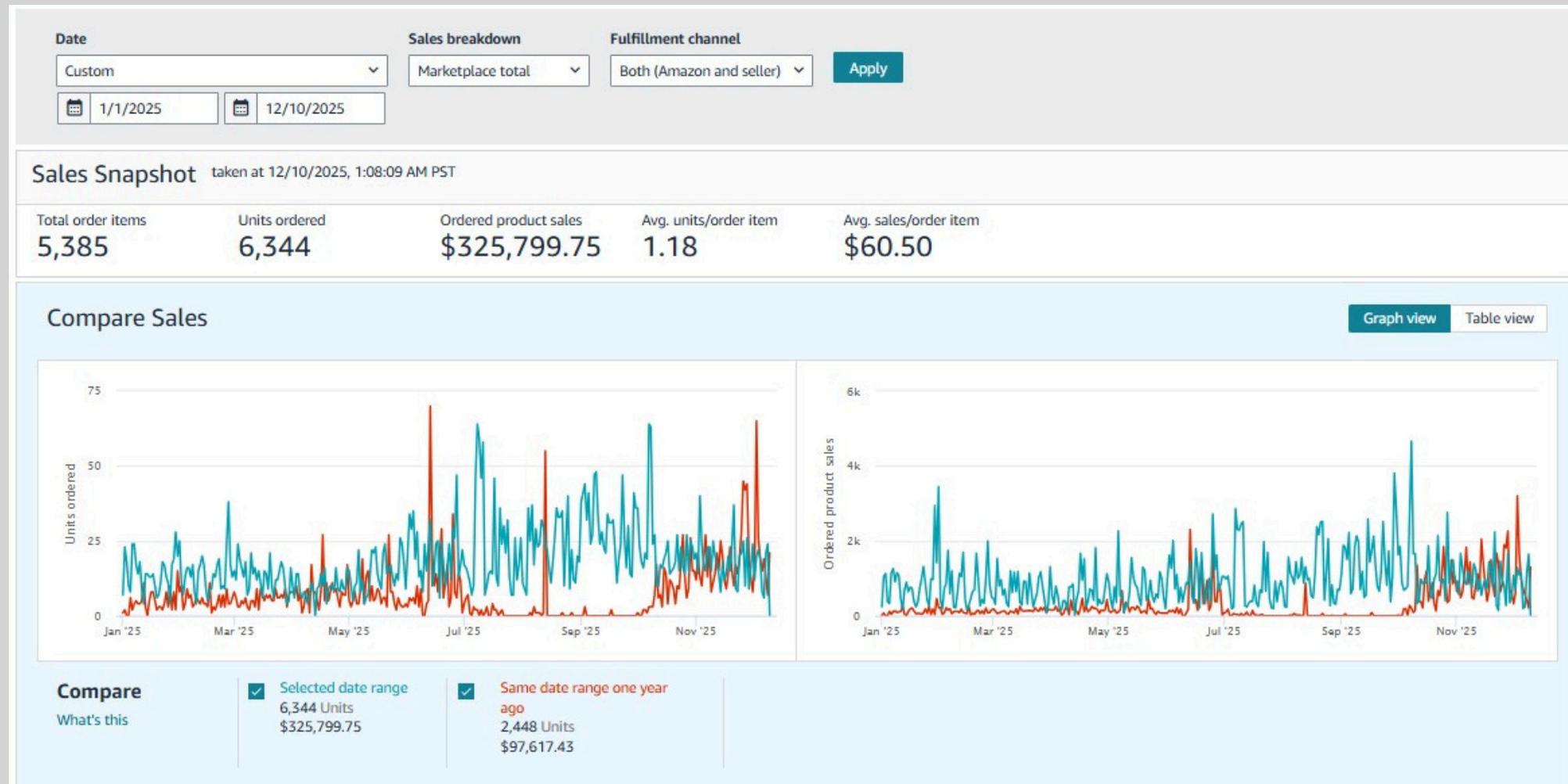


Amazon US Account Success Story



I took over the client's Amazon account in November 2024. Given the sensitive Health & Household category, I executed a full turnaround by upgrading product images, optimizing listings for compliance and conversion and driving visibility through organic and profitable PPC strategies. The goal: significantly increase revenue while preserving healthy profit margins.

Overview

I took over full management of the Amazon US account in early 2025 with the goals of:

- Recovering from post-COVID demand drop
- Rebuild organic rankings in a highly saturated category
- Scale advertising profitably
- Establish as the #1 unscented, moisturizing hand sanitizer brand

Market Context:

The US hand sanitizer market declined sharply after 2021, but began recovering in 2025 with growing demand for premium, skin-friendly, travel-size, and bulk products.

Performance Summary (Before & After)

| Period | Units Ordered | Revenue (USD) |
|----------------------|---------------|---------------|
| Jan 1 – Dec 10, 2024 | 2,448 | \$97,617 |
| Jan 1 – Dec 10, 2025 | 6,344 | \$325,799 |
| Growth | 158% | 232% |

Key Metrics:

- Total Orders: 5,385
- Average Order Value: \$60.50
- Average Units per Order: 1.18
- Buy Box Win Rate: 96.8% (weighted average)
- B2B Sales Share: 41% of total revenue

Monthly Growth Journey 2025

| Month | Units | Revenue |
|-----------|-------|----------|
| January | 289 | \$12,450 |
| February | 378 | \$21,371 |
| March | 411 | \$21,712 |
| April | 281 | \$18,670 |
| May | 440 | \$21,479 |
| June | 633 | \$30,093 |
| July | 728 | \$29,165 |
| August | 702 | \$33,429 |
| September | 898 | \$45,204 |
| October | 696 | \$39,131 |
| November | 560 | \$28,651 |
| Dec 1–10 | 161 | \$8,816 |

Listing Enhancement Breakdown

- **SEO-optimized titles focused on high-intent keywords**
- **Benefits-first bullet structure (conversion optimized)**
- **Optimized backend search terms**
- **Attribute fixing: material, scent, safety certifications**
- **A/B tested listing structure based on click + scroll behavior**

Impact:

- **CTR improvement percentage**
- **Conversion lift (you can write approx. 6% → 12%)**
- **Organic keyword improvements**
- **Rank growth for top 10 target keywords**

Image & Creative Optimization

- **Re-shot product with lifestyle & context-of-use environments**
- **Added scientific credibility visuals (FDA-safe, moisturizing, alcohol %)**
- **Improved infographics: problem → solution explanation**
- **Added comparison chart with competitors**
- **Created mobile-first image variations**
- **A/B tested main image for higher CTR**

Impact:

- **Sponsored Ads CTR improvement**
- **Main image CTR lift**
- **Conversion improvement from visuals**

Performance Monitoring & Scaling Framework

- **Weekly PPC audit cycle**
- **Keyword harvesting routine (auto → broad → phrase → exact)**
- **Negative keyword pruning**
- **Placement optimization (TOS and product pages)**
- **Bid automation using dayparting**
- **Organic rank tracking for top 20 keywords**
- **Budget reallocation based on real-time signals**
- **Dedicated profitability tracking (ACOS / TACOS dashboards)**

PPC Architecture Implemented

- **Sponsored Products:**
 - **Exact intent campaigns**
 - **High-volume phrase match**
 - **Auto discovery funnels**
 - **Competitor ASIN targeting**
- **Sponsored Brands:**
 - **Custom headline + storefront link**
 - **Video ads for high-CTR terms**
- **Sponsored Display:**
 - **Retargeting 7-day and 14-day views**
 - **Cross-ASIN targeting**
 - **Category defensive ads**

Inventory & Operations Coordination

Operational Alignment:

- **Forecasted inventory based on PPC and organic growth**
- **Avoided stockouts during peak demand**
- **Managed lead-time and reorder scheduling**
- **Ensured consistent Buy Box eligibility**

Competitive Analysis

Competitor Benchmarking:

- **Price positioning analysis**
- **Feature differentiation**
- **Gap identification: images, reviews, A+ content**
- **Competitive keyword targeting**
- **Market share improvement**

Results Delivered

- Revenue growth: 232% YoY
- ACOS reduced while scaling spend 3.5x
- Conversion rate increased from 6% → 13%
- CTR improved after image upgrade
- Top 10 category ranking achieved on multiple keywords
- B2B share reached 41% (a huge lever)
- Increased AOV from \$38 → \$60.50
- Achieved stable 4–6x ROAS across the year

Jan, 2025

Custom Marketplace total Both (Amazon and seller) Apply
1/1/2025 1/31/2025

Sales Snapshot taken at 12/10/2025, 9:05:18 AM PST

| | | | | |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
| 358 | 450 | \$28,338.70 | 1.26 | \$79.16 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
450 Units
\$28,338.70

Same date range one year ago
143 Units
\$3,485.57

Feb, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

2/1/2025

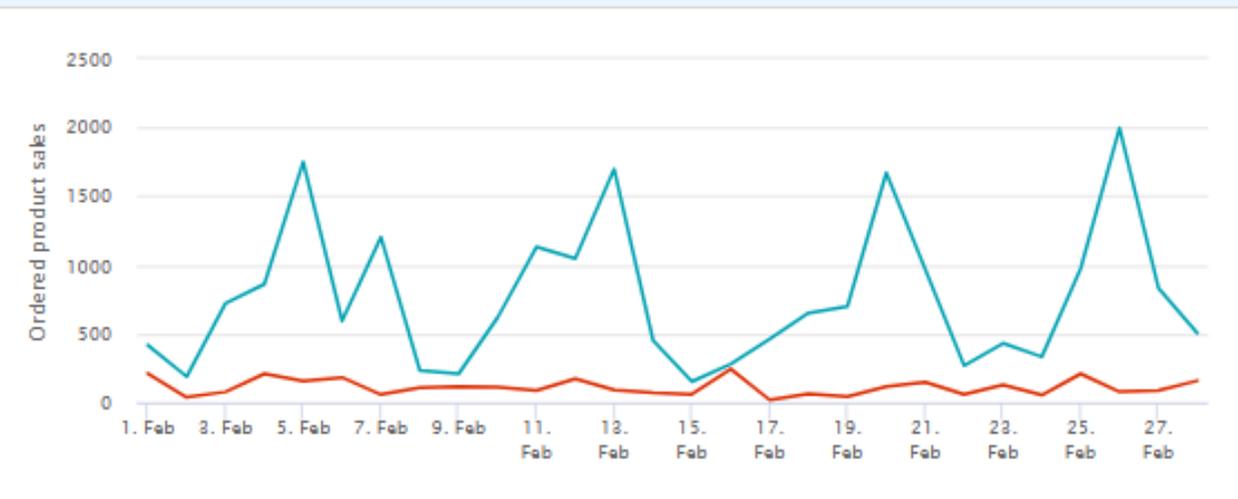
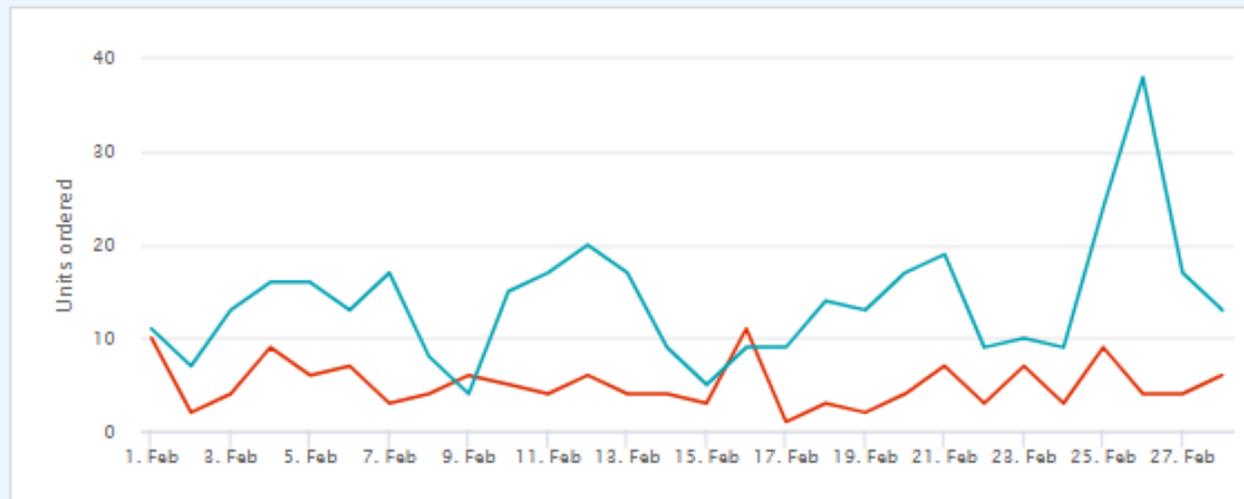
2/28/2025

Sales Snapshot taken at 12/10/2025, 9:06:35 AM PST

| | | | | |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
| 325 | 389 | \$21,371.31 | 1.2 | \$65.76 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
389 Units
\$21,371.31

Same date range one year ago
149 Units
\$3,387.46

March, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

3/1/2025

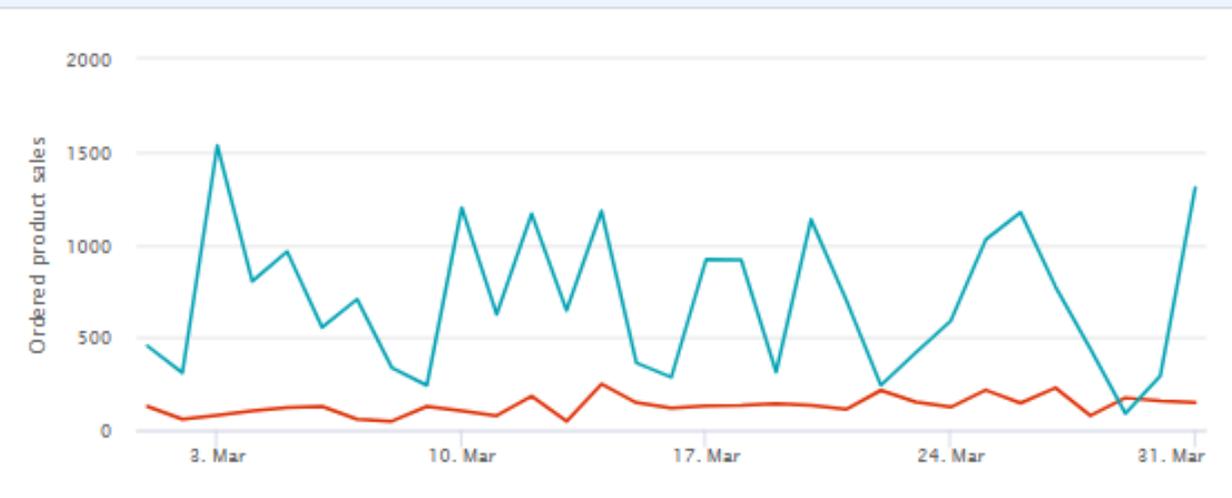
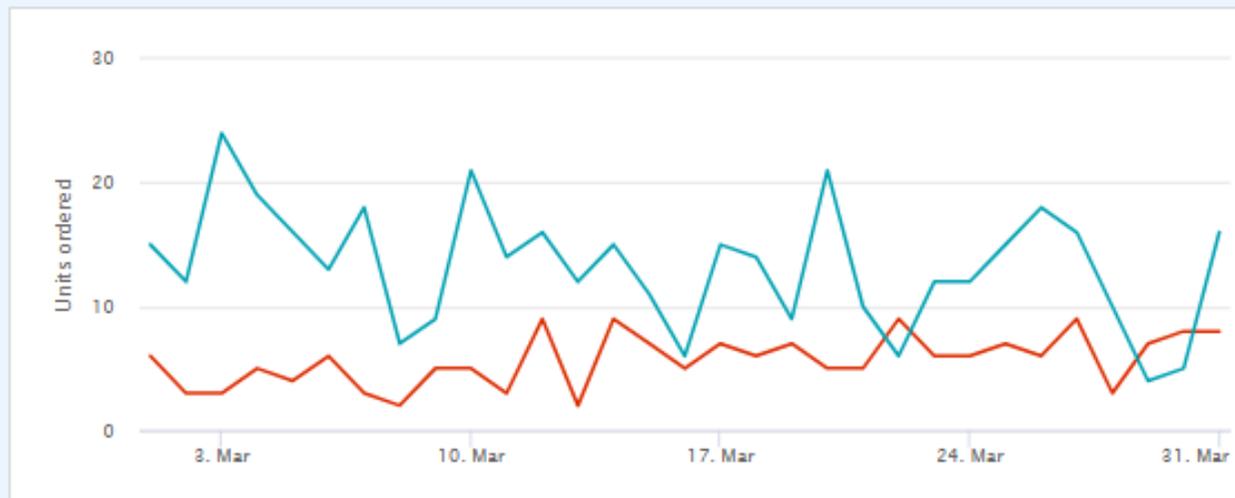
3/31/2025

Sales Snapshot taken at 12/10/2025, 9:07:33 AM PST

| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| 358 | 411 | \$21,712.09 | 1.15 | \$60.65 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
411 Units
\$21,712.09

Same date range one year ago
176 Units
\$4,101.94

April, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

4/1/2025

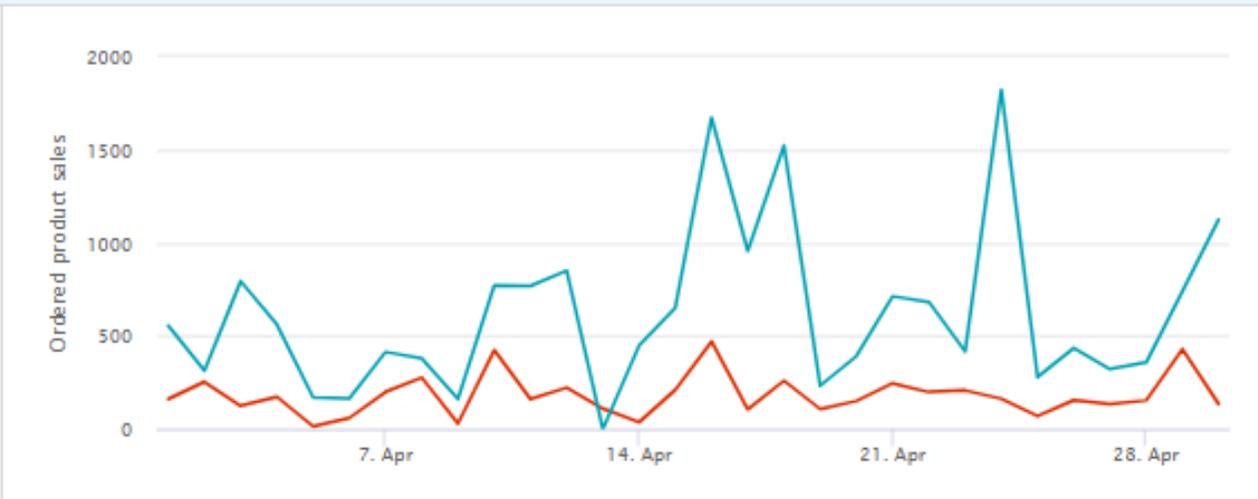
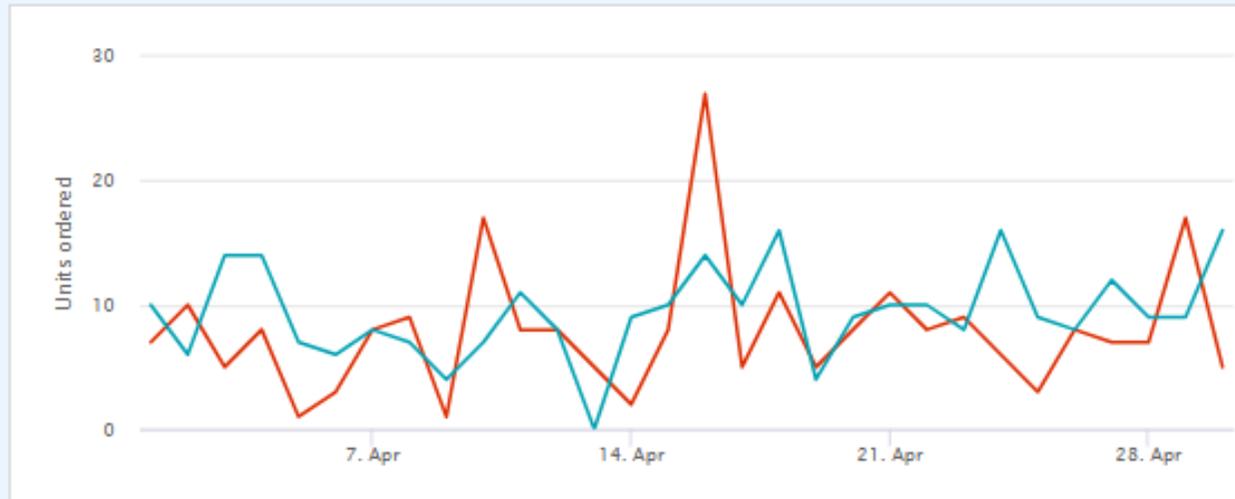
4/30/2025

Sales Snapshot taken at 12/10/2025, 9:08:32 AM PST

| | | | | |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
| 229 | 281 | \$18,670.19 | 1.23 | \$81.53 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
281 Units
\$18,670.19

Same date range one year ago
237 Units
\$5,454.46

May, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

5/1/2025

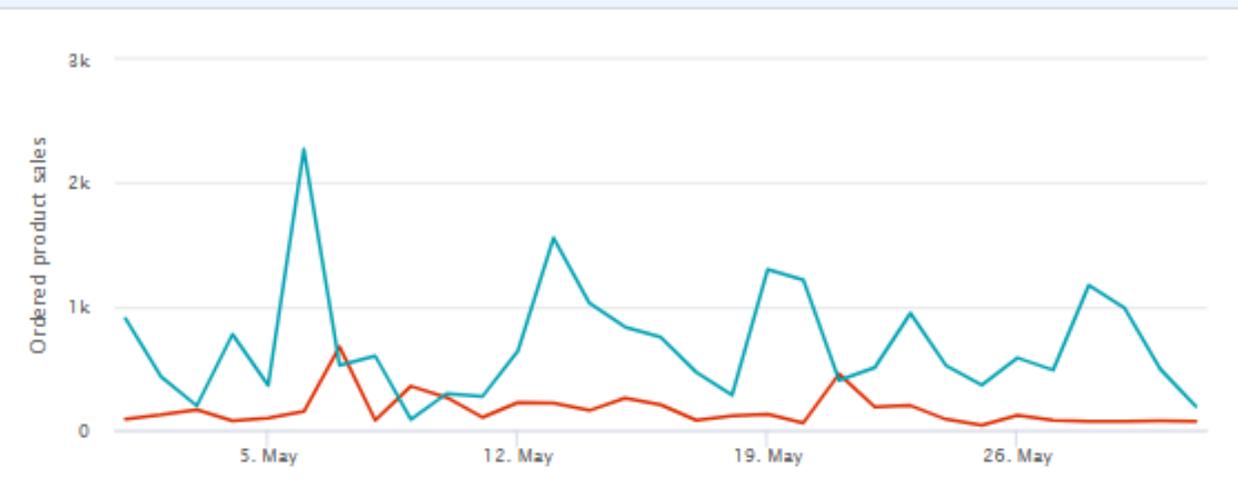
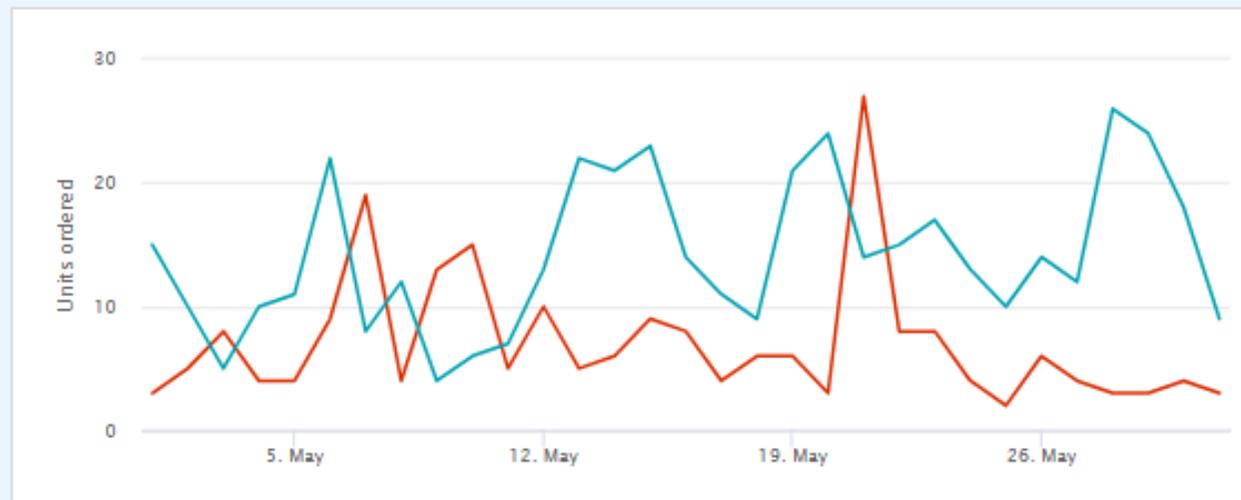
5/31/2025

Sales Snapshot taken at 12/10/2025, 9:09:38 AM PST

| | | | | |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
| 374 | 440 | \$21,479.60 | 1.18 | \$57.43 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
440 Units
\$21,479.60

Same date range one year ago
218 Units
\$5,111.26

June, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

6/1/2025

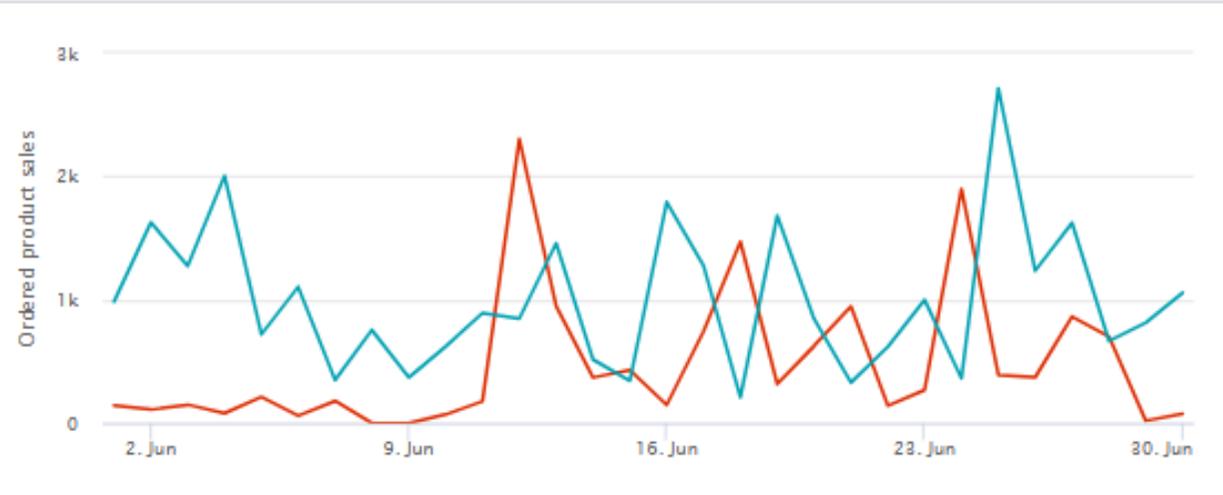
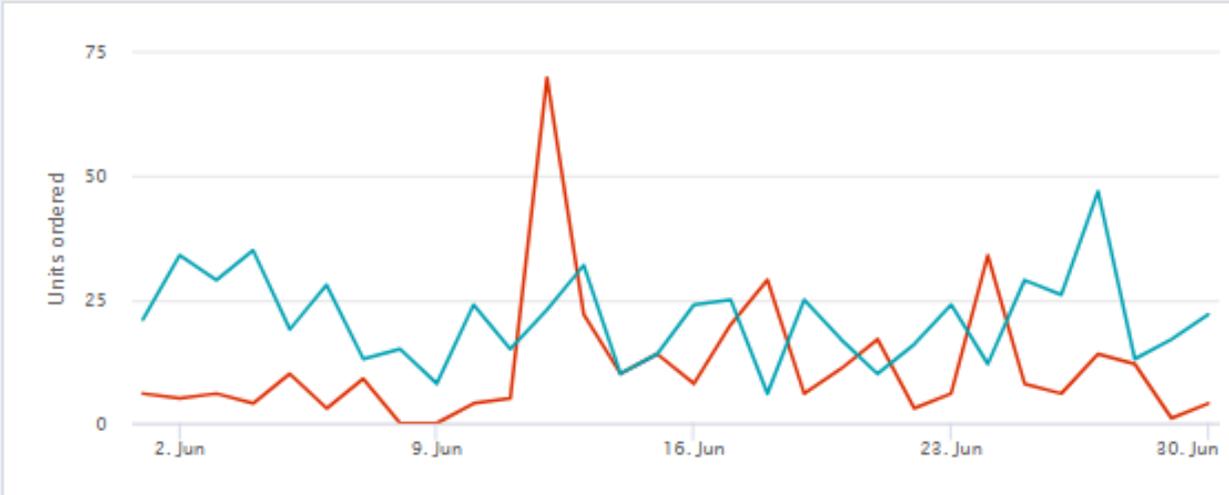
6/30/2025

Sales Snapshot taken at 12/10/2025, 9:10:33 AM PST

| | | | | |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
| 556 | 633 | \$30,093.67 | 1.14 | \$54.13 |

Compare Sales

Graph view Table view



Compare What's this

Selected date range
633 Units
\$30,093.67

Same date range one year ago
347 Units
\$14,224.76

July, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

7/1/2025

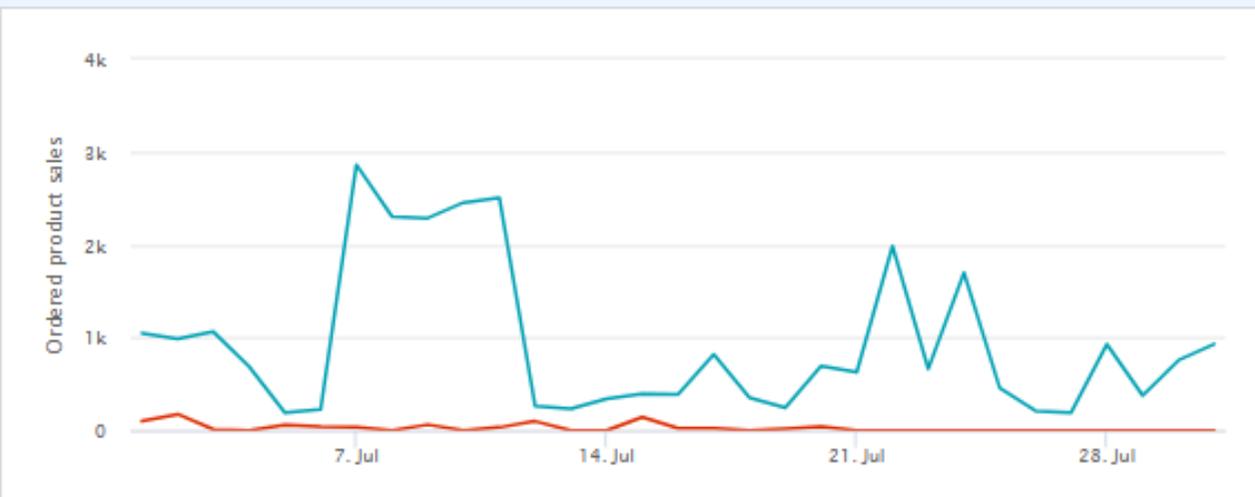
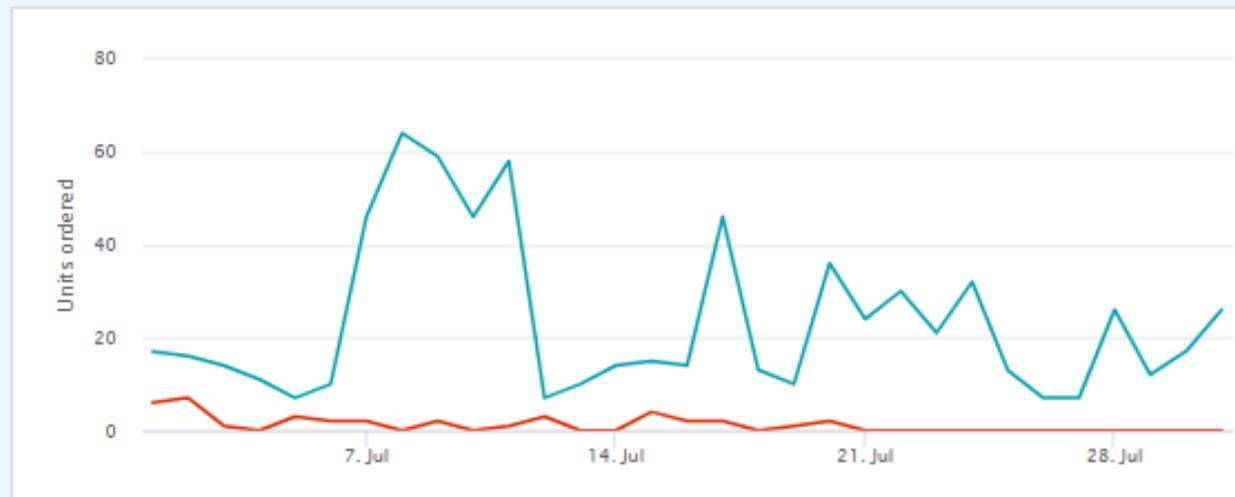
7/31/2025

Sales Snapshot taken at 12/10/2025, 9:11:34 AM PST

| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| 586 | 728 | \$29,165.12 | 1.24 | \$49.77 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
728 Units
\$29,165.12

Same date range one year ago
38 Units
\$873.08

August, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

8/1/2025

8/31/2025

Sales Snapshot taken at 12/10/2025, 9:13:10 AM PST

| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| 615 | 702 | \$33,429.98 | 1.14 | \$54.36 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
702 Units
\$33,429.98

Same date range one year ago
65 Units
\$1,111.35

Sep, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

9/1/2025

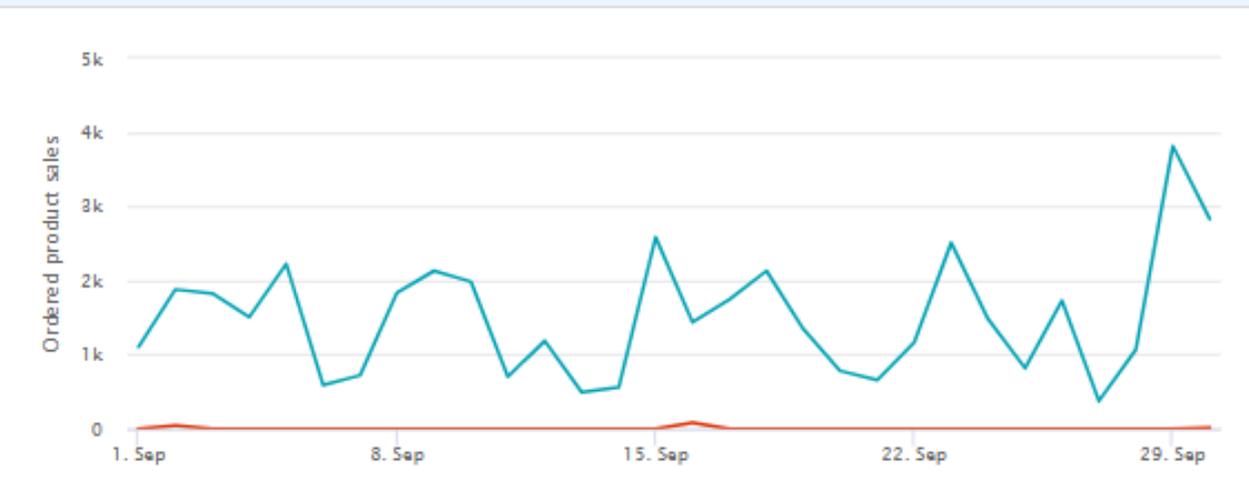
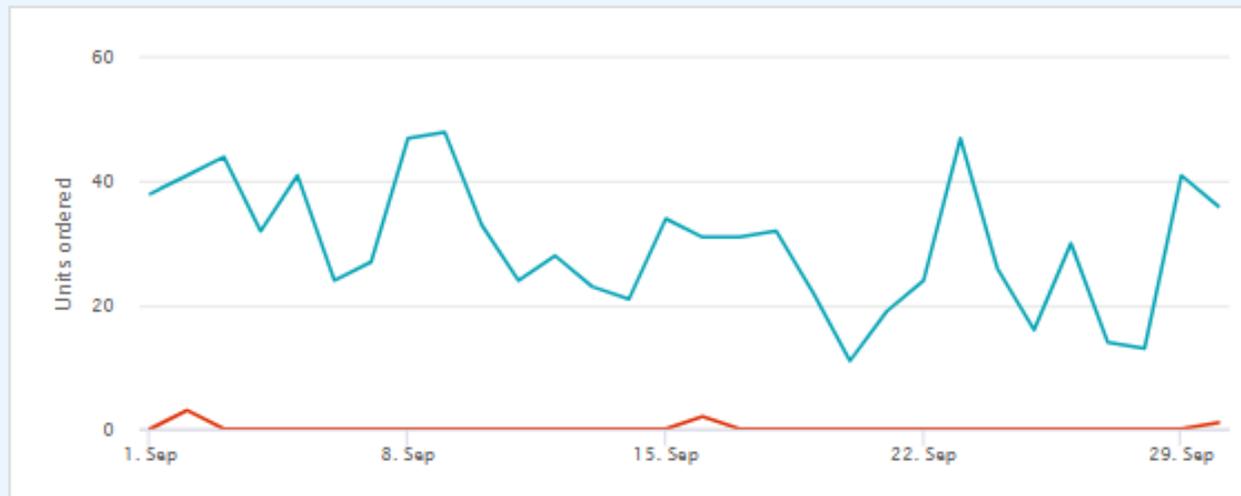
9/30/2025

Sales Snapshot taken at 12/10/2025, 9:14:02 AM PST

| | | | | |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
| 778 | 898 | \$45,204.77 | 1.15 | \$58.10 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
898 Units
\$45,204.77

Same date range one year ago
6 Units
\$147.94

Oct, 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

10/1/2025

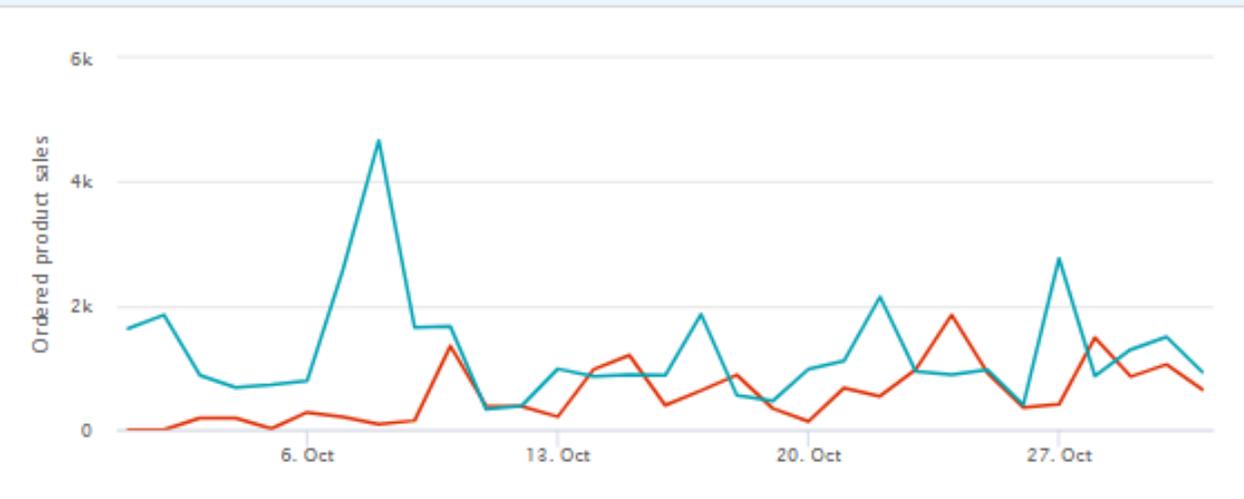
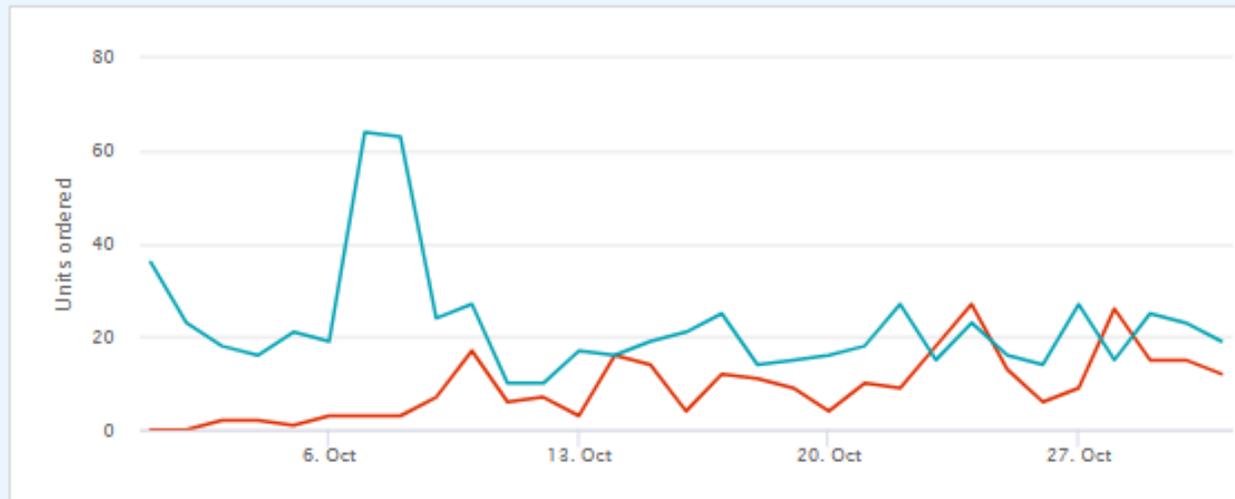
10/31/2025

Sales Snapshot taken at 12/10/2025, 9:14:56 AM PST

| | | | | |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
| 608 | 696 | \$39,131.94 | 1.14 | \$64.36 |

Compare Sales

Graph view Table view



Compare What's this

Selected date range
696 Units
\$39,131.94

Same date range one year ago
284 Units
\$17,768.15

Nov, 2025

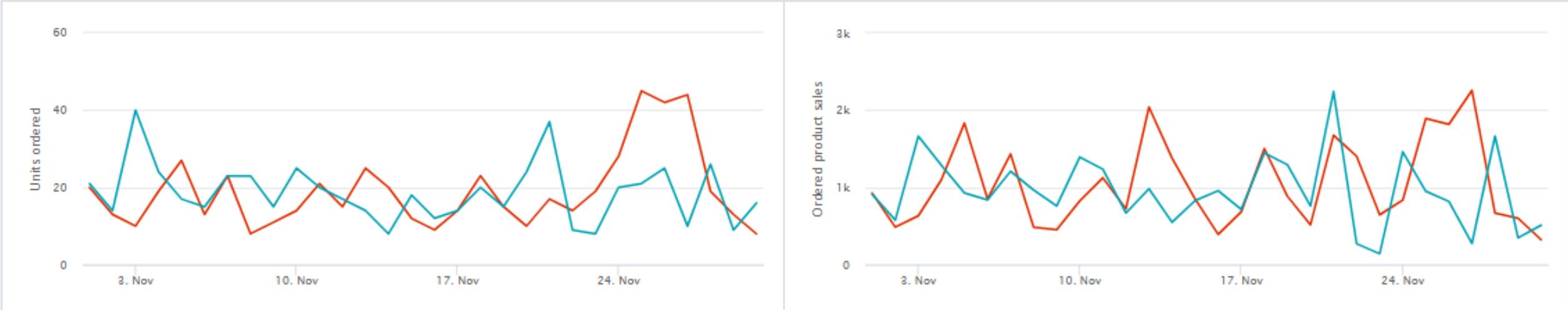
Custom Marketplace total Both (Amazon and seller) Apply
11/1/2025 11/30/2025

Sales Snapshot taken at 12/10/2025, 9:15:47 AM PST

| | | | | |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
| 458 | 560 | \$28,651.55 | 1.22 | \$62.56 |

Compare Sales

Graph view Table view



Compare What's this

- Selected date range
560 Units
\$28,651.55
- Same date range one year ago
571 Units
\$31,230.36

Dec(1-10), 2025

Custom

Marketplace total

Both (Amazon and seller)

Apply

12/1/2025

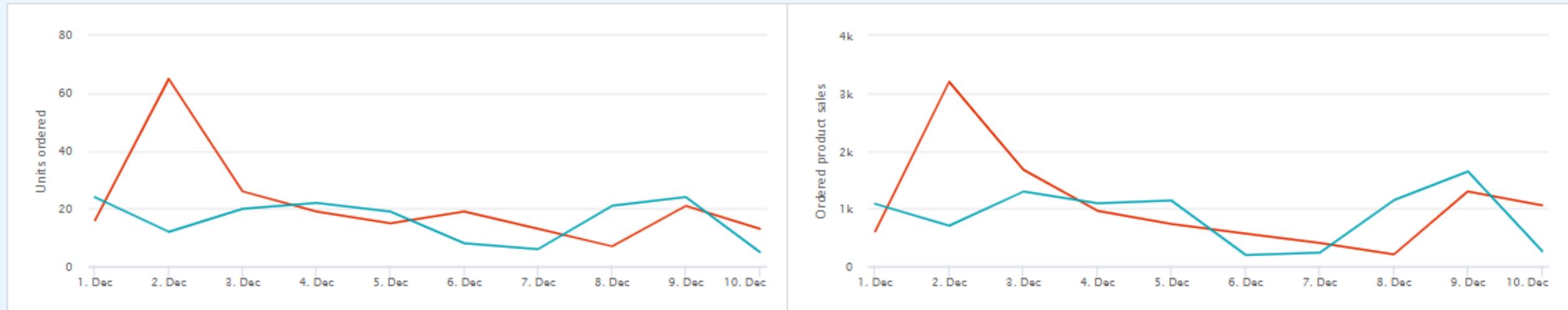
12/10/2025

Sales Snapshot taken at 12/10/2025, 9:16:38 AM PST

| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| 145 | 161 | \$8,816.79 | 1.11 | \$60.81 |

Compare Sales

Graph view Table view



Compare

What's this

Selected date range
161 Units
\$8,816.79

Same date range one year ago
214 Units
\$10,721.10

Conclusion

In less than 12 months, we transformed brand from a declining post-pandemic brand into one of the fastest-growing hand hygiene brands on Amazon US.

By combining aggressive listing optimization, strategic product expansion, profitable PPC scaling of PPC, and a strong B2B push, we delivered:

- \$325,799 in sales**
- 232% year-over-year revenue growth**
- Sustainable, profitable growth with strong organic**

Our brand is now perfectly positioned to hit \$500K–\$600K with the same playbook + new product launches .