



CASE STUDY FOR SMA

Our client, a pioneering company specializing in senior healthcare products, recently launched their innovative Life Alert Devices - Watch and Necklace etc in the competitive Amazon US Marketplace.

Their goal was to establish a strong presence in this market segment while providing a lifeline for elderly individuals and their families, ensuring their safety and well-being. As a brand-new product in the market, their challenge was to not only gain visibility but also drive sales and generate revenue quickly.



CHALLENGES



New Market Entry:

The client's product was entering a highly competitive market dominated by established brands.



Visibility:

As a new product, it faced the challenge of being virtually invisible to potential customers.



Sales and Revenue:

The client aimed to achieve rapid sales growth and generate revenue within a short time frame.



Solution:

Our team devised a strategic plan to help our client overcome these challenges, leveraging Amazon PPC ads to create a robust online presence and drive sales.

Market Research and Keyword Analysis:

We conducted thorough market research to identify relevant keywords and target audience segments. This research allowed us to understand customer behavior, preferences, and the competitive landscape.

STEP 1

Optimized Product Listings:

We revamped the product listings to make them more appealing to potential customers. This included high-quality images, informative product descriptions, and compelling titles.

STEP 2

Amazon PPC Campaigns:

We set up and managed Amazon PPC campaigns with a focus on cost-efficient strategies. This involved selecting the most relevant keywords, optimizing ad copy, and continuously monitoring and adjusting campaigns to maximize ROI.

STEP 3

Sponsored Products and Sponsored Brands:

To boost visibility, we utilized Sponsored Products and Sponsored Brands campaigns, ensuring the product appeared prominently in search results and category pages.

STEP 4

IN JUST 3 MONTHS, OUR CLIENT ACHIEVED REMARKABLE RESULTS:

Over 2000 Sales: The Amazon PPC campaigns generated over 2000 sales for the Life Alert Devices demonstrating the effectiveness of the advertising strategy.

75% Revenue Growth in 150 Days: The revenue generated by the product increased by an astounding 75% within the first 150 days of the campaign.

Best Seller device within 4 months, 600+ brought in September month



ENHANCED VISIBILITY:

The product successfully gained visibility in the Amazon US Marketplace, outranking competitors and appearing on the first page of search results.



Roll over image to zoom in



Elderly Cellular Medical Alert Device | Wearable Panic Button Necklace | Medical Alert Systems for Seniors | Water Resistant with Built-in Fall Detector

Visit the Smart Med Alert Store

4.2 ★★★★★ 22 ratings

#1 Best Seller in Health Alert & Monitoring Systems

500+ bought Health Alert & Monitoring Systems

Prime Big Deal

-64% \$19⁶⁰

List Price: \$55.00

FREE Delivery



#1 Best Seller

SMART MED ALERT

600+ Bought in Past Month on Amazon

amazon

CONCLUSION:

In a highly competitive Amazon US Marketplace, our client, a new entrant, witnessed remarkable growth in a short span of time. Through strategic Amazon PPC advertising, they not only achieved over 2000 sales but also experienced a revenue boost of 75% within just 150 days. This case study showcases the power of effective online marketing strategies and the potential for rapid success even in highly competitive markets.



Get in touch with us today and
let's start a successful journey
on Amazon together.

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