Adapt optimised a declining ASIN to increase average sales by 14X per day, won 'Best Seller' status in two categories and helped achieve over 17,000 sales on Prime Day

Amazon Advertising | Retail Readiness
Case Study
by Adapt Studios

Background

The client felt their ASIN listing was well written and keyword optimised but had recently struggled with declining glance views, search ranking and sales over the last two months. With competitors aggressively taking visibility share, and with no room to discount or promote, the client wanted to boost organic performance ahead of Prime Day and before investing in advertising.

Goal

Our goal was to show the client that the ASIN was still relevant but currently underperforming. With detailed keyword analysis, copy optimisation and image editing we wanted to achieve top-of-page 1 search rankings for 30 primary keywords to increase glance views and overall unit sales.

Solution

Adapt conducted a detailed landscape analysis to understand the product, brand, category, market, competitors, and customer feedback. Following this extensive analysis, we created a list of highly relevant keywords, identified likely customer concerns to pre-empt, and fully re-wrote and optimised the listing. Without any other significant market factors (price, promotion, advertising), the Adapt-optimised listing instantly started to rank for the primary keywords and drive glance view growth. Our proprietary tracking enables us to monitor and optimise performance.
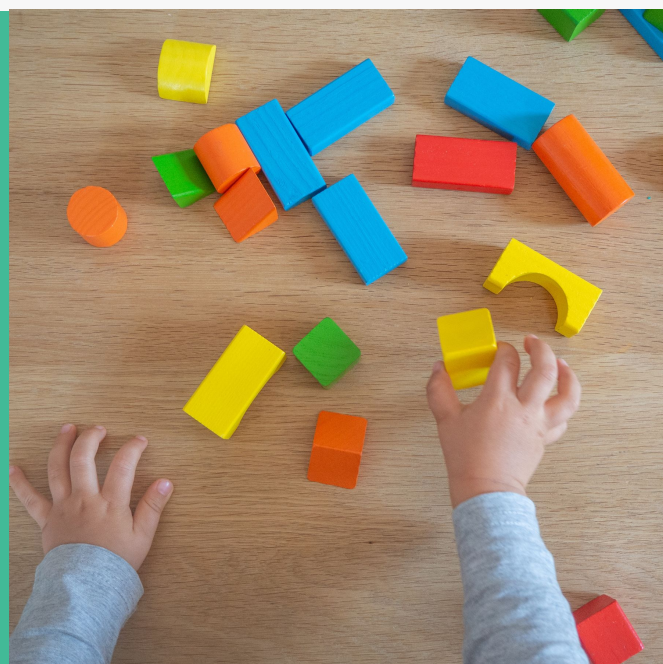
Adapt

Results

14X
Increase in average sales revenue

49X
Increase in glance views vs. prior period

33%
Increase in units sold per day

- Glance Views
- Ordered Units
- - - Adapt change(s)
- - - Amazon reverted change
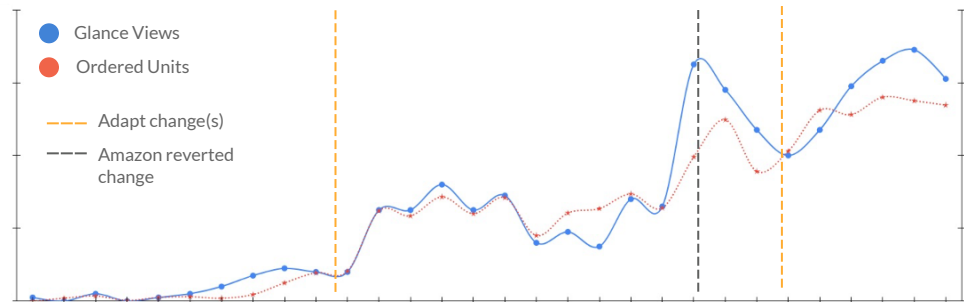
Keyword Ranking up 97%

For a primary keyword, our client was ranking in position 99 organically. After optimising their listing, they achieved position 2 within 22 days driving significant additional glance views.

Best Seller Rank Boost by 4900%

We closely monitored the Best Seller Rank (BSR) to see how our listing updates impacted our client's performance compared to four of their top competitors. Our clients' BSR saw a significant improvement whereas their competitors made little to no improvements.

Next Steps

"You can't improve what you don't measure"...helping to remove subjectivity, we created bespoke reporting that monitored and tracked ranking changes for existing high-performing listing keywords (maintaining position), as well as the impact of the new keywords integrated into the copy (driving growth).

We continue to optimise against sales revenue and glance views whilst also developing engaging A+, Brand Story, and Brand Stores to improve online presence and increase customer conversion rates.

In order for this client to respond effectively to changing market conditions, identify opportunities and threats, and help understand the impact of their actions, we created **advanced reporting.** This suite of daily reports monitors sub-category product and competitor performance, organic SOV, alongside key Amazon account performance metrics. These data-led insights helped us provide expert **eCommerce advisory** services and activate tailored **eCommerce advertising** strategies to drive impressive Amazon sales growth.

BOOK A DISCOVERY CALL