



Baby soap brand achieves 121% sales growth, cuts ACOS by 50%.



The Objective

A baby soap brand, aimed to significantly increase its e-commerce sales while maintaining a low ACOS.



The Approach

- Increased visibility in Sponsored Product Ad Type
- Refined targeting on core competitor products
- Optimized keyword spend
- Increased ad coverage on Tedibar's product detail pages
- Decreased spends on high ACOS keyword types
- Changed pricing strategy during sale period
- Increased spends on low ACOS keyword types
- Managed purchase orders more effectively and efficiently
- Improved product catalogue for all items



The Result

- ✓ Increase of 80% in Ad Sales
- ✓ Increase of 121% in Total Sales
- ✓ 50% reduction in ACOS from July 2023 to July 2024

