



Amazon Account Success Story



We treat your store as it is our own.

Strong Initial Growth

Our collaboration with the brand started in March 2025, focusing on optimizing both organic and paid performance across their product catalog. Between February and October 2025, total sales nearly doubled, showing an impressive **99%** growth over the period, highlighting the effectiveness of our ongoing optimization and strategic adjustments.

Date

Custom

3/1/2025

10/31/2025

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

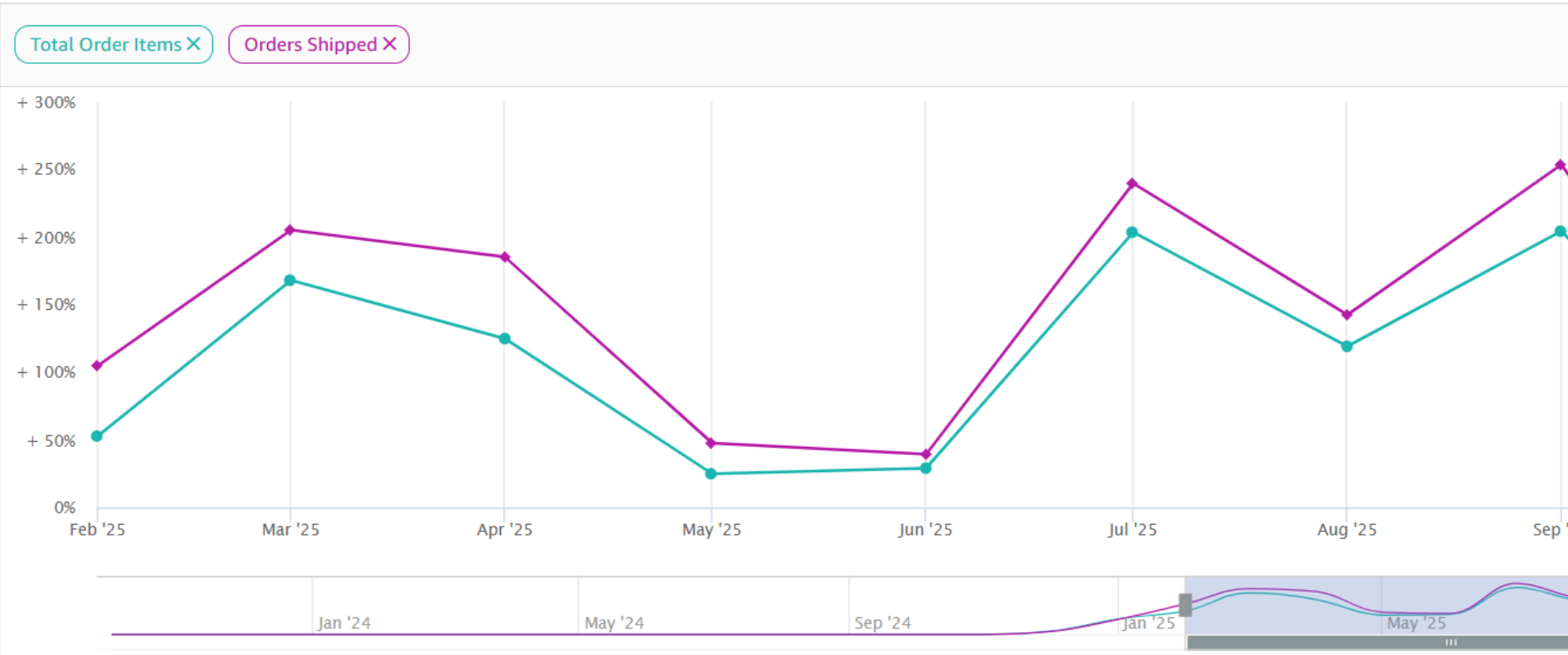
Sales Snapshot

taken at 11/11/2025, 4:35:19 AM PST

☐	Date ↑ ↓	Ordered Product Sales ↑ ↓
☐	9/01/2024	\$0.00
☐	10/01/2024	\$0.00
☐	11/01/2024	\$0.00
☐	12/01/2024	\$309.78
☐	1/01/2025	\$5,106.85
☐	2/01/2025	\$9,471.06
☐	3/01/2025	\$13,363.86
☐	4/01/2025	\$12,011.10
☐	5/01/2025	\$6,705.33
☐	6/01/2025	\$7,770.11
☐	7/01/2025	\$15,881.39
☐	8/01/2025	\$11,928.15
☐	9/01/2025	\$18,858.85
☐	10/01/2025	\$21,635.05

Total product sales increased from **\$9,471** in February to **\$18,926** in September, more than doubling within seven months.

Unit orders grew from **594** to **1,014**, reflecting stronger demand and improved visibility.





By optimizing product titles, bullet points, backend keywords, and descriptions to align with relevant search terms, we improved listing discoverability.

As a result, customer sessions increased, providing greater exposure and creating a foundation for higher conversions and sales growth.

Product Images

Listings were updated with high-quality lifestyle and infographic images, highlighting key features.

This, improved **engagement and sessions increased by around 62%**, reflecting a strong growth following the updates.



Inventory Management

By analyzing sales trends and adjusting stock accordingly, we minimized stockouts and improved fulfillment speed, boosting **overall sales performance from 463 to 508.**

Trailing three months summary

Highest IPI	508
Lowest IPI	463

The IPI measures how efficiently and productively you manage your FBA inventory.

YOUR INVENTORY PERFORMANCE INDEX
FOR WEEK 46 2025



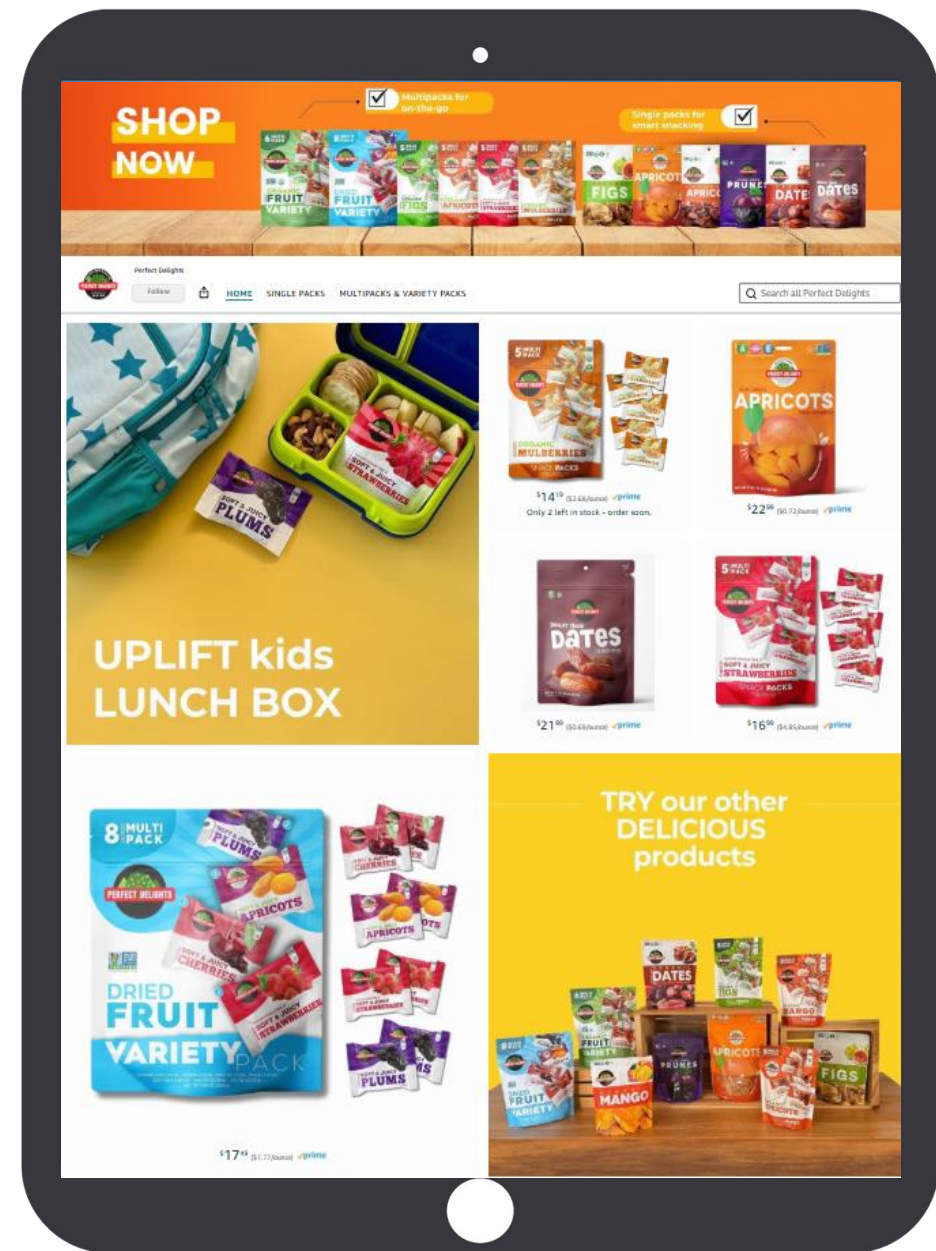
Historical performance index

First IPI: week 11 2025



Storefront Updates

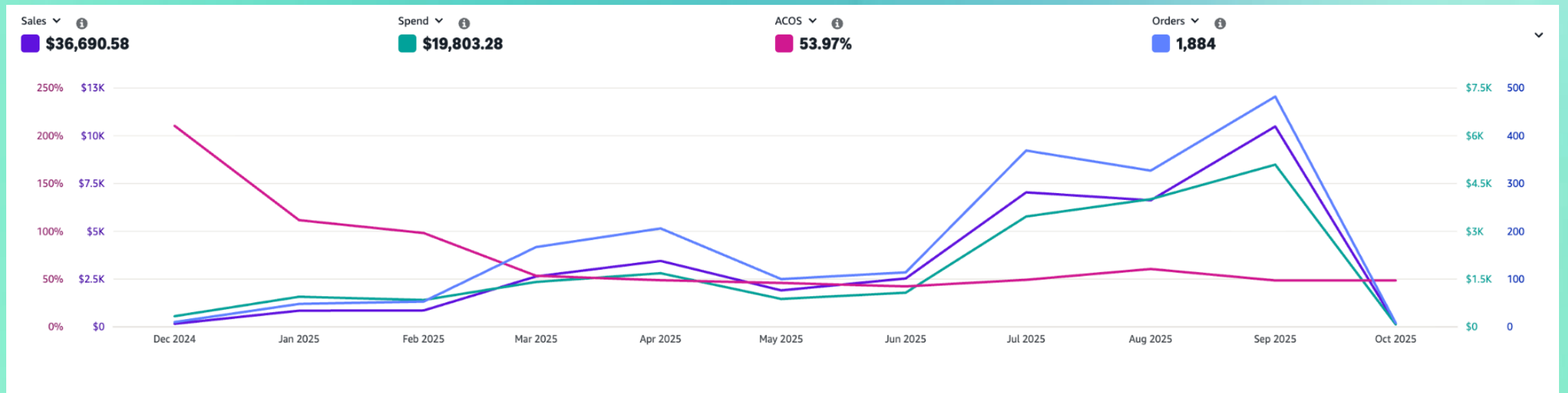
Storefront was updated with improved visuals, optimized navigation, and updated content to match new collections; keeping the store current, cohesive, and high-performing.



Advertising

In our advertising strategy for Perfect Delights, which aimed for higher sales, **lower ACoS**, and stronger brand awareness, we initially focused on campaigns targeting multiple products, such as multipack video and multipack automatic campaigns. Using the data obtained from these, we utilized high-conversion competitor products and high-search-volume keywords.

As a result of the strategies we developed, our monthly advertising revenue increased **66 times** within ten months. Meanwhile, the ACoS value, which was initially **210%**, dropped **to 48%**. Despite reduced spending, we achieved a successful PPC performance by increasing ad revenue through well-planned and strong campaigns.



Before

Date

Custom

▼

12/1/2024

12/31/2024

Sales breakdown

Marketplace total

▼

Fulfillment channel

Both (Amazon and seller)

▼

Apply

Sales Snapshot

taken at 10/2/2025, 3:00:33 AM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
50	52	\$309.78	1.04	\$6.20

After

Date

Custom

3/1/2025

11/11/2025

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

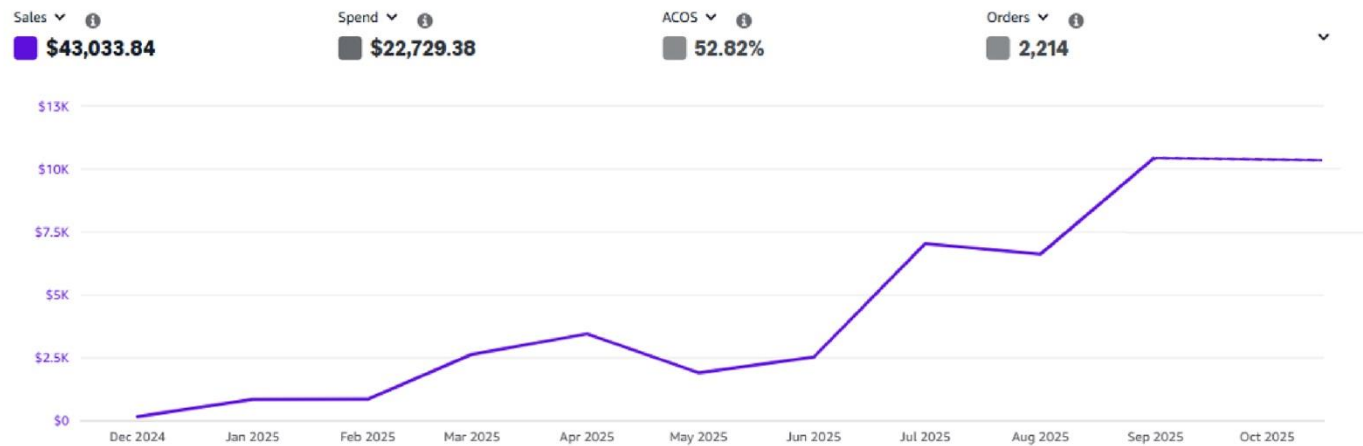
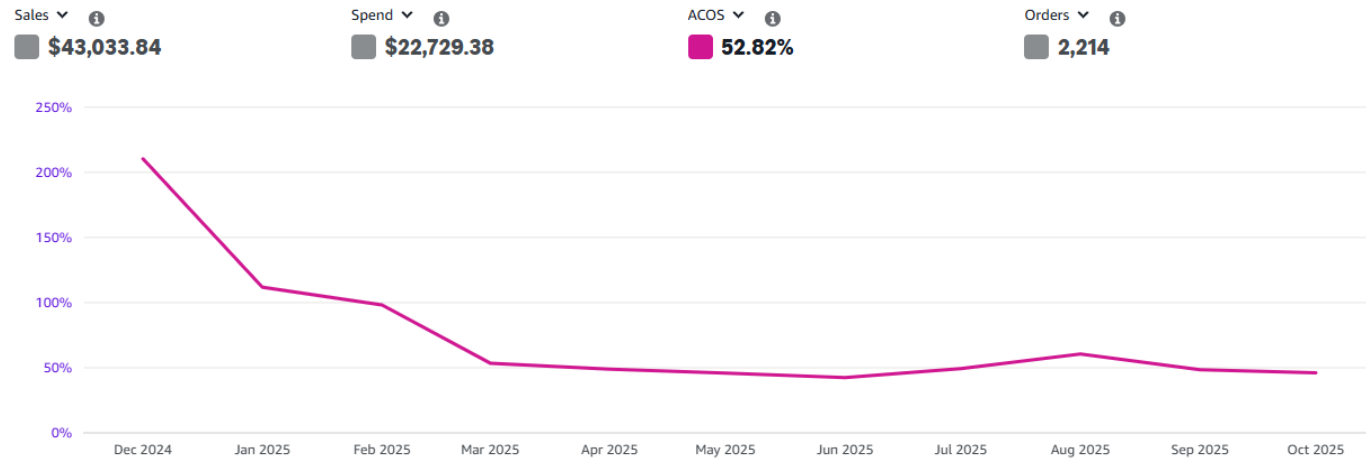
Sales Snapshot

taken at 11/11/2025, 4:36:54 AM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
5,481	6,841	\$117,039.36	1.25	\$21.35

Thanks to the advertising campaigns we implemented and their positive impact on organic sales, the brand achieved a significantly stronger performance within just one year compared to the previous period. While the total revenue from advertising and organic sales amounted to **\$309.78** throughout 2024, by November 2025, the brand's total revenue from both sources had reached **\$117,039.36**.

In 10 months, ad revenue increased 66-fold and **ACoS fell from 210% to 52%**, with strong PPC growth driven by targeted, data-based strategies despite reduced spending.



Let's write the next success story together!

We treat your store as it is our own.



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