

GreenScreen

Case Study

How SellerExa Launched GreenScreen & made it a Profit Generating Machine with our Optimization and Advertisement services ...

New Launch to Profit Generating Machine

Things that we considered:

- Huge Consumer Demand
- High Profit Margin
- Scope for Improvement

Industry's Top Seller

Units Sold	6000-12000
Selling Price	49.99\$
Profit Margin	14.00\$

Designing the **Best Mouse Trap**

- Reviewed the Current Offers in the Market
- Figured out the Pain Points
- Worked with Suppliers to improve the Use-Case



Through sheer effort, the team was able to achieve Highest Quality of the Product taking in account Consumer Preferences.

Niche Keyword Depth

- Observed 5 different intents in the Niche,
- Each Intents are having at least 20 KWs above 3000 SV,
- Through Data Driven Intent Selection we Identified & Selected the Best Selling & Trending Intents, according to our Launch Budget.

Laser-Focused Approach for KeyWords

Once we decided on the Intent, we went laser focused. 30 KWs for Launch and that's it!

Criteria for Keywords:

- Decent SV
- YoY Growth
- CPC Report
- Competition Organic & PPC Focus
- Intent Match Frequency

Story-Telling through Brand Identity

Trained the copywriter to help us write a copy that can paint a transformation in customers' lives

- Worked with the In-House Design Team to ensure that our Photos don't look Photoshopped. Before and After Images of their Garden & Us vs Competition played a big part in us winning the game here.
- Now, we reverse-engineered the Competitor's Keyword Funnel.
- Next Big Thing: combined a previous listing of the Brand with 150 Reviews. So, our 10 Reviews became 160 Reviews real quick.

Let's Get into the Launch

Sponsored Products

- Single Keyword Campaign on each Keyword
- Exact Campaigns for Ranking
- Phrase Campaign on 3 Tail Keywords
- Broad Campaigns on 4+ Tail Keywords (After 10 days of Launch)
- ASIN Targeting on Best Competitor - All Child ASINs - Especially the ones which he's advertising.
- Category Targeting - Low Bid than others
- ASIN Targeting on Low Rating ASINs
- ASIN Targeting on Higher Priced ASINs
- Defense Campaigns on Branded Keywords - Exact, Phrase and Broad
- Frequently Bought Together Campaign - Reverse ASIN your main competitor and find the frequently bought together products to target in PPC

Sponsored Brands

We made sure that with our Slideshow of Pictures, we deliver the need of the Customer along with upholding our Brand's Identity. This was made sure through illustrating the Benefits of our Product.

Sponsored Display

- Re-marketing Campaigns helped us drive a lot of repeat purchases.
- vCPM Campaigns on Competitor ASINs to get low ACoS Sales from SD.
- vCPM Campaigns on Brand ASINs for Defense (Making sure that we retain as much Space on our PDP as possible)

Well, here's where we made the most amount of money. Product was so good that we got tens of units to single customers which were finding us on our Branded Search Terms. And this is happening on the 12th day of the Launch!

Here Come the **Results:**

	Spend	Sales	Profit
Month#1	\$4,123	\$19,765	\$790
Month#2	\$5,830	\$29,125	\$1,165
Month#3	\$5,580	\$30,911	\$1,854