Amazon Launch Case Study – Skincare Brand

1. Introduction

Brand: [Confidential – Skincare Brand]
Category: Skincare
Amazon Launch: October 2024 (US)
Prior Channels: DTC-only; no Amazon presence
Objective: Drive visibility, collect reviews, scale revenue, and establish profitable growth in a saturated category.

Amazon's skincare vertical is one of the most competitive arenas in ecommerce. Yet for a clean, high-performing DTC brand, it represented a necessary—and strategic—extension to unlock long-term, omnichannel scale.

2. The Challenge

- Entering a hyper-saturated skincare market dominated by mass and prestige brands.
- Launching cold: zero indexed keywords, no reviews, no past ad performance.
- High CPC environment with average ACOS north of 40% in beauty.
Success required precision: we had to build relevance, drive efficient acquisition, and scale—fast.

3. Our Strategy

🧬 Full-Funnel Listing & Brand Setup

- Optimized SEO-first titles, bullets, and backend keywords pre-launch.
- Created premium A+ content, branded video, and storefront.
- Enrolled in Vine for early reviews, launched with coupons, PEDs, and aggressive Subscribe & Save.
- Leveraged Amazon Launchpad for added visibility during ramp.

📈 Structured 3-Phase PPC System

Phase 1: Launch (Weeks 0–4)
- Built 4 auto campaigns and 4 manual (Broad, Phrase, Exact, ASIN).
- Heavy bid testing, high budgets, no profitability expectations.
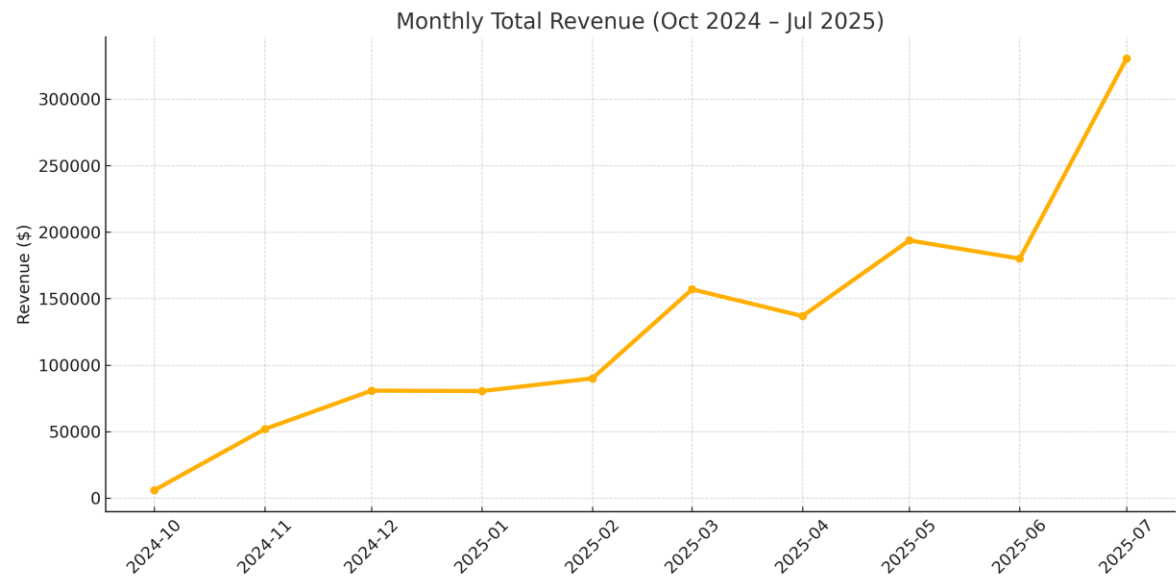- KPIs: CTR, CVR, spend-to-sale ramp, keyword harvesting.

Phase 2: Growth (Weeks 4–12)
- Introduced SKAGs, Sponsored Brands, Sponsored Display.
- Automated bidding rules and keyword negation.
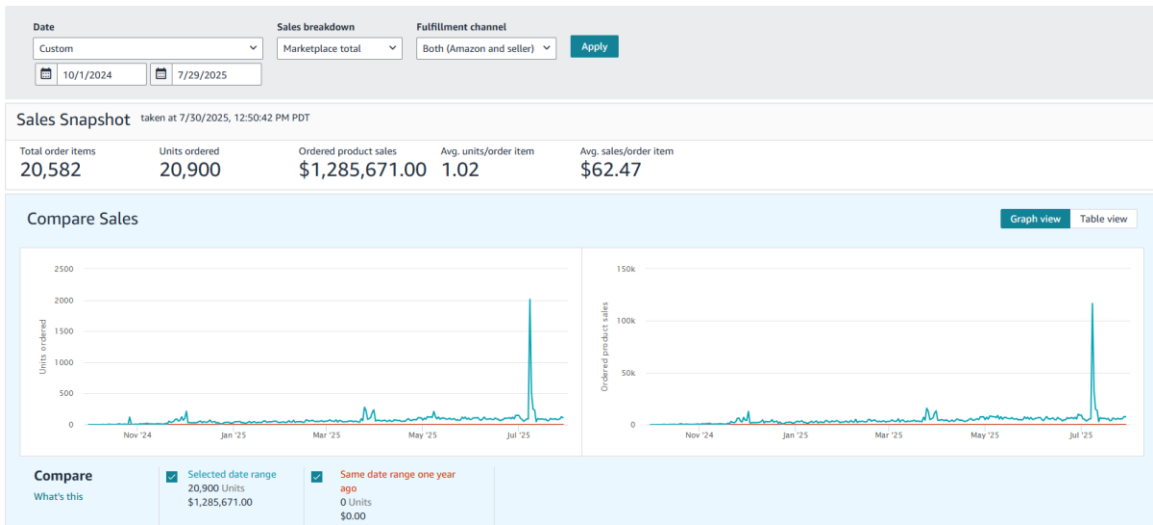- Shifted spend to proven ASINs and queries.

Phase 3: Profitability (12+ Weeks)
- Tightened match types to exact and branded.
- Focused on long-tail, high-margin keywords.
- Seasonal bid scaling, retargeting, and portfolio-level controls.
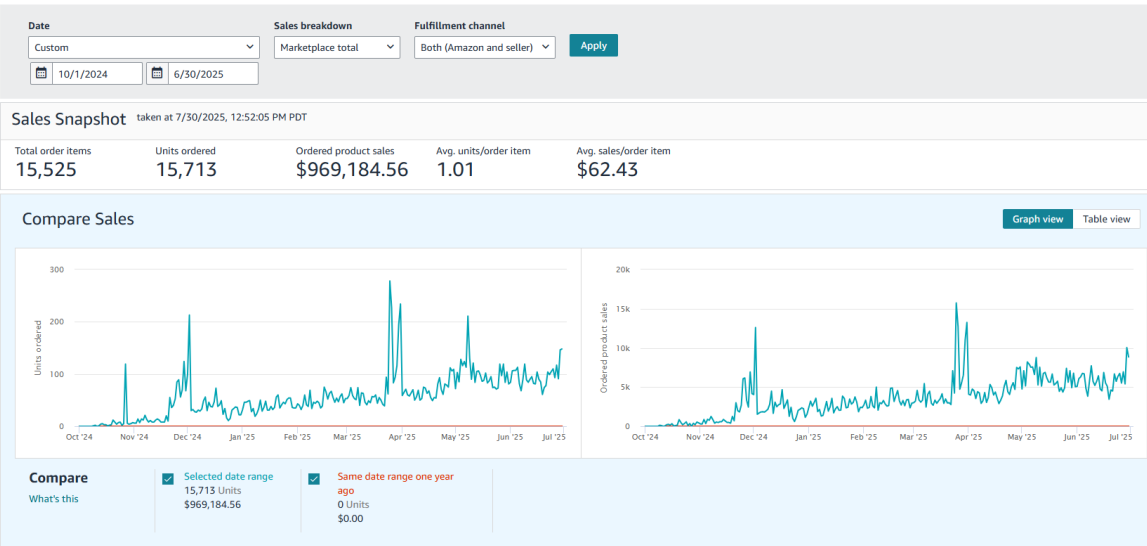
4. Month-by-Month Performance Highlights
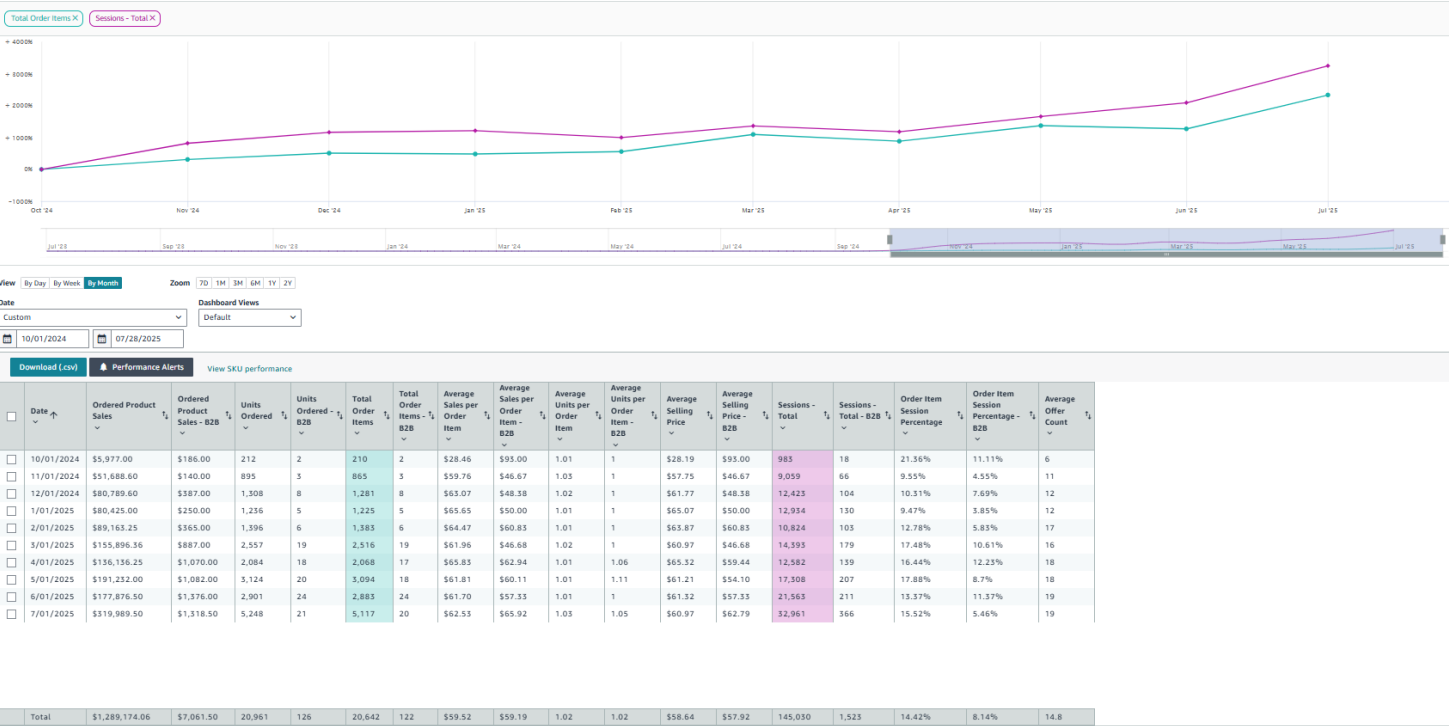
Monthly Total Revenue (Oct 2024 – Jul 2025):

Seller Central Sales Dashboard:

Date | Sales breakdown | Fulfillment channel
Custom | Marketplace total | Both (Amazon and seller) | **Apply**
📅 10/1/2024   📅 6/30/2025

Sales Snapshot   taken at 7/30/2025, 12:52:05 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
15,525	15,713	$969,184.56	1.01	$62.43

Compare Sales

Graph view | Table view

Compare
What's this

- ☑ Selected date range — 15,713 Units — $969,184.56
- ☑ Same date range one year ago — 0 Units — $0.00

Business Report:

Business Reports | Sales and Traffic Learn more

Hide G

View: By Day | By Week | **By Month**   Zoom: 7D | 1M | 3M | 6M | 1Y | 2Y

Date: Custom   📅 10/01/2024   📅 07/28/2025   Dashboard Views: Default
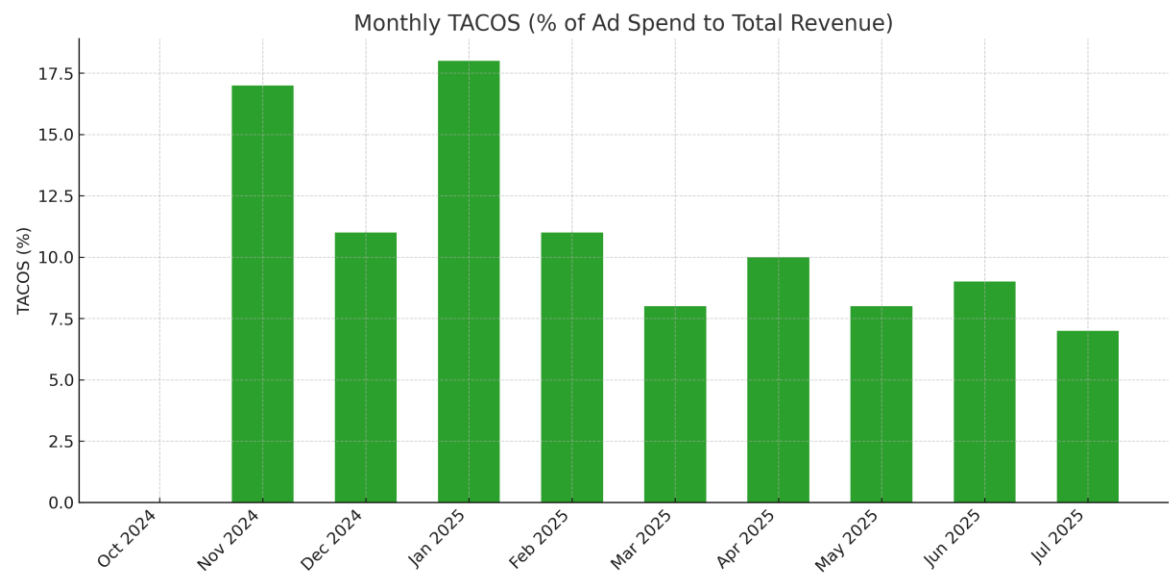
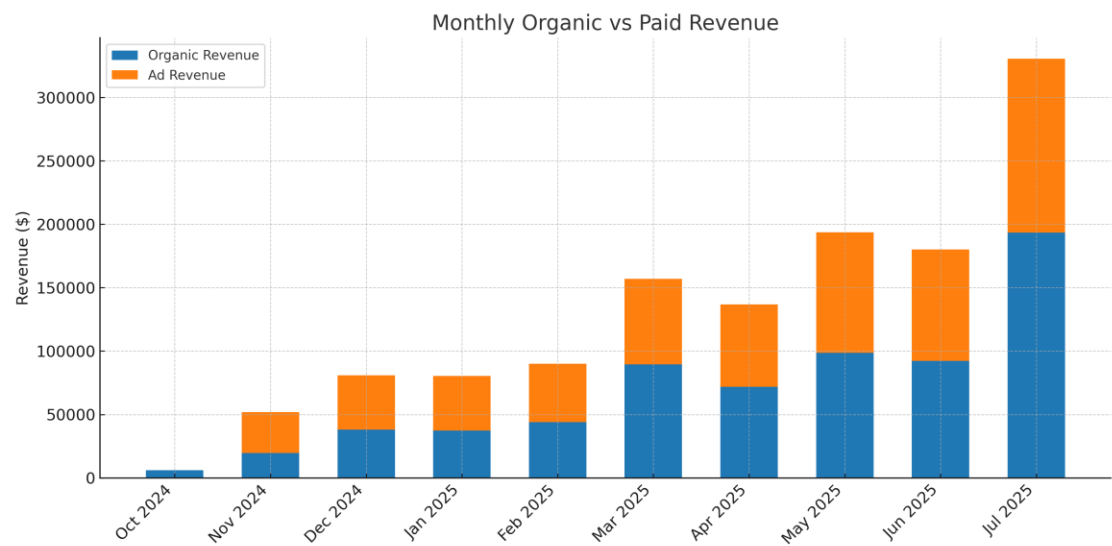**Download (.csv)**   🔔 **Performance Alerts**   View SKU performance

Date	Ordered Product Sales	Ordered Product Sales - B2B	Units Ordered	Units Ordered - B2B	Total Order Items	Total Order Items - B2B	Average Sales per Order Item	Average Sales per Order Item - B2B	Average Units per Order Item	Average Units per Order Item - B2B	Average Selling Price	Average Selling Price - B2B	Sessions - Total B2B	Sessions - Total	Sessions - Total - B2B	Order Item Session Percentage	Order Item Session Percentage - B2B	Average Offer Count
10/01/2024	$5,977.00	$186.00	212	2	210	2	$28.46	$93.00	1.01	1	$28.19	$93.00	983	18	21.36%	11.11%	6
11/01/2024	$51,688.60	$140.00	895	3	865	3	$59.76	$46.67	1.03	1	$57.75	$46.67	9,059	66	9.55%	4.55%	11
12/01/2024	$80,789.60	$387.00	1,308	8	1,281	8	$63.07	$48.38	1.02	1	$61.77	$48.38	12,423	104	10.31%	7.69%	12
1/01/2025	$80,425.00	$250.00	1,236	5	1,225	5	$65.65	$50.00	1.01	1	$65.07	$50.00	12,934	130	9.47%	3.85%	12
2/01/2025	$89,163.25	$365.00	1,396	6	1,383	6	$64.47	$60.83	1.01	1	$63.87	$60.83	10,824	103	12.78%	5.83%	17
3/01/2025	$155,896.36	$887.00	2,557	19	2,516	19	$61.96	$46.68	1.02	1.06	$60.97	$46.68	14,393	179	17.48%	10.61%	16
4/01/2025	$136,136.25	$1,070.00	2,084	17	2,068	17	$65.83	$62.94	1.01	1.06	$65.32	$59.44	12,582	139	16.44%	12.23%	18
5/01/2025	$191,232.00	$1,082.00	3,124	20	3,094	18	$61.81	$60.11	1.01	1.11	$61.21	$54.10	17,308	207	17.88%	8.7%	18
6/01/2025	$177,876.50	$1,376.00	2,901	24	2,883	24	$61.70	$57.33	1.01	1	$61.32	$57.33	21,563	211	13.37%	11.37%	19
7/01/2025	$319,989.50	$1,318.50	5,248	21	5,117	20	$62.53	$65.92	1.03	1.05	$60.97	$62.79	32,961	366	15.52%	5.46%	19
Total	$1,289,174.06	$7,061.50	20,961	126	20,642	122	$59.52	$59.19	1.02	1.02	$58.64	$57.92	145,030	1,523	14.42%	8.14%	14.8

Date: Custom   📅 10/01/2024   📅 07/28/2025   Dashboard Views: Default

Download (.csv)   🔔 **Performance Alerts**   View SKU performance

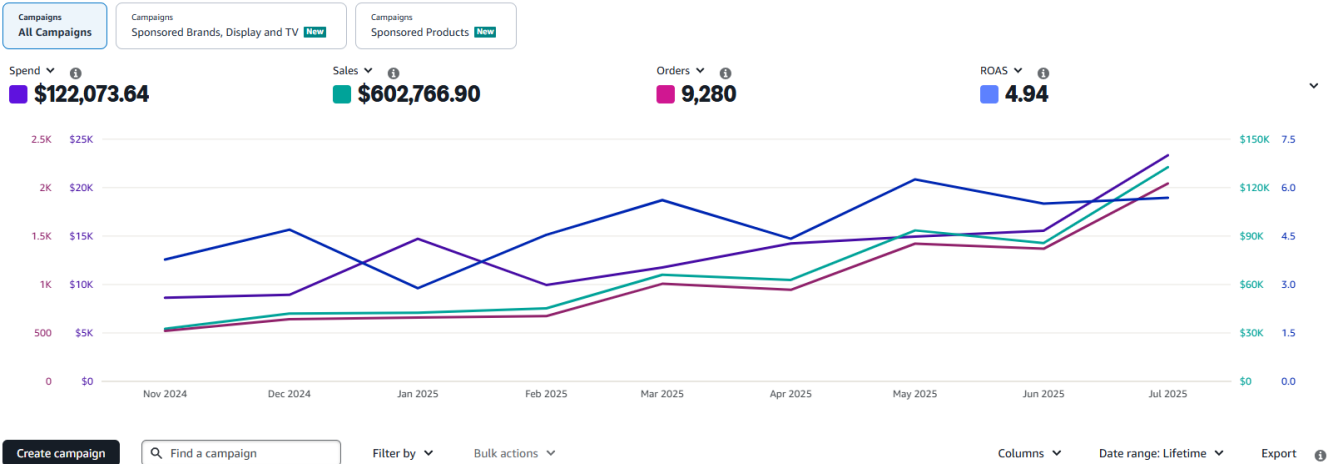| Date	Ordered Product Sales	Ordered Product Sales - B2B	Units Ordered	Units Ordered - B2B	Total Order Items	Total Order Items - B2B	Page Views - Total	Page Views - Total - B2B	Sessions - Total	Sessions - Total - B2B	Featured Offer Percentage	Featured Offer Percentage - B2B	Unit Session Percentage	Unit Session Percentage B2B
10/01/2024	$5,977.00	$186.00	212	2	210	2	1,347	24	983	18	99.92%	100%	21.57%	11.11%
11/01/2024	$51,688.60	$140.00	895	3	865	3	11,649	73	9,059	66	99.86%	100%	9.88%	4.55%
12/01/2024	$80,789.60	$387.00	1,308	8	1,281	8	15,665	148	12,423	104	99.84%	100%	10.53%	7.69%
1/01/2025	$80,425.00	$250.00	1,236	5	1,225	5	16,374	172	12,934	130	99.71%	100%	9.56%	3.85%
2/01/2025	$89,163.25	$365.00	1,396	6	1,383	6	13,955	126	10,824	103	99.71%	100%	12.9%	5.83%
3/01/2025	$155,896.36	$887.00	2,557	19	2,516	19	19,215	243	14,393	179	97.94%	97.22%	17.77%	10.61%
4/01/2025	$136,136.25	$1,070.00	2,084	18	2,068	17	16,679	178	12,582	139	99.38%	98.44%	16.56%	12.95%
5/01/2025	$191,232.00	$1,082.00	3,124	20	3,094	18	22,526	259	17,308	207	99.2%	98.41%	18.05%	9.66%
6/01/2025	$177,876.50	$1,376.00	2,901	24	2,883	24	26,333	254	21,563	211	98.88%	100%	13.45%	11.37%
7/01/2025	$320,039.50	$1,318.50	5,249	21	5,118	20	42,500	463	32,961	366	96.1%	99.52%	15.92%	5.74%
Total	$1,289,224.06	$7,061.50	20,962	126	20,643	122	186,243	1,940	145,030	1,523	99.05%	99.36%	14.62%	8.34%

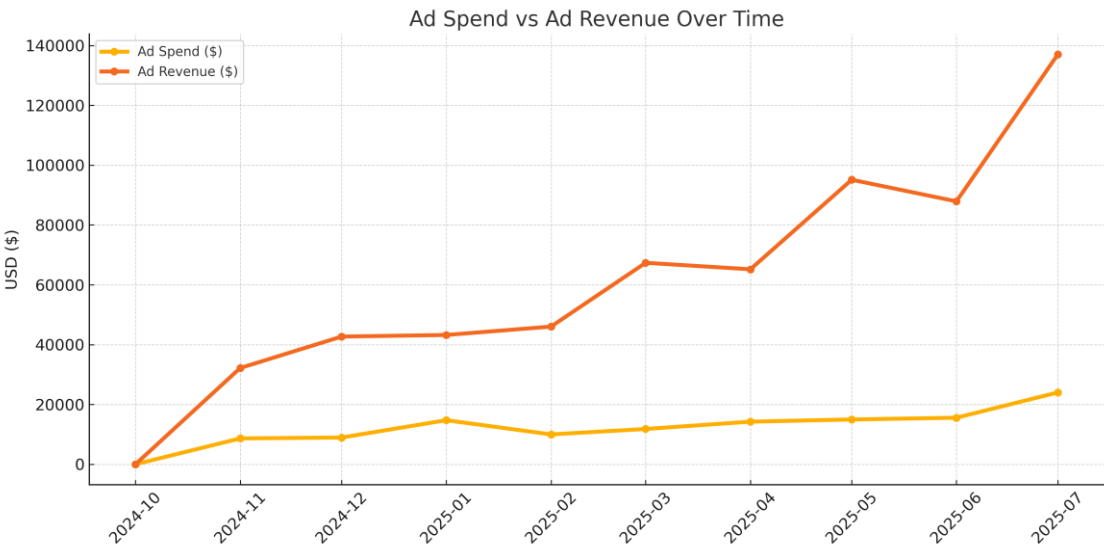TACOS Trend (Ad Spend / Total Revenue):
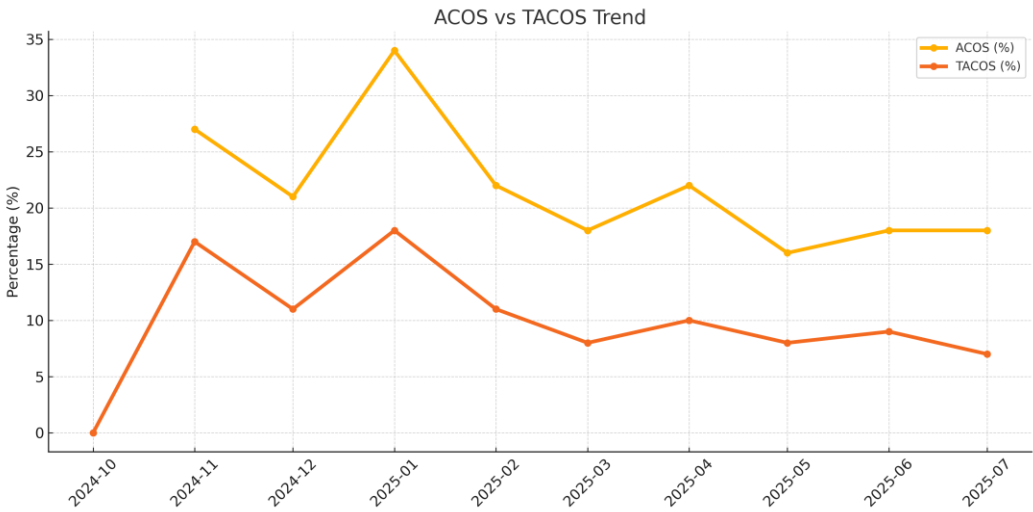

Revenue Split:

Campaign manager:

Ad Spend and Ad Revenue MoM

ACOS and TACOS MoM:

5. Results

- Revenue scaled from $5.9K in October to $330K+ by July.
- Orders grew 39X in under 10 months (210 → 8,200+).
- Ad efficiency improved dramatically:
    • ACOS dropped from 27% in Nov to 17% in July.
    • TACOS dropped from 16.6% in Nov to 7.3% in July.
- July Revenue Split: 59% Organic / 41% Paid
- ROAS improved MoM, stabilizing above 5.7x in latest months.

Month	Total Revenue	Organic Revenue	Ad Revenue	Ad Spend	Orders	ACOS	TACOS	ROAS
Oct 2024	5,977	5,977	0	0	210	–	0.00	–
Nov 2024	51,890	19,703.20	32,187	8,642.25	868	0.27	0.17	3.72
Dec 2024	80,789	38,103.40	42,686.20	8,930.73	1,281	0.21	0.11	4.78
Jan 2025	80,475	37,250.00	43,225.00	14,726.60	1,226	0.34	0.18	2.94
Feb 2025	89,994	43,972.25	46,022.00	9,975.15	1,396	0.22	0.11	4.61
Mar 2025	156,971	89,621.14	67,350.24	11,794.55	2,534	0.18	0.08	5.71
Apr 2025	136,884	71,709.25	65,175.00	14,238.55	2,080	0.22	0.10	4.58
May 2025	193,761	98,644.50	95,116.50	14,969.20	3,128	0.16	0.08	6.35
Jun 2025	180,062	92,168.25	87,893.75	15,556.13	2,913	0.18	0.09	5.65
Jul 2025	330,500	193,500	137,000	24,000	8,207	0.18	0.07	5.71

6. What We Learned

☑ Wins:

- 3-Phase PPC sequencing gave clarity across lifecycle.
- Early Vine + PED + coupon layering built strong CVR baseline.
- Long-tail SKAGs and ASIN targeting drove efficient scale.
- Storefront + A+ content boosted branded and cross-ASIN lifts.

⚠️ Challenges:

- January softness → offset via S&S campaigns and retargeting.
- Initial CPC spikes in Q4 → controlled through tighter segmentation.
- Review ramp took time → Vine + Inserts + post-purchase flows accelerated.

🧠 Lessons:

1. In saturated categories, **profitability follows structure**—not spend.
2. Media quality (videos, PDP, A+) was a multiplier at every stage.