



**\$10K Profit in First
Month of Launch, No
Giveaways or Vine
Program – Just PPC,
CRO, and Effective
Pricing Strategy**

Case Study 01

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One of our many clients started her successful journey with Signalalytics in November 2023.

Signalalytics successfully launched the product in December 2023 in the Home and Kitchen Category.

We built it from the ground up, with a Product Selection after extensive research, Building brand identity, Inventory Management, Inspection, creating Conversion Rate Optimized Listings, and Launch.

1. Product Launch

We launched this new product on 28th December priced at \$39. Initially, PPC campaigns were set up with high bids to gain initial traction and boost sales because we did not have any kind of Social Proof (Reviews, ratings, etc.). We recognized the product's giftable nature and the high search volume keywords, and we targeted the relevant keywords.

2. Initial Challenges and Adjustments (Within 7 days)

High Advertising Costs: The aggressive PPC campaign led to significant spending due to increased demand. In response to client concerns regarding high spending, we reduced the daily spending to \$50 and the product price was adjusted to \$40.99, and just focused on top relevant keywords.

3. Performance and Growth (Post 7 days)

Optimized Advertising: By just focusing on top relevant keywords, we got good results from both PPC and organic sales. Recognizing the increase in keyword search volume and demand trends, the product price was further increased to \$44.99.

4. Achieving Profitability (End of 2 weeks)

Initial Losses and Solid Recovery: While the aggressive advertising and competitive pricing led to initial losses, but strategic adjustments in PPC and market observations made the way for recovery. Within two weeks, we not only reduced the loss but also achieved a profitable margin. Successfully sold the remaining inventory at a profit margin, signifying the success of the applied strategy. At \$44.99 we have gross margins of 37.75% and at \$40.99 we have gross margins of 31.25%.

Conclusion: Through a combination of strategic pricing adjustments, targeted advertising, and adaptability based on market feedback, the product launch evolved from a challenging start to a profitable outcome. The case highlights the significance of flexibility, market responsiveness, and informed decision-making in achieving business objectives.

For a detailed breakdown and analysis, please refer to the attached screenshots of advertising and profit metrics.

