



# SG TRADERS

# CASE STUDY

**eBro Solution**

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## **Client:**

**SGTrader Scotland Ltd**

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## **Category:**

**Private Label Amazon Brand**

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## **Marketplace:**

**Amazon UK**

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## **Service Duration:**

**Continued**

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## **Services Provided:**

- **PPC Campaign Setup & Optimization**
- **Keyword & Search Term Management**
- **Budgeting, Bidding & Scaling Strategy**
- **Performance Tracking & ACoS Optimization**
- **Listing Visibility Growth**



## OBJECTIVE

Scale PPC performance, boost order volume, and drive profitable growth.

## THE CHALLENGE

### **The client was struggling with:**

- SGTrader was running PPC campaigns without a clear structure.
- The ad spend was high, but returns were limited.
- ACoS was inconsistent and fluctuating.
- Sales were stagnating despite the product's potential.

## OUR APPROACH

I didn't just "optimize" PPC, I rebuilt it from the ground up using an aggressive, data backed approach:

### **Segmentation Mastery:**

Broke down campaigns by product performance, match types, and keyword intent ensuring every pound spent had purpose.

### **Smart Scaling:**

Identified high ROAS winners and scaled their daily budgets strategically while protecting profitability.

### **ACoS Domination:**

Trimmed fat from bleeding keywords and negative matched irrelevant search terms. This wasn't random testing, it was surgical execution.

### **Bid Strategy Overhaul:**

Leveraged dynamic bidding rules (top of search placement boosts, placement modifiers) to dominate visibility for key SKUs.

### **Search Term Mining:**

Used auto campaigns for rich data mining, then funneled converting terms into tightly targeted manual campaigns.

### **Dayparting & Spend Control:**

Analyzed time of day performance to throttle spend during peak converting hours. Controlled spend without capping growth.

## **RESULTS THAT SPEAKS**

### **Sales UP. ACoS DOWN**

Orders surged while ACoS dropped, a rare combo made possible by calculated scaling.

## Spending Strategically Increased:

Not all spend is smart—but mine was. Increased budget where it mattered, with direct impact on sales volume.

## Keyword Ranking & Visibility Boosted:

Target products began ranking organically alongside paid slots snowballing momentum.

## Efficient Growth Engine Unlocked:

SGTrader's account is now running like a well oiled machine profitable, scalable, and optimized for long-term success.

## PERFORMANCE RESULTS

 JAN 2025

SALES: £173,172.69  
UNITS ORDERED: 6,363  
AVG. UNIT PRICE: £30.26

 MARCH 2025

SALES: £341,067.70  
UNITS ORDERED: 11,837  
AVG. UNIT PRICE: £52.10

 SALES DOUBLED IN JUST 2 MONTHS

 APRIL 2025

SALES: £450,177.50  
UNITS ORDERED: 16,032  
AVG. UNIT PRICE: £31.60

 AS OF JULY 2025)

TOTAL SALES: £2,041,973.20  
UNITS ORDERED: 73,951  
AVG. UNIT PRICE: £30.78  
TOTAL ORDERS: 66,343



MARCH TO APRIL: +32% GROWTH IN SALES.



MASSIVE CUMULATIVE IMPACT FROM JANUARY TO JULY.

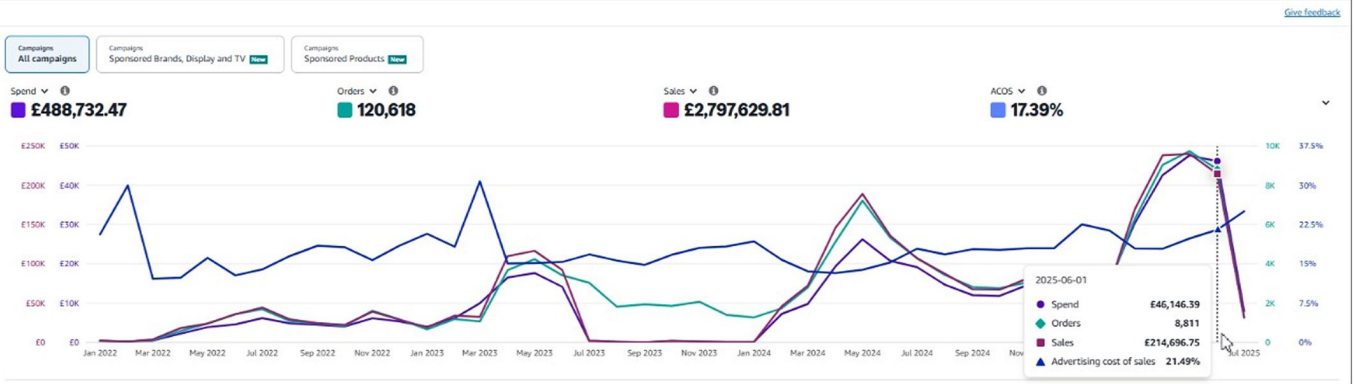


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# VISUALS



## Sales dashboard [Learn more](#)

[Refresh](#) [Download](#)

Date: Custom (01/02/2025 to 28/02/2025) | Sales breakdown: Marketplace total | Fulfilment channel: Both (Amazon and seller) | [Apply](#)

Sales snapshot taken at 06/07/2025, 22:14:01 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
5,723	6,363	£173,172.69	1.11	£30.26

### Compare sales

[Graph view](#) [Table view](#)



### Compare

What's this

<input checked="" type="checkbox"/> Selected date range	<input checked="" type="checkbox"/> Same date range one year ago
6,363 Units £173,172.69	4,555 Units £128,415.59

## Sales dashboard [Learn more](#)

[Refresh](#) [Download](#)

Date: Custom (01/03/2025 to 31/03/2025) | Sales breakdown: Marketplace total | Fulfilment channel: Both (Amazon and seller) | [Apply](#)

Sales snapshot taken at 06/07/2025, 22:14:01 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
10,625	11,837	£341,067.70	1.11	£32.10

### Compare sales

[Graph view](#) [Table view](#)



### Compare

What's this

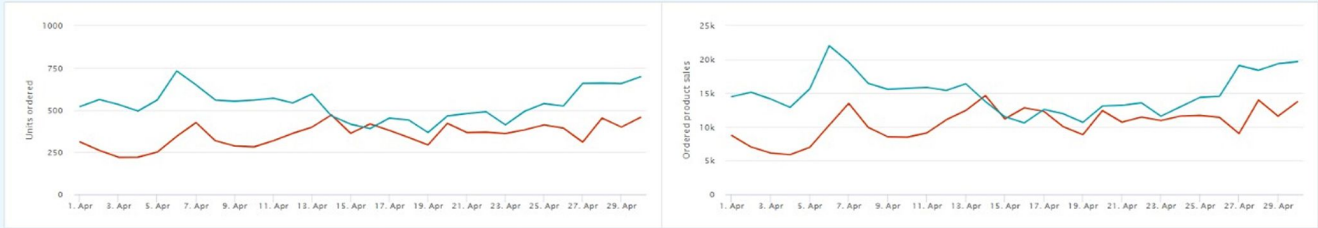
<input checked="" type="checkbox"/> Selected date range	<input checked="" type="checkbox"/> Same date range one year ago
11,837 Units £341,067.70	6,005 Units £190,619.75

Date	Sales breakdown	Fulfillment channel
Custom	Marketplace total	Both (Amazon and seller)
<input type="text" value="01/04/2025"/>		<input type="text" value="30/04/2025"/>
<input type="button" value="Apply"/>		

Sales snapshot taken at 06/07/2025, 22:15:57 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
14,246	16,032	£450,177.50	1.13	£31.60

## Compare sales

[Graph view](#) [Table view](#)

## Compare

What's this

<input checked="" type="checkbox"/> Selected date range	<input checked="" type="checkbox"/> Same date range one year ago
16,032 Units	10,585 Units
£450,177.50	£316,498.87

Date	Sales breakdown	Fulfillment channel
Year to date - 06/07/2025	Marketplace total	Both (Amazon and seller)
<input type="button" value="Apply"/>		

Sales snapshot taken at 06/07/2025, 22:16:55 BST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
66,343	73,951	£2,041,973.20	1.11	£30.78

## Compare sales

[Graph view](#) [Table view](#)

## Compare

What's this

<input checked="" type="checkbox"/> This year so far	<input checked="" type="checkbox"/> Last year
So far	By end of year
73,951 Units	93,546 Units
£2,041,973.25	£2,629,175.86

# CONCLUSION

This wasn't guesswork. It was elite PPC strategy in action.

I turned **SGTrader's** account from an underperforming setup into a scalable, profitable growth engine in one of Amazon's most competitive marketplaces - the **UK**

# Want Results Like This?

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