

Prime Day Case Study Report



Prime Day Case Study

Performance Overview

Supplement Brand | Amazon USA



\$4096

Ad Spend



\$25,195

Sales



16.1%

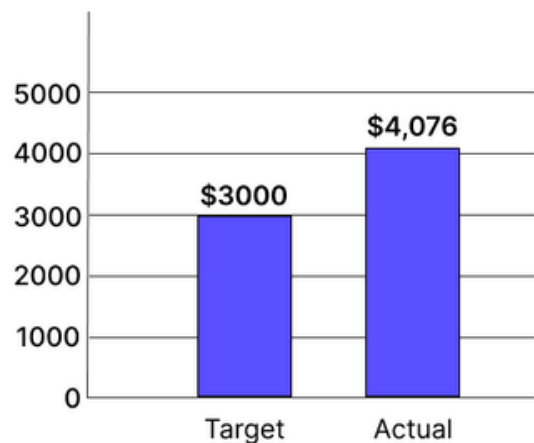
TACOS



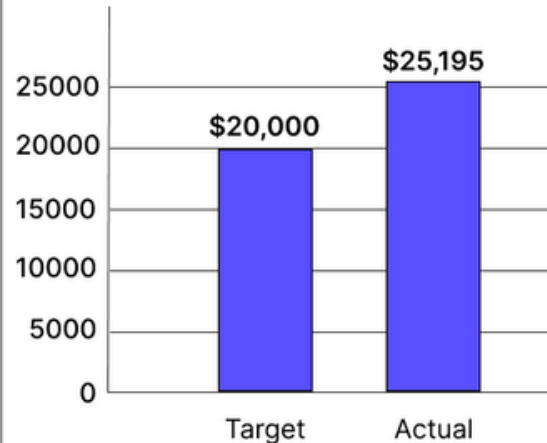
65.7%

Blended ACOS

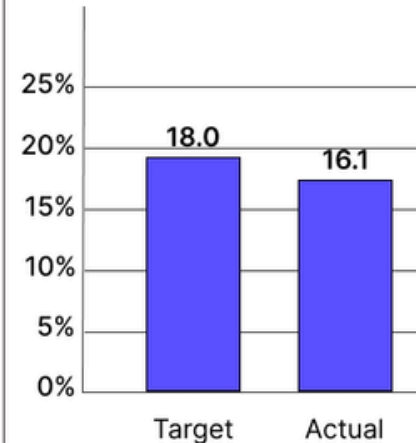
Ad Spend



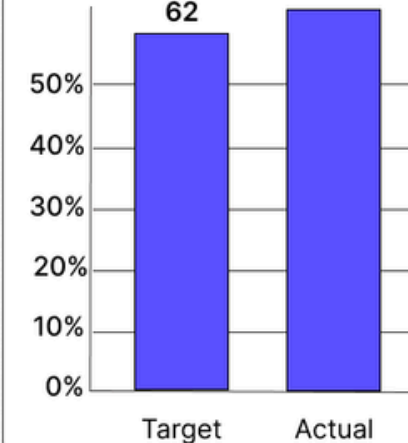
Sales



TACOS



Blended ACOS



Prime Day Case Study

Performance Overview

Supplement Brand | Amazon USA

How We Managed Campaigns During Prime.

01

Budget Pricing

Increased campaign budgets by 50% so campaigns could remain active and avoid running out of budget during Prime.

02

Bid Optimization

Updated keyword bids through the Bid Review Sheet, taking higher CPCs into account and adjusting bids to control costs.

03

Hourly Monitoring

Monitored campaign performance and hourly budget pacing, recording optimisation changes in the Optimisations Log.

Why It Matter

Maintain visibility during peak demand.

Balance competitiveness with cost control.

Spot delivery issues and overspending earlier.

Prime Day Case Study

Performance Overview

Supplement Brand | Amazon USA

How We Managed Campaigns During Prime.

04

Deal & Listing Validation

Regularly checked listings and deals to ensure they remained active and were not suppressed during the event.

05

Flagged Campaign Optimization

Adjusted flagged campaigns to control overspending while maintaining sufficient bids and budgets to capture traffic.

06

Performance Tracking

Measured KPIs against the October plan and week-on-week performance, and recorded changes for accountability.

Why It Matter

Kept deals and listings active throughout Prime.

Controlled spend while maintaining traffic.

Tracked performance against targets and optimisations.

Prime Day Case Study

Performance Overview

What We Achieved in Prime.

Supplement Brand | Amazon USA

- Exceeded the weekly sales target by 20.5%.
- Maintained TACOS below the 18% target.
- Optimised keyword bids to control advertising costs.
- Prioritised efficient campaigns and reduced wasted spend.

- Generated £25,195 in Prime Week sales.
- Increased budgets to capture peak demand.
- Monitored budgets and campaign performance hourly.
- Tracked optimisations to improve performance and accountability.

DATA-LED DECISIONS • CONTROLLED SPENDING • PERFORMANCE-DRIVEN GROWTH