AMVisor

USE CASE · PPC ENGINE

+52.7% Ad Sales with a lower ACoS

An Amazon Vendor set out to unlock existing growth potential without adding manual optimization workload. The PPC Engine took over continuous bid optimization within defined profitability targets.



Anonymized customer profile · Marketplace: amazon.de · Amazon Vendor · 18-day test comarison period · As of August 2026

+52.7%	+88.4%	−15.4%	−1.13 pp
AD SALES	ORDERS	CPC	ACOS
€5,663 → €8,648	311 → 586	€0.47 → €0.40	22.55% → 21.42%

Existing campaigns. Untapped potential.

THE STARTING POINT

The campaigns were already live. What the day-to-day business lacked was the time to optimize bids continuously at keyword, product and target level. Visibility, orders and revenue potential were left on the table.

THE SETUP

- 14 active campaigns covering more than 300 items
- Objective: profitable revenue growth
- Optimization within defined ACoS and Vendor ACoS targets

THE APPROACH

The PPC Engine took over continuous bid optimization within the defined budget and profitability targets. Every adjustment is data-driven and fully documented.

485	146	14
BID ADJUSTMENTS	TARGETS	ACTIVE CAMPAIGNS

THE RESULT AFTER JUST 18 DAYS

€5.18

Additional ad sales per additional euro of ad spend

€575.73 in additional ad spend generated €2,984.64 in additional ad sales.
The incremental growth was more profitable than the existing advertising business.

KPI	Without PPC Engine	WITH PPC ENGINE	Δ
Ad Sales	€5,663.26	€8,647.90	**+52.7%**
Ad Spend	€1,276.89	€1,852.62	**+45.1%**
Impressions	408,830	592,537	**+44.9%**
Clicks	2,700	4,631	**+71.5%**
Orders	311	586	**+88.4%**
CPC	€0.47	€0.40	**−15.4%**
CTR	0.66%	0.78%	**+0.12 pp**
Conversion Rate	11.52%	12.65%	**+1.13 pp**
ACoS	22.55%	21.42%	**−1.13 pp**
ROAS	4.44	4.67	**+5.2%**

How much potential is hiding in your campaigns?

We analyze your existing campaigns and show you live what the PPC Engine can do for revenue, efficiency and growth.

Book a meeting →

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Methodology: equal-length periods before and with the PPC Engine. Vendor attribution can lag by up to 14 days, so the with-PPC Engine figures are conservative. Results vary by assortment and competitive environment.