The client is a manufacturer of sleeping products: beds, mattresses, slatted frames.

The company decided to sell its products online in the German market on Amazon.

The project already received sales from Amazon, but wanted to scale, and for this it was necessary to increase the number of sales and reduce their price for attracting a buyer.

**Optimization of A+ content**

First of all, it was decided to design product images to increase conversion and optimize A+ content (this allows you to increase the number of purchases from general transitions to the product page)

**Development of semantic core and promotion strategy**

After that a strategy of promotion by categories of goods, key words and clusters was created. All the necessary, effective and relevant keywords were gathered, and then they were segmented.

**Development of video materials**

They will be both useful in the listing itself and necessary for launching Sponsponsored Brand campaigns.

**Launch of new customer acquisition strategy**

We have decided to make our unique structure for each individual size of the product to achieve maximum efficiency.

The following types of advertising campaigns were launched:

* Campaign on competitors and products amazon tips, bestseller.
* Campaigns that contain 1 keyword (for the most effective keywords, for maximum control and maximum effectiveness)
* Video campaign "Product collection"
* Campaign on competitors
* Remarketing campaign for users who visited our product within 30\90 days

**Brand protection in SP and SD campaigns**

All launched campaigns are controlled and optimized. All campaigns, key words, products, creativity, which produced results >2 ROAS were switched off, since the client had to have more than 2. All medium-efficient and high-efficient, scaled at the expense of budgets, rates.

Thanks to the well-established strategy of launching, optimizing and scaling advertising campaigns, we managed to achieve the following results:

Due to the complex strategy and constant optimization we managed to achieve the following indicators: