

Audit and Strategy Report for AQULEA

**Prepared for:
Elaine Hu**

Info of the Brand



Brand Name: AQULEA

Marketplace: USA

Brand Catalogue:

https://www.amazon.com/stores/Aqulea/page/F3A714A5-90AD-44D4-BDBD-2BC64A6268E1?ref=ast_bln

Product Under Study

Product Details:

☐ Parent ASIN:
B09CGVZTGS

☐ Child ASIN:
B097J13GQF

☐ Link:
<https://www.amazon.com/AQULEA-Borosilicate-Glass-Water-Bottle/dp/B097J13GQF/>



AQULEA 32 Oz Borosilicate Glass Water Bottle with Times to Drink - Wide Mouth BPA Free Glass Motivational Water Bottles with...

★★★★★ ∨ 1,247

Limited time deal

-38% \$15⁹⁹ ~~\$25.99~~

✓prime FREE Delivery Fri, Aug 5

Agenda

This report will cover:

- Findings during the audit
- Future strategy for this account

Current Situation

1

Major Problems
in Account

2

Implications of the
Major Problem

3

Minor Problems
In Account

4

Strategy

5

Previous Similar
Experience

6



1) Current Situation

Sales History of the account



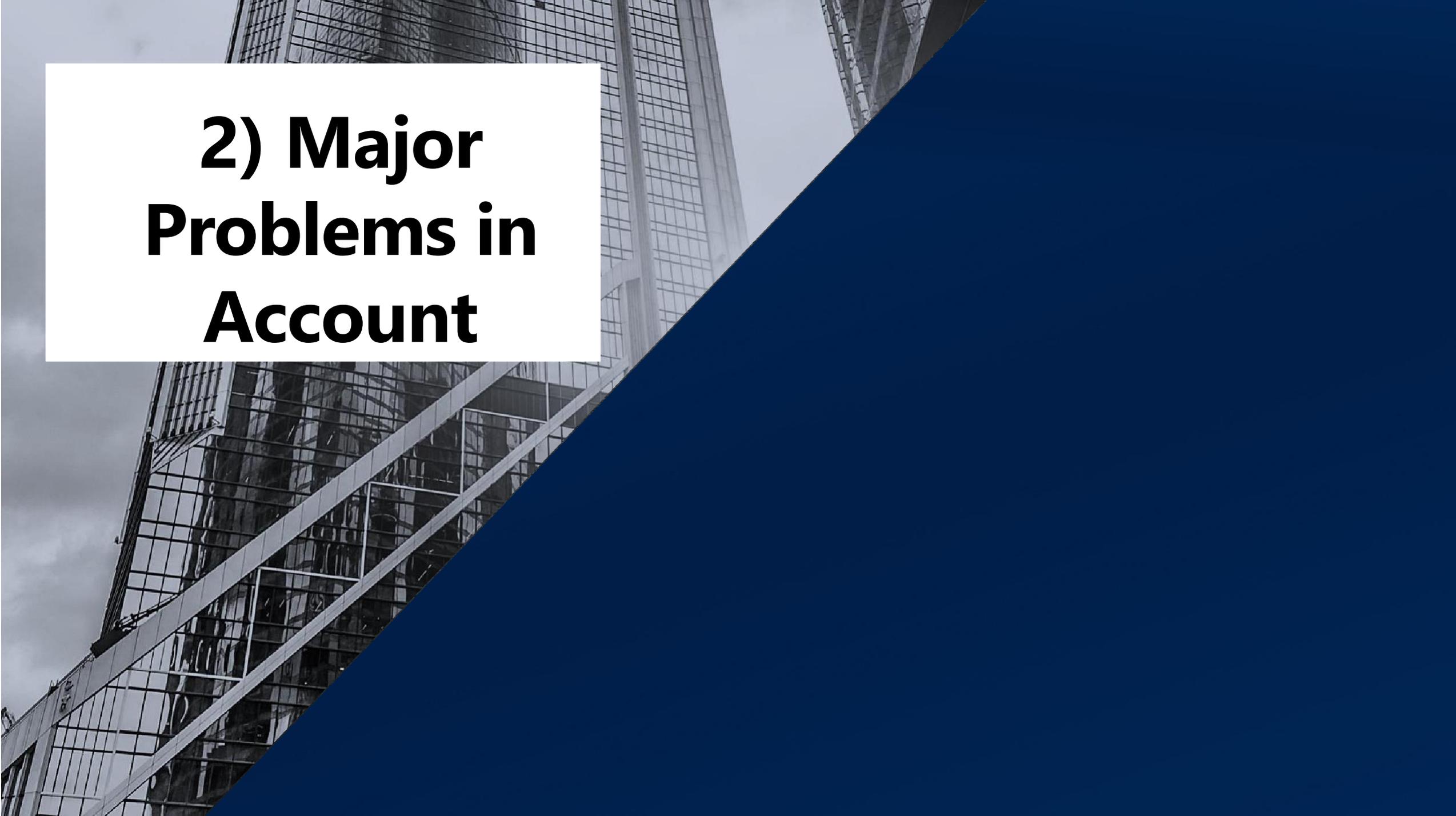
We can see that the sales have declined a little. Following are the 3 reasons found for this sales decline:

1. Decreased search volume from May to Sep
2. Change in market trends due to recession
3. **Bad PPC strategy being practiced in account**

Essential Stats of the account since Jan 2021

Date	Ordered Product Sales	% Change	PPC Spend	PPC Sales	Organic Sales	Organic Sales %	PPC Sales %	ACOS	TACOS	Units Ordered
Aug-21	\$14,072.96		\$2,785.00	\$6,296.00	\$7,776.96	55.3%	44.7%	44.2%	19.8%	716
Sep-21	\$21,649.17	53.8%	\$5,336.00	\$11,334.00	\$10,315.17	47.6%	52.4%	47.1%	24.6%	1,090
Oct-21	\$28,645.67	32.3%	\$4,769.00	\$12,231.00	\$16,414.67	57.3%	42.7%	39.0%	16.6%	1,447
Nov-21	\$31,495.99	10.0%	\$3,321.00	\$8,588.00	\$22,907.99	72.7%	27.3%	38.7%	10.5%	1,616
Dec-21	\$61,139.42	94.1%	\$2,888.00	\$9,935.00	\$51,204.42	83.8%	16.2%	29.1%	4.7%	3,093
Jan-22	\$56,011.98	-8.4%	\$2,220.00	\$9,355.00	\$46,656.98	83.3%	16.7%	23.7%	4.0%	2,834
Feb-22	\$60,626.62	8.2%	\$2,061.00	\$7,436.00	\$53,190.62	87.7%	12.3%	27.7%	3.4%	3,063
Mar-22	\$66,110.86	9.0%	\$2,036.00	\$7,391.00	\$58,719.86	88.8%	11.2%	27.5%	3.1%	3,341
Apr-22	\$53,257.30	-19.4%	\$1,497.00	\$5,757.00	\$47,500.30	89.2%	10.8%	26.0%	2.8%	2,695
May-22	\$50,437.19	-5.3%	\$1,457.00	\$5,656.00	\$44,781.19	88.8%	11.2%	25.8%	2.9%	2,597
Jun-22	\$34,196.49	-32.2%	\$2,487.00	\$7,380.00	\$26,816.49	78.4%	21.6%	33.7%	7.3%	1,763
Jul-22	\$30,280.43	-11.5%	\$2,513.00	\$8,036.00	\$22,244.43	73.5%	26.5%	31.3%	8.3%	1,569

The Organic to PPC ratio has also dropped a little, which is not a positive thing. This has also disturbed the ACOS and the TACOS a little too. This is due to some external factors (market behavior) and also due to some internal factors too such which we will be discussing under the Major Problems in Account section in the next slides



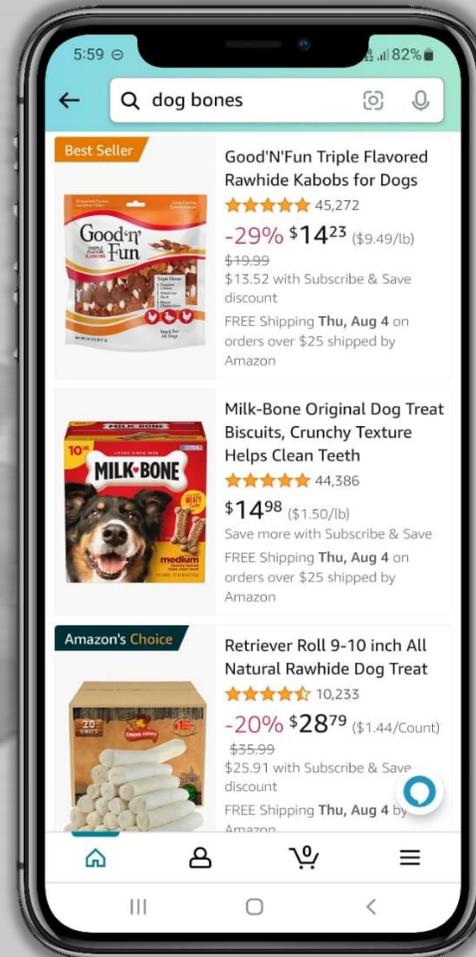
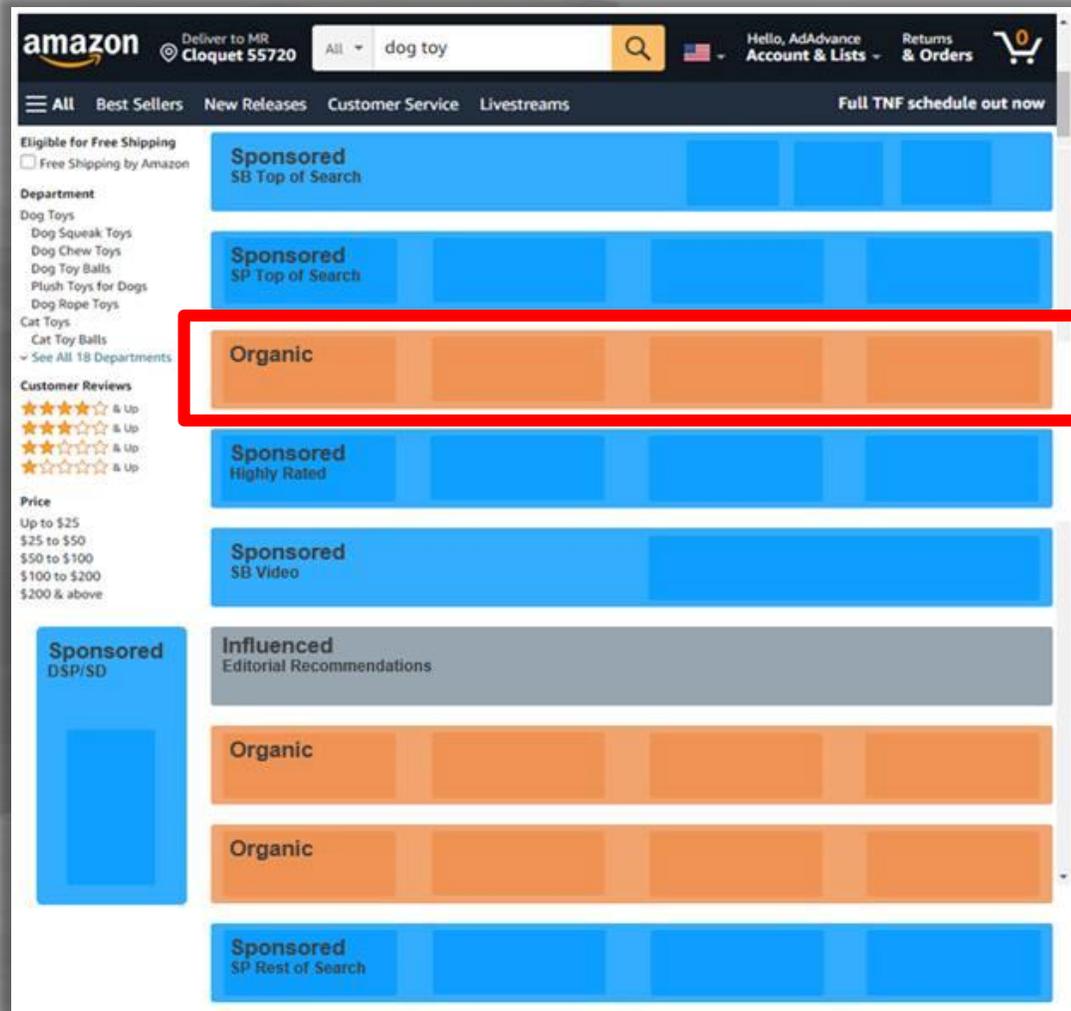
2) Major Problems in Account

Flaw in PPC Strategy

1-6 Organic Rank									
Phrase	SV	SVT	Competing Products	Sponsored ASINs	Title Density	Sponsored Rank	Organic Rank	SPA	
water tracker bottle	960	-6	976	746	1	-	2	0 - 0\$ - PH	
cirkle water bottle	1695	91	143	383		-	2	NO	
time stamp water bottles	1048	-	288	801		-	5	0 - 0.26\$ - BR	
water bottle with time	1501	16	3000	787	27	-	6	0 - 0\$ - EX - PH	
7-15 Organic Rank									
Phrase	SV	SVT	Competing Products	Sponsored ASINs	Title Density	Sponsored Rank	Organic Rank	SPA	
daily water intake bottle	10048	-4	3000	583	5	-	7	0 - 0\$ - EX - BR	
water bottles with times to drink	116645	-12	3000	786	6	64	8	1 - 11.4% - EX	
time water bottles	7998	10	3000	829		-	8	0 - 0\$ - EX - BR	
water bottle with times	1501	-1	4000	914	6	-	8	0 - 0\$ - EX - PH - BR	
water bottle with times to drink	1417	66	2000	646	6	16	9	NO	
glass shaker bottle	2876	20	5000	720	3	-	9	0 - 0.41\$ - EX	
water intake tracker bottle	1129	12	627	620	1	-	9	0 - 0\$ - EX - BR	
water bottles glass	1697	45	6000	788		11	11	1 - 35% - EX	
time water bottle	1127	4	3000	902		-	12	0 - 0\$ - EX - BR	
air up bottle	5397	92	3000	843		81	12	NO	
water tracking bottles	1127	26	690	413		-	12	NO	
large glass water bottle	1503	3	6000	652		2	15	0 - 0.42\$ - EX	
water bottle with measurements	4290	22	1000	838		-	16	0 - 0\$ - EX - BR	

The major problem in this account is that we have very bad organic rankings. Only 4 keywords in top 6 positions. On top of that we are not even defending our top organic spots through PPC, so that we do not get de-ranked from any of the top spots. Its 2022 and Amazon does not let anybody play without PPC these days.

Amazon SERP right now and why it is essential to rank in TOP 4



Can you see that only the Top 4 spots are that matters? Research shows 64% of the shoppers buy from the 1st four listings on amazon.

While on mobile only top 3 organic spots are what matter. After that we only see paid listings and so the 4th organic spot becomes the 10th spot in mobile and 17th spot on a desktop.

Therefore being organically ranked in the top 3 spots has become more important than ever.

Campaigns that take 70% of the spend every month

Only 2 campaigns got the spend in June & July in the previous 6 months that seemed to be ranking focused. **And only 2 keywords** out of the hundreds of keywords have been targeted for ranking purposes, no other keywords. **This explains why we haven't been able to achieve good organic rankings. Because all the campaigns being run by Nimble Ads are not ranking focused.**

Feb-21				
Date	Campaign Name	Spend	ACOS	Sales
Feb-22	@NA_CAMPAIGN_1375_manual_NA@	\$270.39	35.60%	\$759.62
Feb-22	@NA_CAMPAIGN_1371_manual_NA@	\$258.24	35.89%	\$719.64
Feb-22	@NA_CAMPAIGN_1569_manual_NA@	\$255.75	21.69%	\$1,179.41
Feb-22	@NA_CAMPAIGN_1376_manual_NA@	\$252.05	34.08%	\$739.63
Feb-22	@NA_CAMPAIGN_1373_manual_NA@	\$247.93	27.56%	\$899.55
Feb-22	@NA_CAMPAIGN_1570_manual_NA@	\$239.11	29.91%	\$799.57
Feb-22	LB-AUTO-GWB	\$212.22	14.35%	\$1,479.26
Feb-22	@NA_CAMPAIGN_1374_manual_NA@	\$160.04	38.12%	\$419.79

Mar-21				
Date	Campaign Name	Spend	ACOS	Sales
Mar-22	@NA_CAMPAIGN_1375_manual_NA@	\$293.81	28.82%	\$1,019.49
Mar-22	@NA_CAMPAIGN_1569_manual_NA@	\$282.15	21.39%	\$1,319.34
Mar-22	@NA_CAMPAIGN_1376_manual_NA@	\$279.33	48.60%	\$574.71
Mar-22	LB-AUTO-GWB	\$269.23	18.20%	\$1,479.26
Mar-22	@NA_CAMPAIGN_1371_manual_NA@	\$264.76	28.79%	\$919.54
Mar-22	@NA_CAMPAIGN_1373_manual_NA@	\$215.58	31.72%	\$679.66
Mar-22	@NA_CAMPAIGN_1570_manual_NA@	\$179.47	32.06%	\$559.72

Apr-21				
Date	Campaign Name	Spend	ACOS	Sales
Apr-22	@NA_CAMPAIGN_1375_manual_NA@	\$289.02	22.95%	\$1,259.37
Apr-22	@NA_CAMPAIGN_1376_manual_NA@	\$272.37	35.86%	\$759.62
Apr-22	LB-AUTO-GWB	\$234.20	17.49%	\$1,339.33
Apr-22	@NA_CAMPAIGN_1371_manual_NA@	\$198.57	29.22%	\$679.66
Apr-22	@NA_CAMPAIGN_1569_manual_NA@	\$162.82	20.89%	\$779.61

May-21				
Date	Campaign Name	Spend	ACOS	Sales
May-22	@NA_CAMPAIGN_1376_manual_NA@	\$305.43	40.00%	\$763.61
May-22	@NA_CAMPAIGN_1375_manual_NA@	\$304.42	35.66%	\$853.57
May-22	@NA_CAMPAIGN_1569_manual_NA@	\$157.48	15.63%	\$1,007.49
May-22	@NA_CAMPAIGN_1570_manual_NA@	\$149.55	22.20%	\$673.66

Jun-21				
Date	Campaign Name	Spend	ACOS	Sales
Jun-22	@NA_CAMPAIGN_1375_manual_NA@	\$295.16	31.62%	\$933.53
Jun-22	glass water bottle -exact	\$281.54	52.95%	\$531.73
Jun-22	@NA_CAMPAIGN_1376_manual_NA@	\$259.14	42.23%	\$613.69
Jun-22	@NA_CAMPAIGN_1569_manual_NA@	\$258.77	33.15%	\$780.60
Jun-22	@NA_CAMPAIGN_1371_manual_NA@	\$251.43	32.46%	\$774.61
Jun-22	Glass water bottles-Main exact	\$244.71	56.03%	\$436.78
Jun-22	@NA_CAMPAIGN_1373_manual_NA@	\$242.01	28.72%	\$842.56
Jun-22	LB-AUTO-GWB	\$239.65	23.39%	\$1,024.48
Jun-22	@NA_CAMPAIGN_1570_manual_NA@	\$233.56	31.84%	\$733.63

Jul-21				
Date	Campaign Name	Spend	ACOS	Sales
Jul-22	LB-AUTO-GWB	\$583.87	17.60%	\$3,317.27
Jul-22	Glass water bottles-Main exact	\$422.99	37.56%	\$1,126.23
Jul-22	glass water bottle -exact	\$378.67	38.25%	\$989.90
Jul-22	@NA_CAMPAIGN_1376_manual_NA@	\$297.37	48.65%	\$611.68
Jul-22	@NA_CAMPAIGN_1375_manual_NA@	\$288.15	50.40%	\$571.72
Jul-22	@NA_CAMPAIGN_1371_manual_NA@	\$250.93	36.25%	\$692.26
Jul-22	@NA_CAMPAIGN_1569_manual_NA@	\$236.35	23.12%	\$1,022.28
Jul-22	@NA_CAMPAIGN_1373_manual_NA@	\$236.06	61.80%	\$382.00
Jul-22	@NA_CAMPAIGN_1570_manual_NA@	\$228.02	28.18%	\$809.20



3) Implications of the Major Problem

Only 2 keywords ranked in TOP 4

Single Product Search

 AQULEA 32 Oz Borosilicate Glass Water Bottle with Times to Drink - Wide Mouth BPA Free Glass Motivational Water...
B097J13GQF

Keyword Distribution

- 4,161 Total Keywords
- 412 Sponsored Keywords
- 3,521 Organic Keywords
- 469 Amazon Recommended

Word Frequency

water (2) bottle (2) tracker (1) cirkle (1)

2 Filtered Keywords

<input type="checkbox"/>	Keyword Phrase	Search Volume	Search Volume Trend	Sponsored ASINs	Competing Products	Title Density	Sponsored Rank	Organic Rank
<input type="checkbox"/>	water tracker bottle	960	-6%	731	>976	1	-	2
<input type="checkbox"/>	cirkle water bottle	1,695	91%	383	143	0	-	2

Due to a Poor PPC Strategy we have not been able to achieve good organic rankings on any of our major keywords. As shown in the above table from Helium10, that we are only ranking on 2 keywords in Top 4 (keywords that have a search volume greater than 900)

Total Search Volume we have captured

KEYWORD TRACKER
Product Rank Tracking

661/2500 Keywords 1/250 Boosts

Show entries 20 Search:

PRODUCT	COMPETITORS	ORGANIC	SPONSORED	ACTIONS						
 AQULEA 32 Oz Borosilicate Glass Water Bottle with Times to Drink - Wide Mouth BPA Free Glass Motivational Water Bottles with Silicone Sleeve, Bamboo Lid, Fruit Infuser, and Bonus Brush B09CGVZTGS Tracked Keywords: 47	Add	<table border="1"> <thead> <tr> <th>keywords</th> <th>search volume</th> </tr> </thead> <tbody> <tr> <td>13 - Top 10</td> <td>28,902 Top 10</td> </tr> <tr> <td>41 - Top 50</td> <td>314,711 Top 50</td> </tr> </tbody> </table>	keywords	search volume	13 - Top 10	28,902 Top 10	41 - Top 50	314,711 Top 50	1 -2 Top 10 3 - Top 50	...
keywords	search volume									
13 - Top 10	28,902 Top 10									
41 - Top 50	314,711 Top 50									

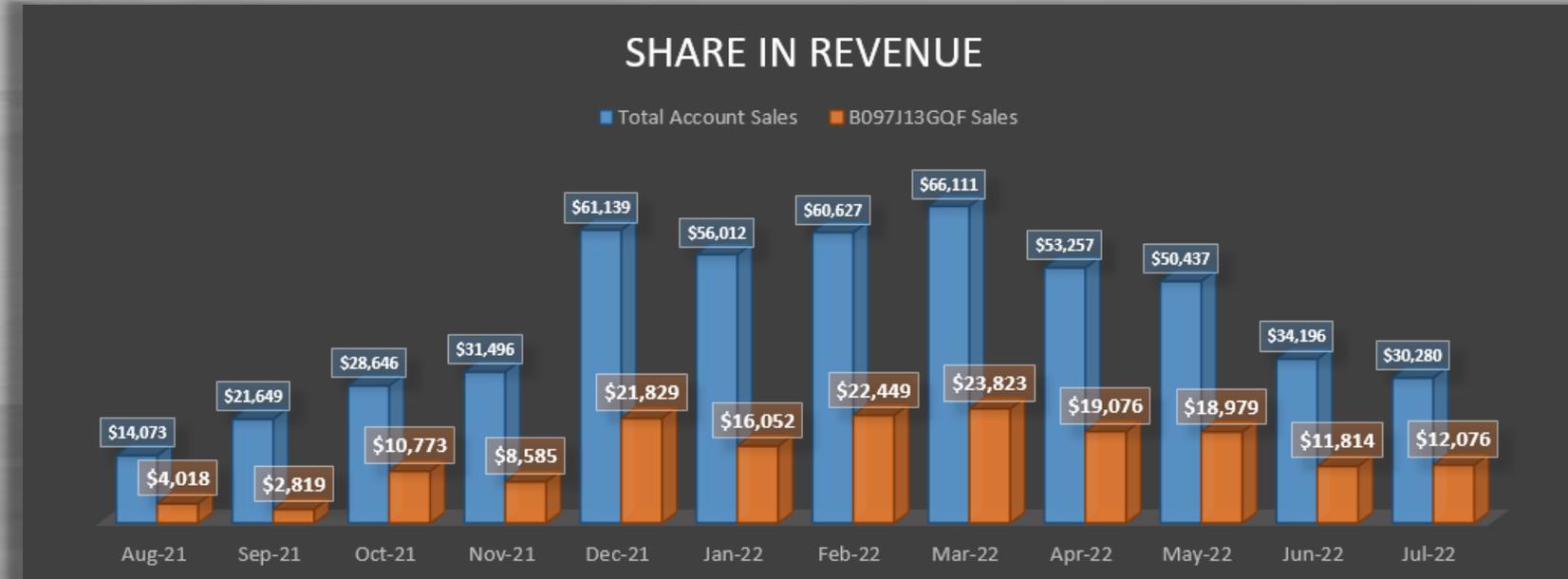
Brand	Number of KWs in Top 10	Search Volume of those KWs	Monthly Revenue	Monthly Sales
Mukoko	20	165,113	\$ 61,654	2570
Ello	11	162,750	\$ 53,050	3293
Sursip	23	206,458	\$ 41,142	2495
Aquila	10	28994	\$ 35,714	1780
Probtll	9	17919	\$ 29,329	1521

From these images we can see that we have only captured keywords that have a sum of search volumes of 28,994. Which is devastatingly low than many of our competitors



4) Minor Problems in Account

1) Poor PPC Approach



We can see that the OD Green (B097J13GQF) brings around 40 to 50% of the revenue of this account but the campaigns are running for each of the variations.

This just increases our ad spend and we miss out on so much opportunities. For a listing with variations it is always recommended to give the major ad spend to Hero Variation (best selling variation) because 1 variation shows at one time against a keyword.

Feb-21				
Date	Campaign Name	Spend	ACOS	Sales
Feb-22	@NA_CAMPAIGN_1375_manual_NA@	\$270.39	35.60%	\$759.62
Feb-22	@NA_CAMPAIGN_1371_manual_NA@	\$258.24	35.89%	\$719.64
Feb-22	@NA_CAMPAIGN_1569_manual_NA@	\$255.75	31.69%	\$1,170.41
Feb-22	@NA_CAMPAIGN_1376_manual_NA@	\$252.05	34.08%	\$739.63
Feb-22	@NA_CAMPAIGN_1373_manual_NA@	\$247.93	27.56%	\$899.55
Feb-22	@NA_CAMPAIGN_1570_manual_NA@	\$239.11	29.91%	\$799.57
Feb-22	LB-AUTO-GWB	\$212.22	14.35%	\$1,479.26
Feb-22	@NA_CAMPAIGN_1374_manual_NA@	\$160.04	38.12%	\$419.79

Mar-21				
Date	Campaign Name	Spend	ACOS	Sales
Mar-22	@NA_CAMPAIGN_1375_manual_NA@	\$293.81	28.82%	\$1,019.49
Mar-22	@NA_CAMPAIGN_1569_manual_NA@	\$282.15	21.39%	\$1,319.34
Mar-22	@NA_CAMPAIGN_1376_manual_NA@	\$279.33	48.60%	\$574.71
Mar-22	LB-AUTO-GWB	\$269.23	18.20%	\$1,479.26
Mar-22	@NA_CAMPAIGN_1371_manual_NA@	\$264.76	28.79%	\$919.54
Mar-22	@NA_CAMPAIGN_1373_manual_NA@	\$215.58	31.72%	\$679.66
Mar-22	@NA_CAMPAIGN_1570_manual_NA@	\$179.47	32.06%	\$559.72

Apr-21				
Date	Campaign Name	Spend	ACOS	Sales
Apr-22	@NA_CAMPAIGN_1375_manual_NA@	\$289.02	22.95%	\$1,259.37
Apr-22	@NA_CAMPAIGN_1376_manual_NA@	\$272.37	35.86%	\$759.62
Apr-22	LB-AUTO-GWB	\$234.20	17.49%	\$1,339.33
Apr-22	@NA_CAMPAIGN_1371_manual_NA@	\$198.57	29.22%	\$679.66
Apr-22	@NA_CAMPAIGN_1569_manual_NA@	\$162.82	20.89%	\$779.61

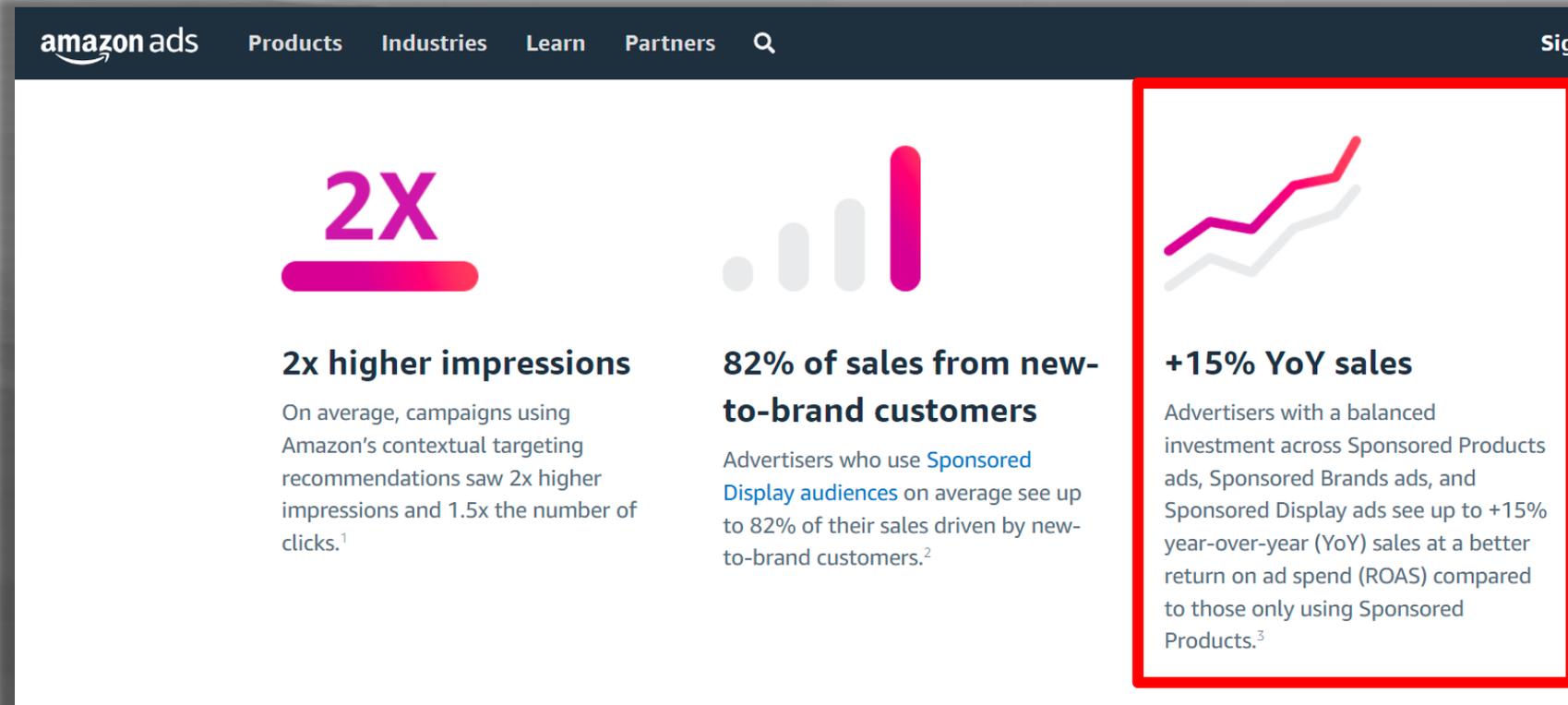
May-21				
Date	Campaign Name	Spend	ACOS	Sales
May-22	@NA_CAMPAIGN_1376_manual_NA@	\$305.43	40.00%	\$763.61
May-22	@NA_CAMPAIGN_1375_manual_NA@	\$304.42	35.66%	\$853.57
May-22	@NA_CAMPAIGN_1569_manual_NA@	\$157.48	15.63%	\$1,007.49
May-22	@NA_CAMPAIGN_1570_manual_NA@	\$149.55	22.20%	\$673.66

Jun-21				
Date	Campaign Name	Spend	ACOS	Sales
Jun-22	@NA_CAMPAIGN_1375_manual_NA@	\$295.16	31.62%	\$933.53
Jun-22	glass water bottle -exact	\$281.54	52.95%	\$531.73
Jun-22	@NA_CAMPAIGN_1376_manual_NA@	\$259.14	42.23%	\$613.69
Jun-22	@NA_CAMPAIGN_1569_manual_NA@	\$258.77	33.15%	\$780.60
Jun-22	@NA_CAMPAIGN_1371_manual_NA@	\$251.43	32.46%	\$774.61
Jun-22	Glass water bottles-Main exact	\$244.71	56.03%	\$436.78
Jun-22	@NA_CAMPAIGN_1373_manual_NA@	\$242.01	28.72%	\$842.56
Jun-22	LB-AUTO-GWB	\$239.65	23.39%	\$1,024.48
Jun-22	@NA_CAMPAIGN_1570_manual_NA@	\$233.56	31.84%	\$733.63

Jul-21				
Date	Campaign Name	Spend	ACOS	Sales
Jul-22	LB-AUTO-GWB	\$583.87	17.60%	\$3,317.27
Jul-22	Glass water bottles-Main exact	\$422.99	37.56%	\$1,126.23
Jul-22	glass water bottle -exact	\$378.67	38.25%	\$989.90
Jul-22	@NA_CAMPAIGN_1376_manual_NA@	\$297.57	48.65%	\$611.68
Jul-22	@NA_CAMPAIGN_1375_manual_NA@	\$288.15	50.40%	\$571.72
Jul-22	@NA_CAMPAIGN_1371_manual_NA@	\$250.93	36.25%	\$692.26
Jul-22	@NA_CAMPAIGN_1569_manual_NA@	\$236.35	23.12%	\$1,022.28
Jul-22	@NA_CAMPAIGN_1373_manual_NA@	\$236.06	61.80%	\$382.00
Jul-22	@NA_CAMPAIGN_1570_manual_NA@	\$228.02	28.18%	\$809.20

As we can see that the ad spend was equally being given to each variation for the past 6 months. The thing is **ONLY ONE VARIATION RANKS AGAINST A KEYWORD**, and therefore for a listing with variation it is always advised to rank the Hero variation (OD Green – 1376) for each of the keywords.

2) Missing out on SB and SD ads



The potential of Sponsored Brand (SB) and Display Ads (SD) has been seriously neglected in this account. A lot of market share is being left on the table by neglecting them.

1-6 Organic Rank									
Phrase	Search Volume	SVT	Competing Products	Sponsored ASINs	Title Density	Sponsored Rank	Organic Rank	SB - Video Ad	SB - Product Collection Ad
water tracker bottle	960	-6	976	746	1	-	2	NO	NO
cirkle water bottle	1695	91	143	383		-	2	NO	NO
time stamp water bottles	1048	-	288	801		-	5	NO	NO
water bottle with time	1501	16	3000	787	27	-	6	NO	NO
7-15 Organic Rank									
Phrase	Search Volume	SVT	Competing Products	Sponsored ASINs	Title Density	Sponsored Rank	Organic Rank	SB - Video Ad	SB - Product Collection Ad
daily water intake bottle	10048	-4	3000	583	5	-	7	NO	NO
water bottles with times to drink	116645	-12	3000	786	6	64	8	NO	NO
time water bottles	7998	10	3000	829		-	8	NO	NO
water bottle with times	1501	-1	4000	914	6	-	8	NO	NO
water bottle with times to drink	1417	66	2000	646	6	16	9	NO	NO
glass shaker bottle	2876	20	5000	720	3	-	9	NO	NO
water intake tracker bottle	1129	12	627	620	1	-	9	NO	NO
water bottles glass	1697	45	6000	788		11	11	NO	NO
time water bottle	1127	4	3000	902		-	12	NO	NO
air up bottle	5397	92	3000	843		81	12	NO	NO
water tracking bottles	1127	26	690	413		-	12	NO	NO
large glass water bottle	1503	3	6000	652		2	15	NO	NO
water bottle with measurements	4290	22	1000	838		-	16	NO	NO
16-30 Organic Rank									
Phrase	SV	SVT	Competing Products	Sponsored ASINs	Title Density	Sponsored Rank	Organic Rank	SB - Video Ad	SB - Product Collection Ad
arc water bottle	1906	-9	160	784		3	16	NO	NO
32 oz glass water bottle	2284	43	4000	735	13	43	17	NO	NO
bkr water bottle	2284	27	56	241		-	17	NO	NO

We can clearly see that no Sponsored Brand (SB) campaigns have been launched for the keywords we are ranking high for. **By doing this we are not strengthening our organic ranks and are not fighting for our market share.**

3) No Defense Strategy

Health Score **10** 30-Day Sales 1,948



- SAFE AND DURABLE REUSABLE WATER BOTTLE :- Our clear water bottles are made of borosilicate glass, which is dishwasher safe, leak proof, BPA, BPS, PVC, Lead, and Cadmium free; these durable and aesthetic reusable glass water bottle will not crack under extreme temperature and pressure
- SAVE MONEY WITH THIS VALUE PACK :- AQUULEA wide mouth water bottle glass package includes a leak proof glass bottle with cap, non-slip protective silicone sleeve for easy-grip and maximum impact protection, 18/8 stainless steel strainer for fruit infusion, and a retractable brush
- EASY TO CLEAN AND CARRY :- The wide mouth of the fruit infuser water bottle makes it easy to wash the bottle with a retractable bottle brush; we've attached a strap to the cap of the hourly time water bottles tracker, so you can conveniently carry and refill it for daily goal
- SATISFACTION GUARANTEE :- Please let us know if anything in the package is cracked or if the glass bottles accidently gets broken or the lid gets faulty in first 90 days; we'll replace it to make sure you're entirely delighted with our water tracker bottle.

See more product details

Customer ratings by feature

Easy to clean	★★★★★	4.3
Leak proof	★★★★★	4.3
Easy to hold	★★★★★	4.2

See more

Similar item to consider

XACIOA 32oz Water Bottle with Straw & Motivational Time Marker, Leakproof BPA Free, Ensure You Drink Enough Water Throughout The Day for Fitness and Outdoor Enthusiasts(With Straw Brush & Cup Brush)

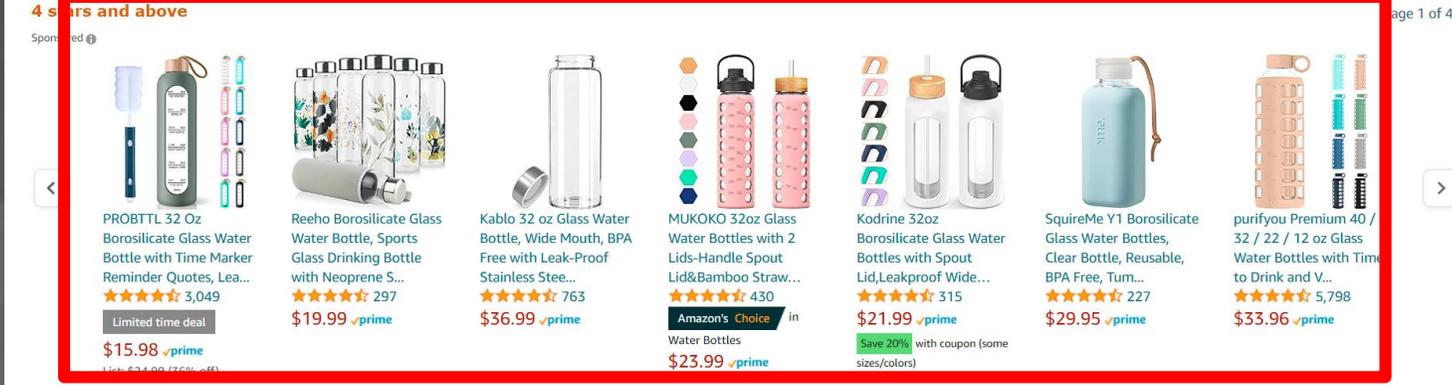
★★★★★ (2955)

\$15.95 ✓prime

We have to level up our defense strategy so that our competitors do not keep stealing our sales from us.

Virtual bundles and ASIN defense strategy should be taken help from

4 stars and above



PROBTTL 32 Oz Borosilicate Glass Water Bottle with Time Marker Reminder Quotes, Lea...
★★★★★ 3,049
Limited time deal
\$15.98 ✓prime

Reeho Borosilicate Glass Water Bottle, Sports Glass Drinking Bottle with Neoprene S...
★★★★★ 763
\$19.99 ✓prime

Kablo 32 oz Glass Water Bottle, Wide Mouth, BPA Free with Leak-Proof Stainless Stee...
★★★★★ 763
\$36.99 ✓prime

MUKOKO 32oz Glass Water Bottles with 2 Lids-Handle Spout Lid&Bamboo Straw...
Amazon's Choice in Water Bottles
★★★★★ 430
\$23.99 ✓prime

Kodrine 32oz Borosilicate Glass Water Bottles with Spout Lid,Leakproof Wide...
★★★★★ 430
\$21.99 ✓prime
Save 20% with coupon (some sizes/colors)

SquireMe Y1 Borosilicate Glass Water Bottles, Clear Bottle, Reusable, BPA Free, Tum...
★★★★★ 227
\$29.95 ✓prime

purifyou Premium 40 / 32 / 22 / 12 oz Glass Water Bottles with Time to Drink and V...
★★★★★ 5,798
\$33.96 ✓prime

page 1 of 41



5) Strategy

Summarized Strategy

The basic formula for an e-commerce business is **Revenue = Traffic x Conversion Rate x Price**

To increase sales we will be increasing our traffic in the 1st phase by improving our organic and sponsored rankings. Improving the Conversion Rate (CVR) will be taken care of in the 2nd phase.

Before increasing the traffic on our listing, we will be launching full on defensive campaigns so that our competitors do not steal away from our traffic. And then we will start with our PPC strategy to improve organic ranks. In short the strategy would be:

1. Achieve better organic ranks by increasing spend and TACOS thereby increasing sales
2. Optimizing the TACOS once we achieve our desired rankings, keeping the sales at the same level

Solution To This Problem

1-6 Organic Rank

Phrase	Search Volume	SVT	Competing Products	Sponsored ASINs	Title Density	Sponsored Rank	Organic Rank
water tracker bottle	960	-6	976	746	1	-	2
circle water bottle	1695	91	143	383		-	2
time stamp water bottles	1048	-	288	801		-	5
water bottle with time	1501	16	3000	787	27	-	6

We will be starting from the keywords on which we already have some good organic rankings (1 – 6), we will be strengthening our ranks on these and the keywords exactly similar to them as shown in figure 2.

We will start off from here so that we do not loose our ranks on these keywords too. Then we will be moving to keywords on which we have our ranks from the (7 - 15) and then to the (15 – 30) bracket.

water tracker bottle					
Keyword Phrase	Organic Rank	Lower Bid	Suggested Bid	Upper Bid	Search Volume
water tracker bottles	29	0.95	1.19	1.2	3703
water tracker bottle	2	0.69	0.87	0.87	960
water bottle with times					
Keyword Phrase	Organic Rank	Lower Bid	Suggested Bid	Upper Bid	Search Volume
water bottle with times	8	0.8	1.03	2.55	1501
water bottle with times to drink	9	0.83	1.15	5.51	1417
water bottle with time					
Keyword Phrase	Organic Rank	Lower Bid	Suggested Bid	Upper Bid	Search Volume
water bottle with time marker	41	1.03	1.33	3.04	23637
water bottle with times	8	0.8	1.03	2.55	1501
water bottle with time	6	0.8	1.04	2.64	1501
daily water bottle with time marker	55	0.78	0.98	1.79	1448
water bottle with times to drink	9	0.83	1.15	5.51	1417



6) Previous Similar Experience

Previous Experience with a Similar Situation

Recently did this for a 6-figured brand. It was doing around \$50,000-\$60,000 in sales. But the sales were PPC heavy and organic rankings were poor on majority of the keywords. Phase 1 caused an increase in TACOS to 32%.

Phase 2 – TACOS optimized to 14 to 17%. Phase 3 – When it was observed that the ranks have started to maintain, the budgets of each campaign was lowered down one by one while testing that we still maintain our ranks.

This roadmap works every time. And therefore I am confident that I can do this for AQULEA too.

A grayscale composite image. In the center, a large triangle is outlined in a light gray. Inside this triangle is a detailed, top-down view of a city grid with numerous buildings and streets. The background of the entire image consists of a dark, starry sky with a subtle grid pattern, and a range of rugged, snow-capped mountains in the foreground.

Thanks