



"I used to struggle with handling our PPC campaigns and staying on top of them. I just never felt I had the time to devote to it that I felt I needed. Since PPC Entourage has taken over, our ACOS has come down to a profitable number, our sales have climbed and our BSRs have improved dramatically. I couldn't be happier with this service."

John Fenton

Perfect and Simple Solutions

Introduction

Entourage Management Services were created to help qualified Amazon sellers who are struggling to figure out how to design Sponsored Products campaigns for their brand(s), that save money, generate higher profits, while freeing them from the day-to-day grind of managing those ad campaigns.

Results are the ultimate litmus test for any PPC management service.

Entourage Management Services are results-driven.

The quality results and gains experienced by our Entourage Management clients are a by-product of a careful collaboration with them, combined with the strategic implementation of a proven system of procedures by our experienced and insightful management team members.

They are designed to determine your most urgent priorities and highest impact action items, in order for your business to experience exponential growth.

But don't take our word for it.



The following case studies are from Entourage Management Services (EMS) clients. They are representative of unique experiences and past performance does not guarantee future results. The case studies are non-representative of all clients; certain accounts may have higher or lower performance than indicated. The information was voluntarily gathered (client's permission) and they were not paid, nor were they provided free services, or any other benefits in exchange for use of said information.

Real Clients... Real Results.

CASE STUDY



#1 Client niche:
Car Cleanser & Accessories

Metrics Notes:

This client more than doubled their orders and revenue. A key metric to note is the organic revenue. Once we reduce the client's ACoS to below their profit margin percentage, we were then able to scale their ad spend at a lower risk. Scaling our ad spend resulted in a drastic scaling in organic visibility as well. As PPC revenues grew, so did organic revenues.

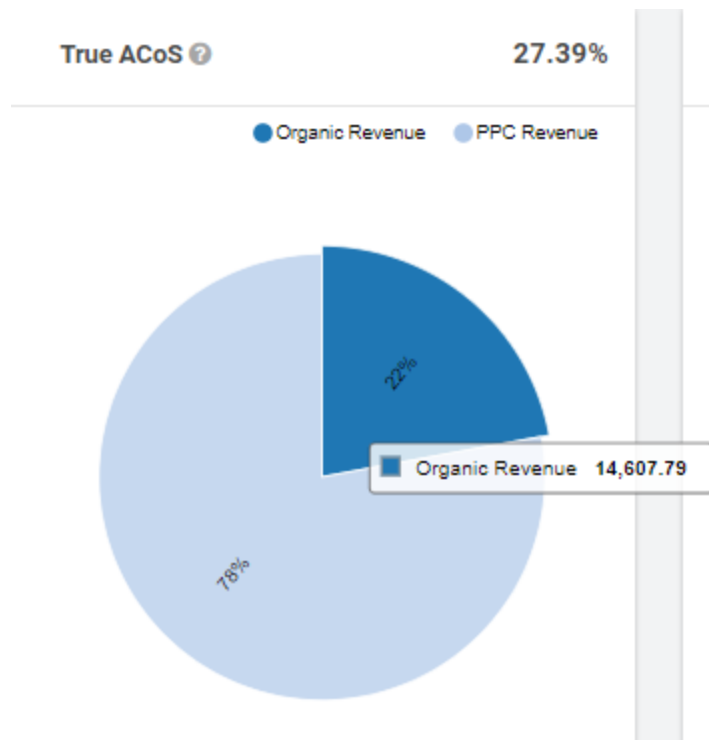
ANALYSIS



This account is an excellent example of the [Blueprint](#) Strategies implemented by experienced managers. The client's initial target ACoS was 30%. After approximately three months, we were already operating below the target. We then revised the target to 25%, which we met soon after.

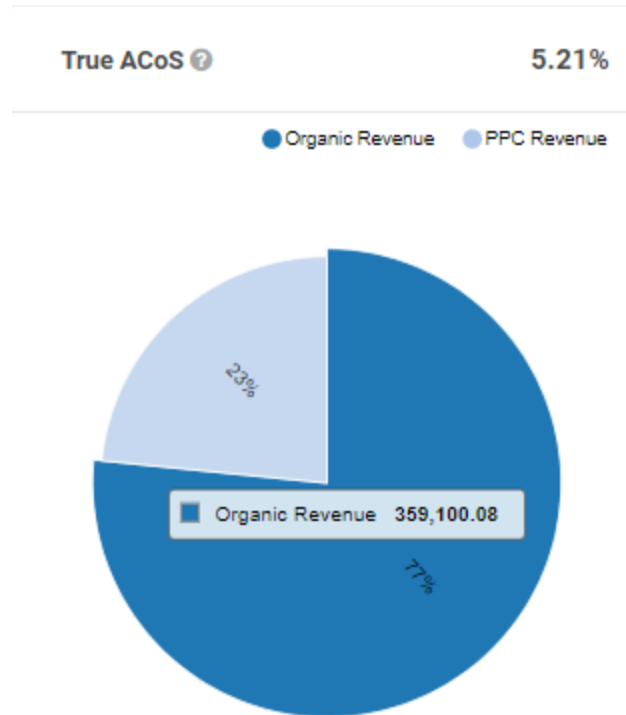
October 2017: Month Prior To Starting with EMS:

Profit \$19,929.99	Gross Revenue \$51,459.29	ACoS(%) 35.2	Ad Spend \$18,097.26
Impressions 5,573,439	Orders 2,261	Clicks/CTR (%) 15,186 / 0.27 %	Conversion Rate (%) 14.89 %



Current 30 Days Data:

Profit \$21,532.91	Gross Revenue \$109,863.86	ACoS(%) 22.2	Ad Spend \$24,413.31
Impressions 8,124,585	Orders 5,009	Clicks/CTR (%) 29,252 / 0.36 %	Conversion Rate (%) 17.12 %



Strategic Implementations: (abbreviated)

Initial Phase:

- Restructuring and index checking.
- Careful optimization and ACoS Scraping

After Initial Phase:

- Continuous meticulous search term optimization
- Continuous search term expansion and match type expansion.
- Continuous bid adjustments.
- 5 ADDITIONAL STRATEGIES USED TO OBTAIN RESULTS

Notes:

Client has same SKUs in different packaging volumes (1 pack, 2 pack, 3 pack). Every 2 to 3 months, the client switches these variations with their bigger or smaller volumes to make the most out of Entourage Management Services. This doesn't have a significant effect on ACoS but does cause a temporary rise or drop in order volume, as we work on new product variations.

Real Clients... Real Results.

CASE STUDY



#2 Client Niche:

Weight Lifting Accessories

Metrics Notes:

This client is an example of using PPC ad spend to scale organically. After making some recommended changes to listings, the client's conversion rate increased. We focused heavily on search term optimization at the ad group level to safely reduce his ACoS, then used Expansion campaigns to bid high on his best performers to dominate search results and scale his orders.

ANALYSIS



Changes in metrics occurred slower over time as the client was more conservative with increases in ad spend. Average growth and ACoS reduction occurred around the four-and-a-half-month mark.

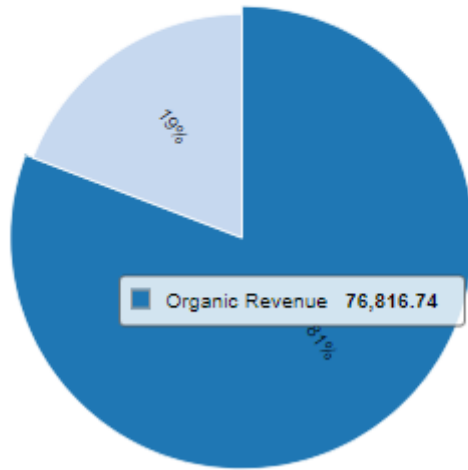
October 2017: Month Prior To Starting With EMS

Profit \$10,996.10	Gross Revenue \$18,226.69	ACoS(%) 39.7	Ad Spend \$7,230.59
Impressions 1,503,437	Orders 1,466	Clicks/CTR (%) 6,857 / 0.46 %	Conversion Rate (%) 21.38 %

True ACoS ?

7.61%

● Organic Revenue ● PPC Revenue



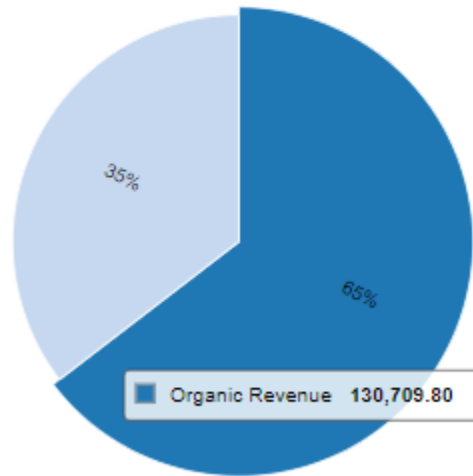
Current 30 Days Data:

Profit \$14,983.77	Gross Revenue \$71,644.75	ACoS(%) 36.0	Ad Spend \$25,797.98
Impressions 2,705,274	Orders 5,524	Clicks/CTR (%) 21,524 / 0.80 %	Conversion Rate (%) 25.66 %

True ACoS ?

12.75%

● Organic Revenue ● PPC Revenue



Strategic Implementations:

- Search Term Optimization at the ad group level using Negative Exacts and Negative Phrases.
- Dynamic Bid adjustments across all campaigns on a keyword level, based on keyword ACoS and conversion rate.
- Search Term Expansion into both Broad and Phrase Match ad groups. Match Type Expansion into Exact Match (Expansion) campaigns.

Real Clients... Real Results.

CASE STUDY



#3 Client niche:
Cell Phone Accessories

Metrics Notes:

Client was suffering heavy monthly losses in PPC. We were able to half his ACoS, taking the account from losing over \$14k to generating over \$11k in monthly profits.

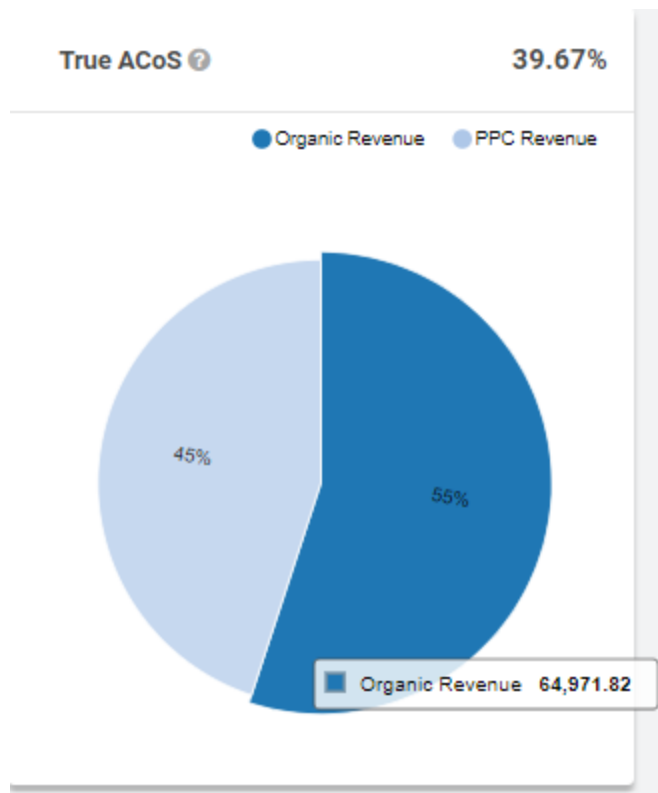
ANALYSIS



While there was an immediate impact on reduction in losses from our work, we hit the profitability mark at around month 4. We also recommended listing changes that helped to increase CTR% and Conversion Rates.

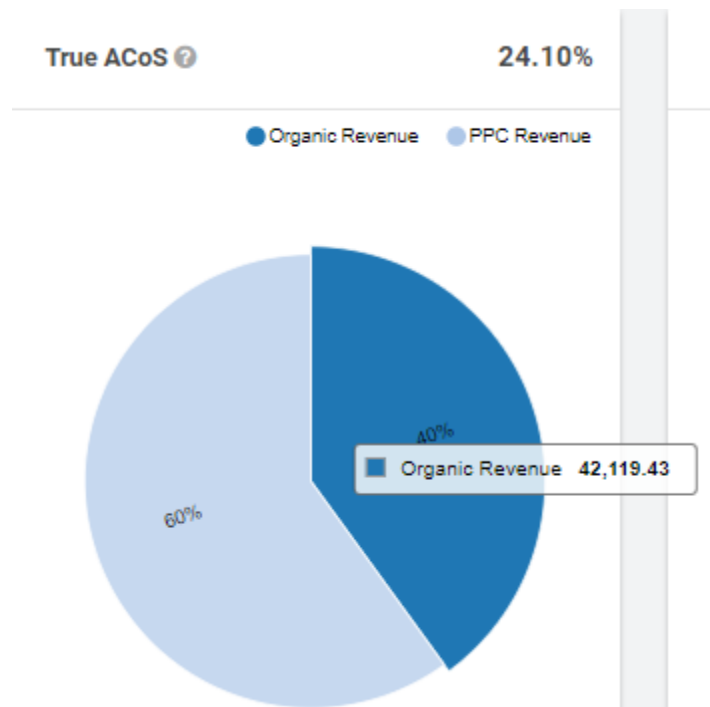
July 2018: Month Prior To Starting EMS:

Profit \$-14,491.88	Gross Revenue \$53,059.98	ACoS(%) 88.3	Ad Spend \$46,826.22
Impressions 14,112,481	Orders 5,396	Clicks/CTR (%) 43,215 / 0.31 %	Conversion Rate (%) 12.49 %



Current 30 Days Data:

Profit \$11,255.99	Gross Revenue \$63,245.60	ACoS(%) 40.2	Ad Spend \$25,397.81
Impressions 2,519,374	Orders 7,205	Clicks/CTR (%) 22,297 / 0.89 %	Conversion Rate (%) 32.31 %



Strategic Implementations:

- The major obstacle we experienced when initially working on this account was the sheer number of keywords and ad groups that were created and left running.
- We increased relevancy by going through thousands of keywords and removing those that didn't meet our relevancy criteria, and by also removing any that were not generating revenue or impressions.
- We merged everything into consolidated ad groups, each with their own purpose and strategy, and then optimized at the search term level to further drive down ACoS.
- Once ACoS was stable, we were then able to expand.

If you're not getting desired results from your Amazon Sponsored Products campaigns, [Entourage Management Services](#) may be the solution you are looking for.

They are designed to manage your Sponsored Products Ads more effectively, so that current and new campaigns generated higher revenues.

We audit and critically evaluate all of your SP campaigns as a starting point for making on-going adjustments to each campaign in order to update or re-design them to eliminate needless ad spend, reduce your ACoS and increase your organic visibility.

Each client has a dedicated point of contact, who provides updates, responds to any questions, conduct monthly calls and is available for questions whenever needed via email.

Every month, you will receive a detailed progress report that identifies key performance metrics and gives you an easily understandable rundown of how your account is progressing.

[Fill out the client application](#) to see if you are a good fit for EMS. We are currently accepting new clients but limit the number of clients to ensure maximum results for each participant in the EMS program.

Requirements:

In evaluating if your product(s) qualifies for full management by our expert team, please keep the following criteria in mind:

- ❖ In order to qualify for a management services account, your product(s) must have a minimum of 10 reviews
- ❖ Product(s) for consideration for management services should have few (if any) bad reviews

Both of these criteria must be given careful consideration before investing in our EMS program, because they impact

- a) conversion rates,
- b) ACoS (higher)
- c) overall results

What to Expect

Every niche is unique, and therefore calls for:

- ✓ a customized strategy (developed by your account manager),
- ✓ an individualized timeline for demonstrated results
- ✓ client's active collaboration (in areas beyond the scope of management procedure)



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