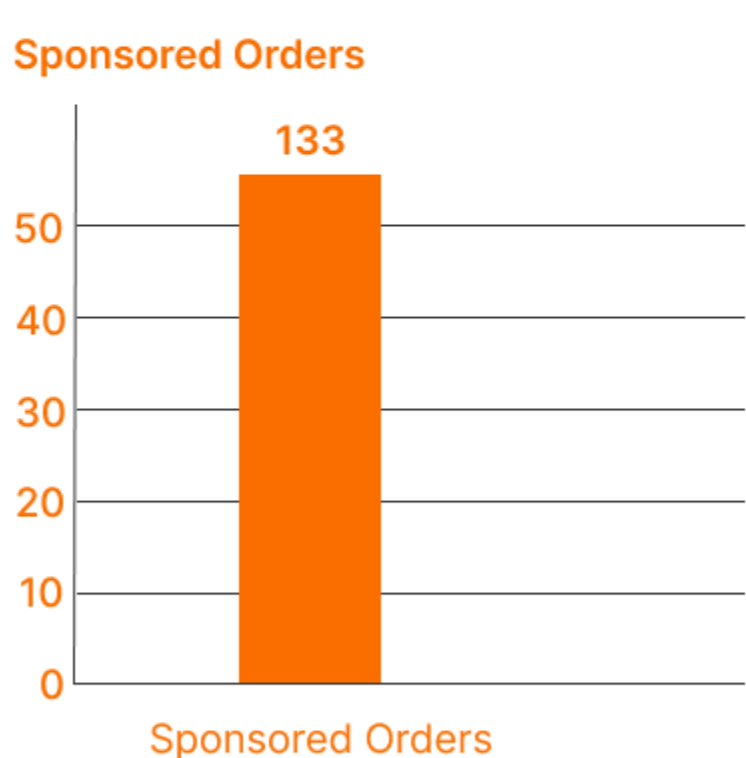
25.49%

Sponsored ACOS

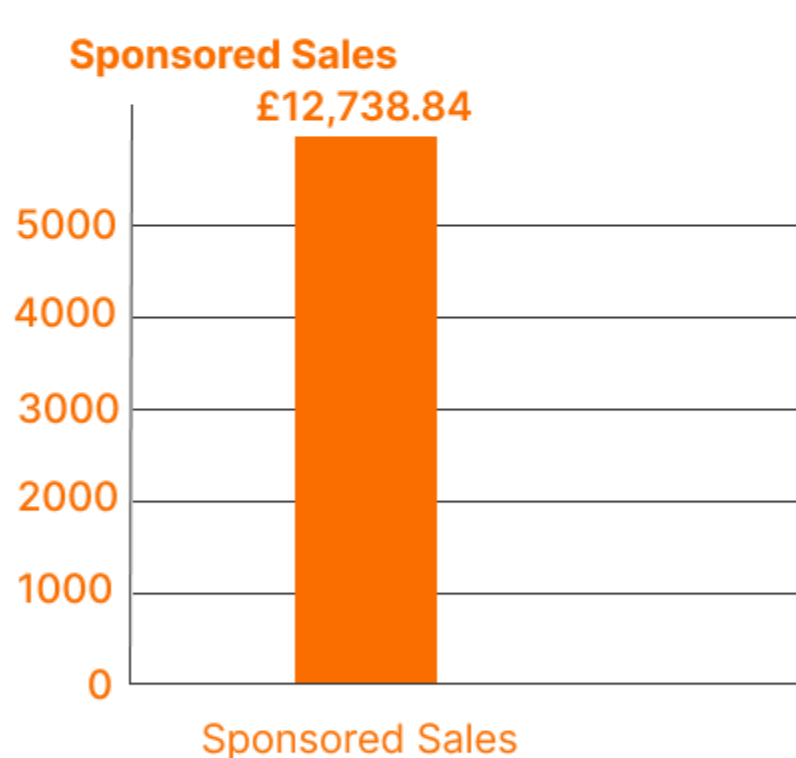
Spend vs Revenue



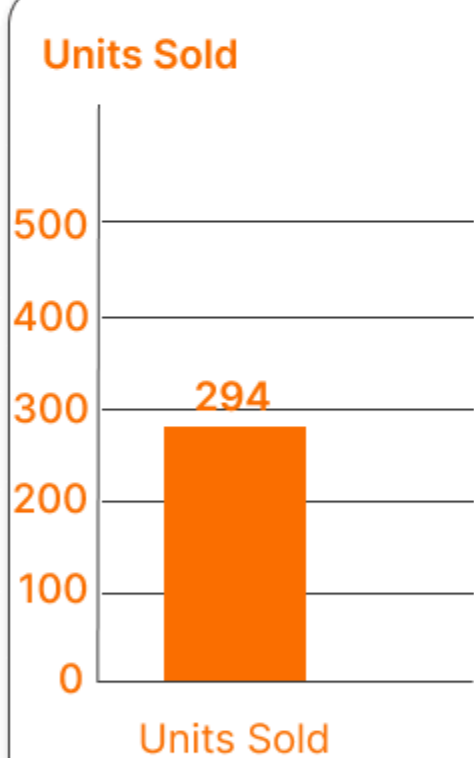
Sponsored Orders



Sponsored Sales



Units Sold



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Campaign Period

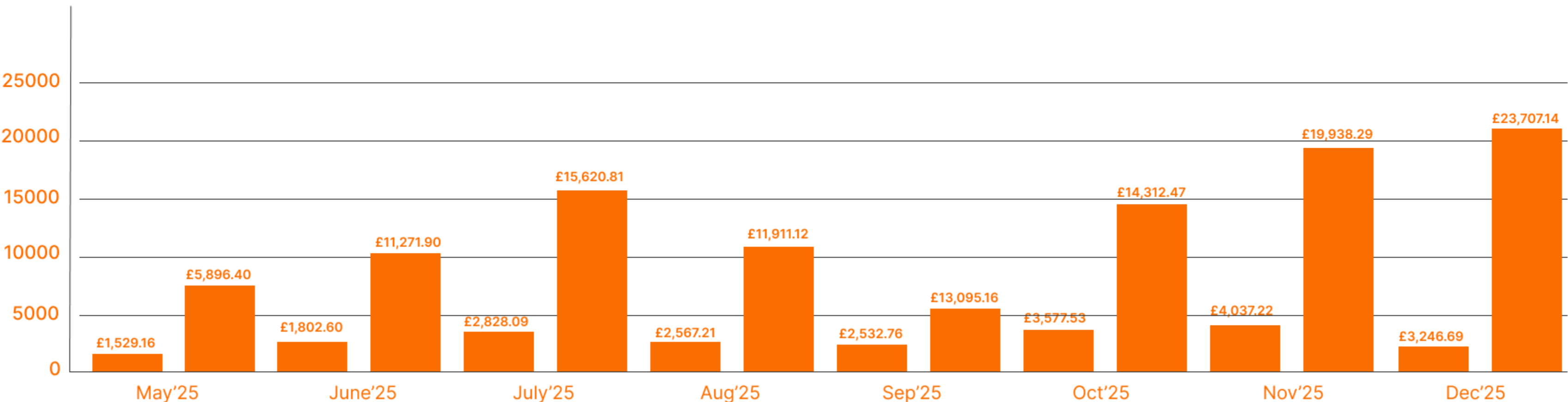
1 May 2025 – 31 Dec 2025



Attribution

7-day click, 1 day review
or 1-day engaged view

Spend vs Revenue



Campaign Objective

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