



Amazon Brand Launch Case Study

Premium Fragrance + Bodycare Brand / Amazon US / Sep 2024 – Jun 2025

Executive Summary

This case study outlines the Amazon launch of a premium DTC fragrance + lifestyle bodycare brand. We deployed a hybrid strategy of SEO, aggressive PPC scaling, and layered promotions to enter a highly competitive category. In 10 months, we scaled from \$70K to \$328K/month, built consistent review velocity, and maintained healthy TACOS under 15%. This document walks through the strategy, execution, and data-backed outcomes—built for decision-makers evaluating serious Amazon growth strategies.

The Challenge

Launching in the beauty and personal care category on Amazon is a high-barrier move—especially for a premium brand. We had no Amazon history, no reviews, and were competing against mass-market incumbents with deep ad budgets. Our objective was clear: translate strong DTC equity into Amazon discoverability and performance.

- Highly competitive category with high CPCs
- Premium pricing required consumer education
- Zero Amazon review or keyword indexing history
- Need for fast flywheel acceleration without profit bleed

Strategic Approach

1. SEO-Driven Listing Optimization

We built PDPs from scratch—optimized for Amazon's A9 algorithm and consumer conversion psychology. This included titles, bullets, back-end terms, A+ content, rich visuals, and a storefront optimized for both branded and generic search journeys.

2. Full-Funnel PPC Architecture

- We followed a 3-phase growth model (Launch → Growth → Profitability):

◇ Phase 1: Launch

We prioritized **data density over efficiency** early on. Using a wide campaign net across match types and targeting modes, we quickly validated which terms, ASINs, and placements had traction.

- **Auto Campaigns** split by match type (Close, Loose, Complements, Substitutes)
- **Manual Campaigns:** Broad for discovery, Phrase for control, Exact for intent
- **Product Targeting:** Competitor ASIN sniping from day one
- Daily budgets set at **2x expected CPC** to accelerate relevance building
- KPIs tracked: CTR, CVR, Spend-to-Sales ratio—not ACOS in isolation

◇ Phase 2: Growth

Once we had conversion signals, we shifted into **optimization and scale**:

- **SKAG buildouts** for top-performing terms to isolate budget and control bidding
- **Bid sculpting** using rule-based adjustments (based on CVR and ACOS thresholds)
- **Launched Sponsored Brand and Display** to broaden reach and improve branded visibility
- **Negative targeting** deployed early to protect spend efficiency

◇ Phase 3: Profitability

At this stage, the focus moved to **margin protection and retargeting**:

- Budget consolidated into **exact match and branded campaigns**
- **Sponsored Display** refined to target repeat buyers and competitor audiences
- Used **TACOS-based decisioning**, not ACOS alone, to ensure blended margin control
- Long-tail keywords added for incremental reach at lower CPCs

Throughout, we maintained a **portfolio-based campaign structure**, enabling clean budget management, ASIN-level insights, and agile seasonal scaling.

3. Promotional Stack

To accelerate awareness and conversions, we layered:

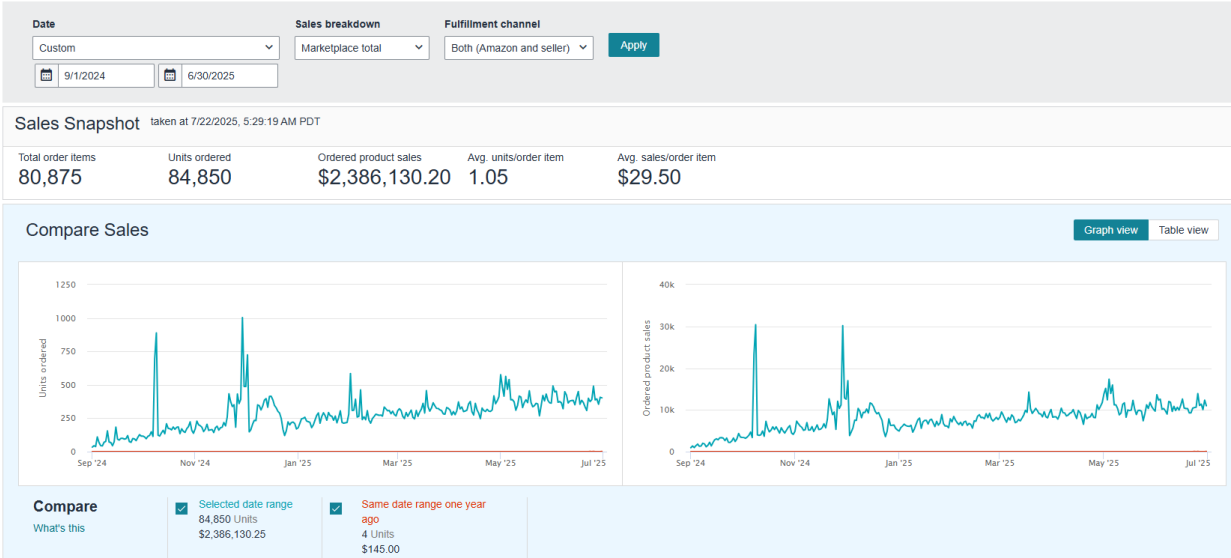
- Amazon Vine (review generation)
- Subscribe & Save, PED, Launchpad
- Stacked coupons + strategic discounts

Performance Progression

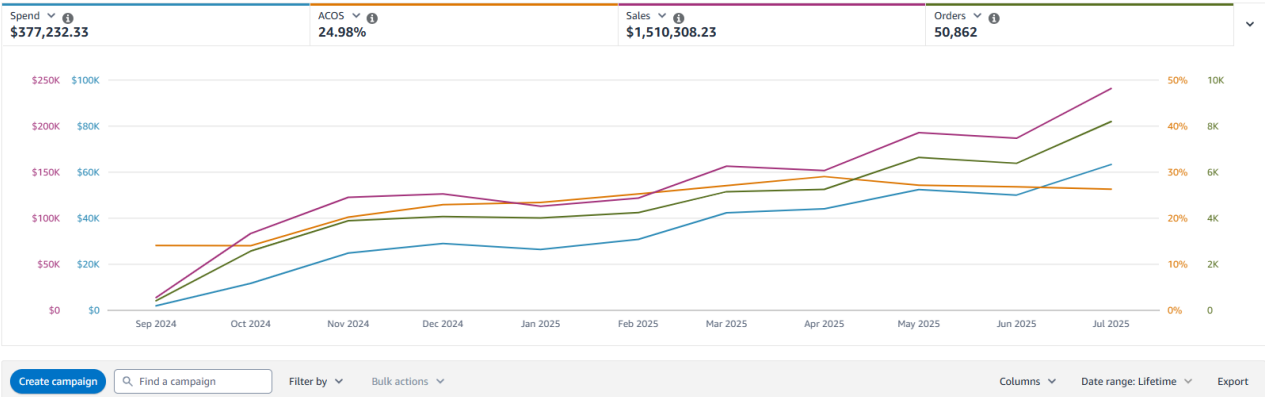
Here's a look at the revenue, order, and TACOS progression from Month 1 to Month 10:

Month	Total Revenue	Ad Revenue	Organic Revenue	Orders	Ad Spend	TACOS
Sep 2024	\$70,179	\$13,943	\$56,236	2,486	\$1,967	2.8%
Oct 2024	\$192,518	\$83,009	\$109,509	5,759	\$11,711	6.1%
Nov 2024	\$246,881	\$124,215	\$122,667	7,754	\$24,915	10.1%

Month	Total Revenue	Ad Revenue	Organic Revenue	Orders	Ad Spend	TACOS
Dec 2024	\$256,659	\$127,882	\$128,777	8,522	\$29,017	11.3%
Jan 2025	\$206,792	\$114,741	\$92,051	7,330	\$26,487	12.8%
Feb 2025	\$212,728	\$124,520	\$88,208	8,090	\$30,859	14.5%
Mar 2025	\$277,639	\$158,994	\$118,645	9,265	\$42,431	15.3%
Apr 2025	\$273,118	\$155,252	\$117,866	9,341	\$44,101	16.1%
May 2025	\$345,412	\$196,818	\$148,594	11,843	\$52,491	15.2%
Jun 2025	\$328,709	\$187,305	\$141,404	11,224	\$50,110	15.2%



Amazon Business Reports Dashboard



\$250K

\$100K

\$200K

\$80K

\$150K

\$60K

\$100K

\$40K

\$50K

\$20K

\$0

\$0

50%

10K

40%

8K

30%

6K

20%

4K

10%

2K

0%

0

Sep 2024

Oct 2024

Nov 2024

Dec 2024

Jan 2025

Feb 2025

Mar 2025

Apr 2025

May 2025

Jun 2025

Jul 2025

Create campaign

Find a campaign

Filter by

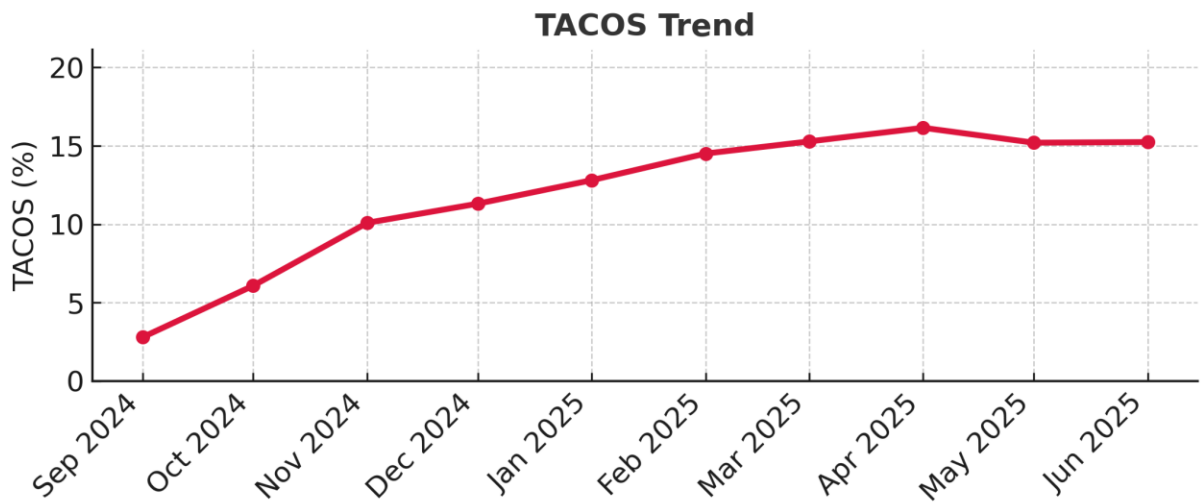
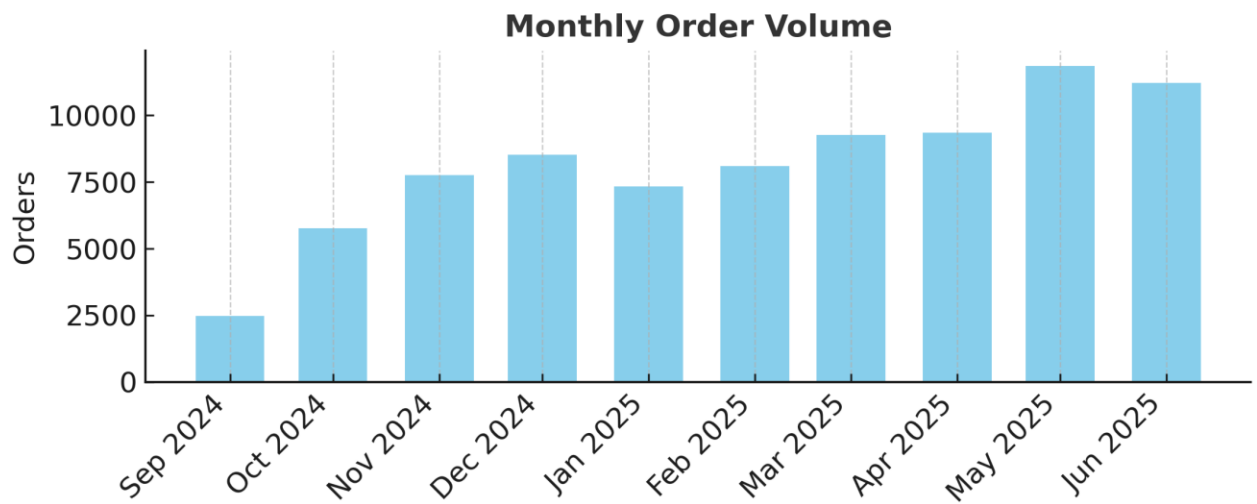
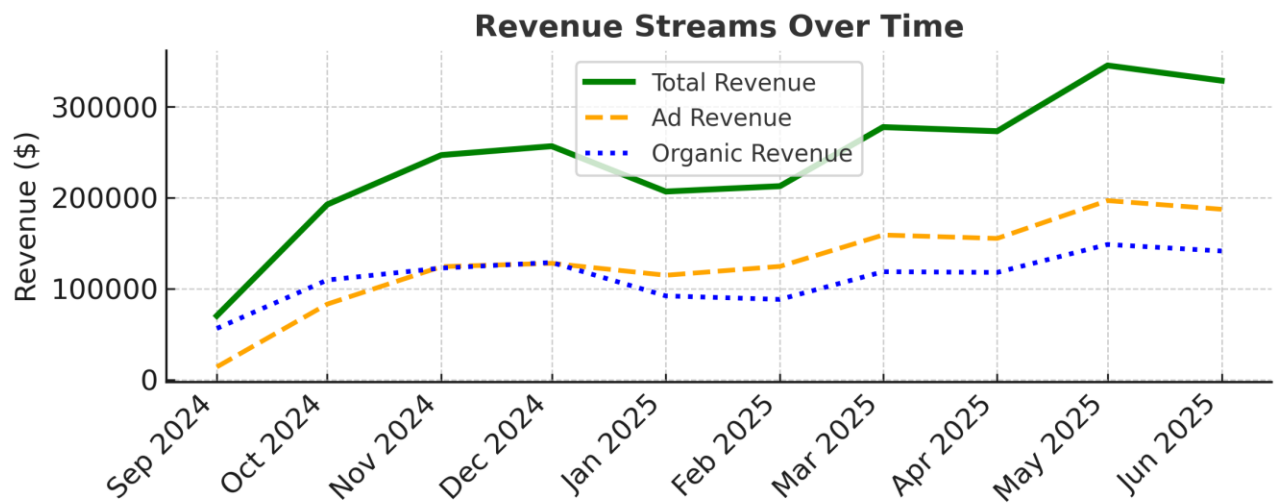
Bulk actions

Columns

Date range: Lifetime

Export

Amazon Ads Performance Dashboard



Key Results

- 🚀 Revenue scaled from \$70K → \$328K/month
- 📦 73,000+ total orders fulfilled in 10 months
- 💰 Blended TACOS: 2.8% → 15.2%
- 🌱 Organic revenue held stable at 42–45%
- 💡 Maintained profitability while scaling aggressively

What We Learned

This brand's success wasn't accidental—it was engineered through disciplined testing, data, and cross-functional collaboration. Here are some of the core lessons for brands looking to scale seriously on Amazon:

- Early listing quality + indexing matters more than launch discounts
- Vine + PED + stacked coupons created rapid flywheel momentum
- Branded + exact match defense is key to sustainable TACOS
- Strategic budgeting wins over brute-force spend every time