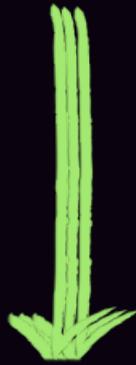


INSIDE: THE **PROVEN AMAZON ADS** SYSTEM THAT BOOSTS
SALES AND DELIVERS **5-10X ROI** IN **60** DAYS WITHOUT
WASTING A DIME

\$5 ROI for Every
\$1 Spent –
Achieve **5x**
returns with
Efficient Ad
Optimization in
60 days, or we'll
continue
working at **no**
cost.

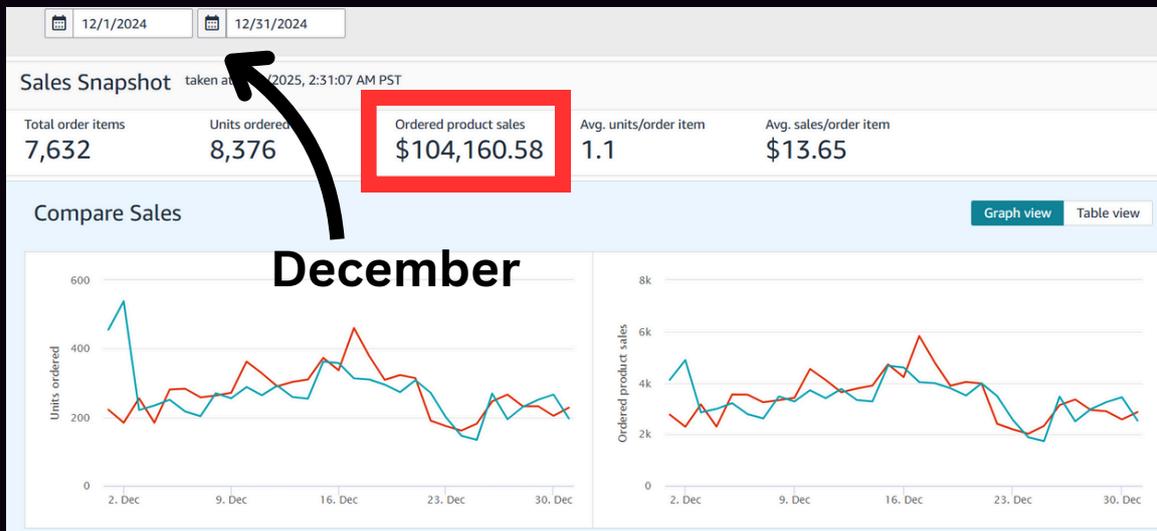
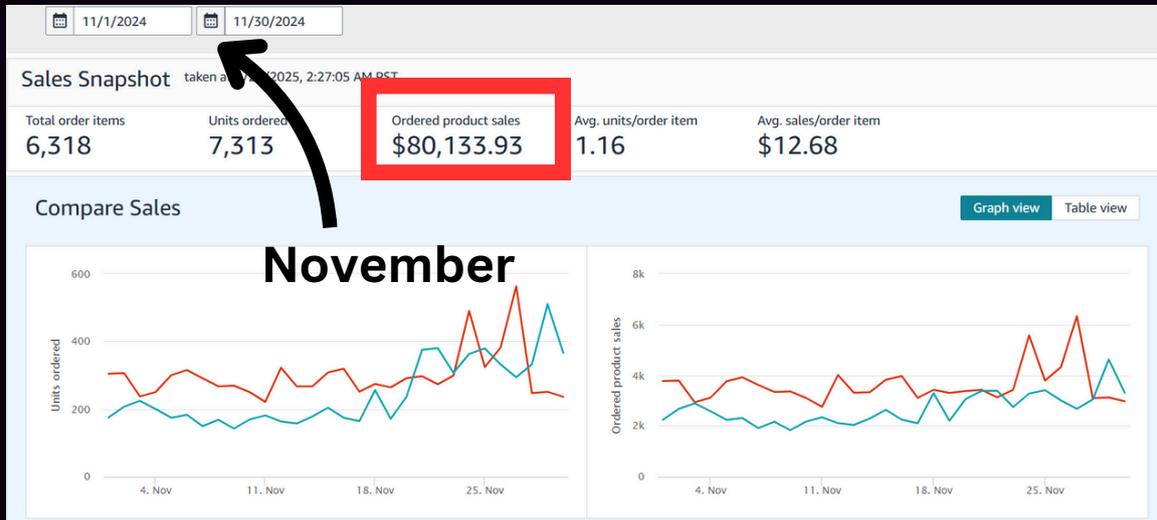
Here's **How...**

FOR



- ✓ Amazon Brand Owners
- ✓ Private Label Sellers
- ✓ 7-8 Figure Amazon Sellers
- ✓ E-commerce Entrepreneurs
- ✓ Small Business Owners
- ✓ Anyone Serious About Scaling Their Amazon Business Profitably

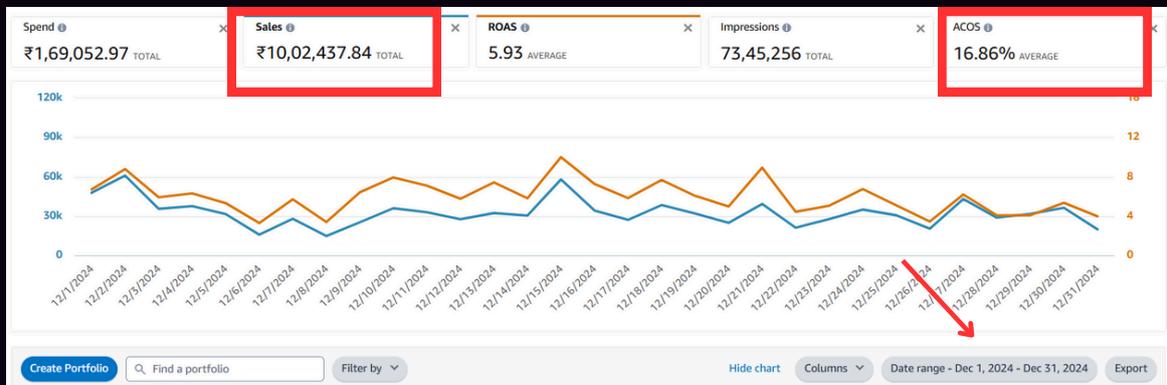
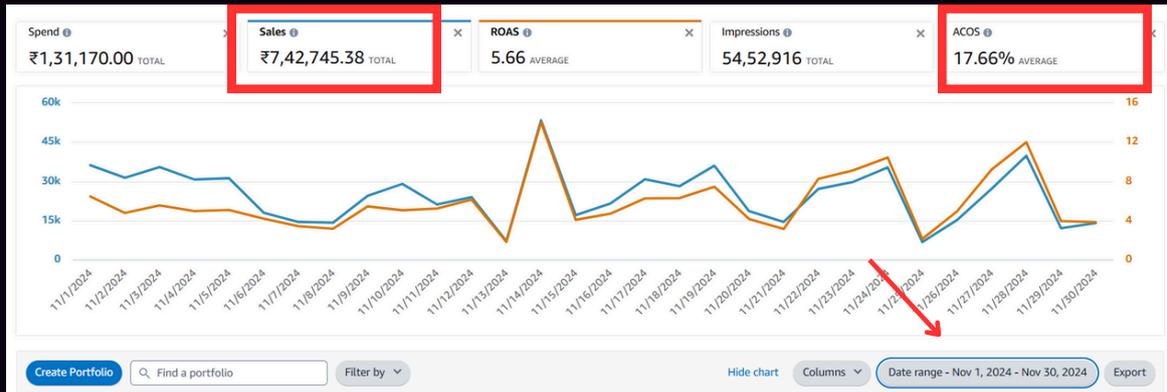
Case Study 1: Increase Revenue from **\$80k** to **\$105k** within **30** days, Increase Sales by **30%** with Data-Driven Ad Strategies



Case Study 2: I managed to **cut down** the spend from **\$3220** to **\$2744**, Slash **ACOS** from **39.71%** down to **28.44%** in just **30 days** with increase of Sales



Case Study 3: Boost Sales by **35%** with Results-Oriented PPC Strategies within **30 Days** While Decreasing the **ACOS** from **17.66%** to **16.86%**

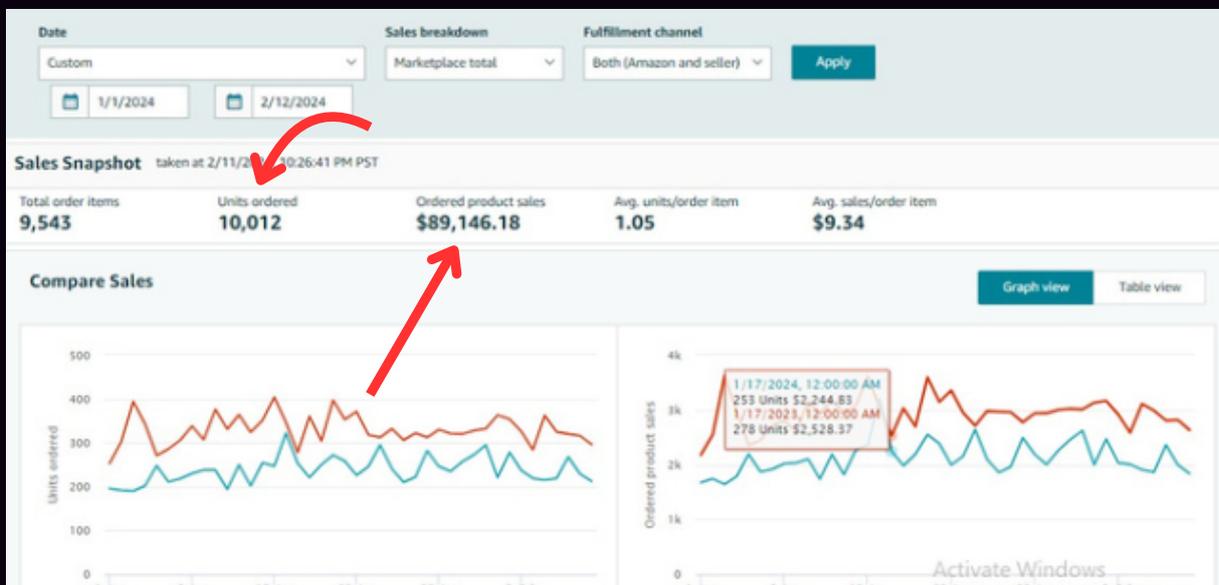


Case Study 4: Within 6 Months Boost Total Sales from 3 Million to 5 Million with Tailored PPC Tactics, While Slash down the ACOS from 15.21% to 12.45% and TACOS from 8.91% to 7.36%

Monthly Status													
Row Label	Impression	Clicks	Spend	Sales	Orders	(CPC)	(CTR)	(CVR)	ACOS	CTO	Total Orders	Total Sales	TACOS
March'24	3731484	19963	₹ 284,553.76	₹ 1,871,408.29	5178	₹ 14.25	0.53%	25.94%	15.21%	4	7874	3191947.00	8.91%
April'24	7039731	24361	₹ 298,613.08	₹ 1,877,381.19	4968	₹ 12.26	0.35%	20.39%	15.91%	5	7596	3209400.80	9.30%
May'24	8582034	25034	₹ 271,199.08	₹ 2,055,227.57	5324	₹ 10.83	0.29%	21.27%	13.20%	5	8676	3707476.00	7.31%
June'24	6681874	26634	₹ 257,399.65	₹ 2,235,943.44	5886	₹ 9.66	0.40%	22.10%	11.51%	5	9032	3837763.20	6.71%
July'24	10753245	36701	₹ 371,432.23	₹ 2,872,299.05	7789	₹ 10.12	0.34%	21.22%	12.93%	5	12204	4986208.50	7.45%
August'24	10229898	36381	₹ 379,516.61	₹ 3,049,135.12	7814	₹ 10.43	0.36%	21.48%	12.45%	5	11878	5153709.50	7.36%
Grand Total	47018266	169074	₹ 1,862,714.41	₹ 13,961,394.66	36959	₹ 11.02	0.36%	21.86%	13.34%	5			

Increase **Total Sales** by **70%**
 Increase **Total Orders** from **7874** to **11878**

Case Study 5: Boosted **brand reach** and **order velocity** by identifying key improvement areas and executing targeted Amazon ads. Strategies included **Sponsored Brand headline ads, Video campaigns, Sponsored Display Category Targeting,** and **Product targeting.**



In Total

I've Helped Scale Brands with Over **\$30 Million** in Revenue Through Amazon PPC Strategies

These are just a handful of the results I've delivered to show how I, along with brand owners just like you, am consistently driving **scalable growth every single day**.

Brands I've worked with have seen significant revenue growth, with tailored Amazon PPC strategies driving consistent and scalable results

I've been optimizing Amazon PPC campaigns since 2021, refining strategies over the past 4 years to consistently deliver measurable results.

- I've Executed **proven strategies** for my campaigns
- I've Helped clients **reduce ACOS** and achieve **higher ROI**
- Partnered with select brands to manage their entire PPC efforts, **driving sustainable growth**

Now, I'm sharing my expertise—and offering to help you unlock your brand's true potential—completely **FREE of charge to get started!**

CRACKING THE AMAZON **GROWTH** CODE

If You're at **\$0**, or Making more than **\$10K/mo**, This is For **YOU...**

- ✓ You must follow all steps to ensure **optimal results**.
- ✓ Grant Amazon **Advertising Manager access** for campaign management.
- ✓ Provide **Business Manager** access for full account analysis.
- ✓ We'll conduct an **in-depth audit** of your campaigns and account performance.

I'm here to help you scale your **Amazon business** by **driving profitable sales** through expertly managed **PPC campaigns**.

ARE YOU **STRUGGLING** TO?

- ✓ Lower your **ACOS** while boosting profits?
- ✓ Reduce **wasteful spend**?
- ✓ Convert traffic into **consistent sales**?
- ✓ Outrank **competitors** and **dominate** your niche?
- ✓ Achieve **3x-5x ROI** on your ad spend?
- ✓ Unlock **higher sales** with lower **ad costs**?
- ✓ Scale your Amazon business with **predictable growth**?

THIS IS FOR YOU...

- **If you're tired of watching your ad spend increase while sales stay stagnant**—struggling to get high-quality conversions without draining your budget.
- **If your Amazon business isn't growing as fast as you'd hoped**, and your PPC campaigns aren't delivering the revenue you expected. You've set big goals but feel like you're not hitting them.
- **If you feel stuck with ads that don't convert into consistent sales**—despite putting in the effort to run campaigns, you're still not seeing results or a return on your investment.
- **If you're frustrated with your product visibility and traffic levels**—despite optimizing your listings, your sales aren't growing and you're still competing with bigger brands in your niche.
- **If you're spending hours tweaking ads** but still can't figure out how to lower ACOS and scale efficiently. Your marketing strategy is falling short of the results you want.
- **If you're desperate to scale your Amazon business profitably** but don't know where to start or what's going wrong with your ad strategy.

If any of these sound familiar, this document is going to show you the most effective, and cost-efficient way to optimize your Amazon PPC campaigns, reduce ad waste, and drive consistent sales to scale your business with predictability.

Coming up next, I'll provide a Detailed Framework tailored specifically for Amazon Sellers on how YOU can IMPLEMENT a results-driven Amazon PPC strategy for your brand.

This **proven system** operates on a pure performance basis and is designed to:

- ☛ Deliver consistent, measurable results by increasing sales and profitability.
- ☛ Drive significant monthly revenue growth while maximizing the efficiency of your ad spend.
- ☛ Transform your Amazon account into a high-converting, profit-generating machine.

Get ready to unlock your brand's true potential with this step-by-step roadmap!

Ready to **Scale** Your Amazon Brand? Here's How to Unlock Consistent **Growth**

When a brand wants to truly **grow** and **dominate** on Amazon, it's not just about running ads—it's about **optimizing every step** of the journey. Here's what it takes:

Listing Optimization: The Foundation of Success

When it comes to **growing** your Amazon brand, the first and most **critical step** is listing optimization. Your product listing is the gateway to your customers—it's your digital storefront. If it isn't polished, compelling, and optimized, you're leaving money on the table. Here's how to do it right:

Master Amazon Listing Optimization – Full Guide Here!

<https://docs.google.com/document/d/1sidsEAdoXDt0G8djxdJsIYmTVCiltN8hdrtOUEX2NQA/edit?tab=t.0>

Listing Optimization

Crafting High-Converting Product Titles

Your title is the first thing customers see. A well-crafted title:

- Includes primary keywords naturally for better discoverability.
- Highlights key features or benefits upfront, such as size, material, or unique features.
- Maintains clarity and avoids keyword stuffing, ensuring it's easy to read and engaging.

Images That Drive Sales

Images sell more than words ever can. Invest in professional photos that:

- Highlight your product from multiple angles.
- Showcase its usage in real-life settings (lifestyle images).
- Include infographics to highlight key features and benefits.
- Comply with Amazon's image requirements for a clean, professional look.

After completing **Listing Optimization**, the next logical step is:

Campaign **Strategy and **Advertising** Setup**

Once your listings are fully **optimized**, the next step is driving the right **traffic to them**. This involves creating and managing strategic Amazon PPC campaigns that maximize **visibility** and **profitability**.

Here's how:



Full Amazon PPC Strategy & Ad Setup Guide – Access Here!

<https://docs.google.com/document/d/1nhHeddiBBTFxPTc-SSS9kkKe7AYEowzLPruYjc24Vu8/edit?usp=sharing>

Campaign Strategy and Advertising Setup: Driving Results with Amazon PPC

After your listings are fully optimized to captivate and convert, the next critical step is to drive traffic to those listings. This is where Amazon PPC (Pay-Per-Click) advertising comes into play. It's not just about throwing ads into the mix—it's about building a well-structured, data-driven campaign strategy that ensures your ad spend translates into measurable growth.]

Here's How:

Keyword Research: The Foundation of Effective Targeting

Your advertising success starts with identifying the right keywords—those that connect your products with customers actively searching for them.

- **Identify High-Intent Keywords:** Focus on search terms that indicate a strong buying intent
- **Balance Long-Tail and Short-Tail Keywords:** Long-tail keywords (e.g., “eco-friendly outdoor doormat”) offer lower competition and higher conversion rates, while short-tail keywords increase reach.

Amazon Account **Audit**: Uncover **Hidden Growth Opportunities**

Before scaling your Amazon ads, it's **crucial** to identify gaps, **eliminate** wasted spend, and optimize for maximum profitability. A **deep-dive audit** helps uncover:

- ✓ Campaign **inefficiencies** – Are you wasting budget on low-performing ads?
- ✓ Bidding **strategy flaws** – Is your bid strategy maximizing ROI or draining profits?
- ✓ **Placement** insights – Which ad placements are driving the best conversions?
- ✓ Keyword & **search term analysis** – Are you targeting high-intent buyers?
- ✓ Budget **allocation** – Is your ad spend focused on the highest revenue drivers?

 **Next Slide: Get the Full **Audit Breakdown** [Google Doc Link](#)**

Deep Dive into Your Amazon Account & **PPC Audit** – Full Breakdown Inside!

https://docs.google.com/document/d/1bPyJWP7ey6l-fM7P8wAtU8GTIInfidGWc9d_TKs3cpfl/edit?usp=sharing

Visualizing the Audit: Data-Driven Insights for Maximum Profitability

Numbers don't lie. A detailed audit backed by **real data and visual reports** allows us to make smarter, more profitable decisions. By analyzing key performance indicators (KPIs), we can pinpoint exactly where your ad spend is working—and where it's being wasted.

PPC Audit: Are You Wasting Ad Spend?

Your ads might be running, but are they actually making you money? A PPC audit identifies inefficiencies and optimizes your ad spend for maximum ROI.

- ✓ **Wasted Spend Analysis** – Identifying non-converting keywords, irrelevant traffic, and high ACoS campaigns.
- ✓ **Campaign Structure Review** – Ensuring your campaigns are properly segmented (e.g., branded vs. non-branded, auto vs. manual).
- ✓ **Keyword Performance Analysis** – Removing underperforming keywords and doubling down on high-converting search terms.

Just Quickly—My Track Record So Far

- ◆ Worked with Multiple **6, 7, and 8-Figure** Amazon Brands to scale sales, maximize profitability, and dominate their niches.
- ◆ Managed & Optimized Over **\$10 Million+ in Amazon Ad Spend**—generating millions in revenue while reducing wasted spend.
- ◆ Helped 50+ Brands Increase **Sales & Lower ACOS** using a proven, data-driven Amazon PPC strategy that ensures **consistent growth**.
- ◆ Launched & Scaled **1,000+ Amazon PPC Campaigns**—mastering every ad format, including Sponsored Products, Sponsored Brands, and Sponsored Display.
- ◆ Turned Failing Ad Accounts into **Profit Centers**—fixing bad campaign structures, poor targeting, and inefficient bidding strategies to unlock hidden **revenue**.

⚠ P.S. If you still think this is just another “quick fix” or gimmick, this is NOT for you.

I work with serious Amazon sellers who want real, scalable, and profitable results.

If you're ready to scale smarter let's talk. 

You didn't leave? It means you're taking it SERIOUSLY...

Increase Revenue of 1 of Indian Amazon Brand from **1.6 Million** to **3.6 Million**, growth of **130%** of Sales in less than **90 days**

Date: **May** (Custom) | Sales breakdown: Marketplace total | Fulfilment channel: Both (Amazon and seller) | Apply

1/5/2024 to 31/5/2024

Sales Snapshot taken at 4/2/2025, 2:51:57 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
2,293	2,724	₹16,22,846.40	1.19	₹707.74

Date: **June** (Custom) | Sales breakdown: Marketplace total | Fulfilment channel: Both (Amazon and seller) | Apply

1/6/2024 to 30/6/2024

Sales Snapshot taken at 4/2/2025, 2:52:51 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
3,118	3,614	₹25,85,185.00	1.16	₹829.12

Date: **July** (Custom) | Sales breakdown: Marketplace total | Fulfilment channel: Both (Amazon and seller) | Apply

1/7/2024 to 31/7/2024

Sales Snapshot taken at 4/2/2025, 2:54:44 am IST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
4,435	5,239	₹36,86,728.20	1.18	₹831.28

Increase Sales from **\$15,606** to **\$21,947**,
Increase sales by **40%** in less than **90** days,
Increase orders from **948** to **1315**

Date: Custom **January** 1/1/2024 1/31/2024

Sales breakdown: Marketplace total

Fulfillment channel: Both (Amazon and seller)

Sales Snapshot taken at 2/3/2025, 1:34:51 PM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
948	1,049	\$15,606.84	1.11	\$16.46

Date: Custom **February** 2/1/2024 2/29/2024

Sales breakdown: Marketplace total

Fulfillment channel: Both (Amazon and seller)

Sales Snapshot taken at 2/3/2025, 1:44:54 PM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
1,111	1,223	\$18,145.22	1.1	\$16.33

Date: Custom **March** 3/1/2024 3/31/2024

Sales breakdown: Marketplace total

Fulfillment channel: Both (Amazon and seller)

Sales Snapshot taken at 2/3/2025, 1:45:21 PM PST

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
1,315	1,480	\$21,947.99	1.13	\$16.69

Increase Sales of **single** product from **\$3,933** to **\$13,031** in less than **90** days,
Increase sales by **200%**

Date ↓ ↑	Ordered Product Sales ↓	↑ ↓	Ordered Product Sales - B2B ↓	↑ ↓	Units Ordered ↓	↑ ↓	Units Ordered - B2B ↓	↑ ↓	Total Order Items ↓	↑ ↓	Total Order Items - B2B ↓	↑ ↓
9/01/2024	\$3,933.44		\$595.35		357		65		290		6	
10/01/2024	\$11,326.28		\$752.29		689		71		585		17	
11/01/2024	\$13,031.23		\$967.79		746		105		616		13	

Increase total orders from **290** to **616**
Increase total units from **357** to **746**

Cut the spend by 40% and increasing the total sales from \$7340 to \$9780 in 30 days



Monthly Status											Sessions	Total Orders	Total Sales
Row Label	Impression	Clicks	Spend	Sales	Orders	(CPC)	(CTR)	(CVR)	(ACOS)	(CTO)			
October	1840399	8975	\$ 4,178.72	\$ 5,400.76	331	\$ 0.47	0.49%	3.69%	77.37%	27	51,175	492	\$ 7,340.03
November	902238	6207	\$ 2,720.62	\$ 6,003.13	394	\$ 0.44	0.69%	6.35%	45.32%	16	33,629	672	\$ 9,780.68

Decreasing the ACOS from 77% to 45% in 30 days

Summary And Next Steps.

Want to Scale Your **Amazon Brand Profitably**? Here's How...

If you want to **consistently increase sales** while lowering **wasted ad spend**, you need to follow a proven strategy:

- ✓ **Maximize Conversions with Listing Optimization** – Compelling copy, high-quality images, and A+ Content that turn visitors into buyers.
- ✓ **Eliminate Wasted Ad Spend** – Fine-tune PPC campaigns with precise targeting and advanced bidding strategies.
- ✓ **Data-Driven Advertising That Works** – Leverage Sponsored Products, Brands, and Display to boost sales while lowering ACoS.
- ✓ **Unlock Hidden Profits** – Optimize ad placements and bidding to get the most out of every dollar spent.
- ✓ **Stay Ahead of Competitors** – Analyze winning strategies and apply proven tactics for sustained growth.
- ✓ **Turn Clicks into Customers** – Retarget lost shoppers and increase repeat purchases with strategic DSP & Sponsored Display ads.

Now... you can try to figure it all out on your own, which could take **months (or even years) of trial and error.**

OR you can take the smarter route and work with me—on a **performance-based model—so every **dollar** you invest in ads **works harder** for you.**

HOW?

If you **work with me**, I'll personally help you **scale** your Amazon brand with a **data-driven PPC strategy** that maximizes **sales** and minimizes **wasted ad spend**.

- ✓ **Campaigns Built for Profit** – I'll optimize your PPC structure to drive consistent, high-converting traffic while reducing ACoS.
- ✓ **Unlock Hidden Opportunities** – I'll audit your account to find overlooked keywords, profitable placements, and untapped growth areas.
- ✓ **Competitive Edge** – I'll refine your bidding strategies and targeting to outperform competitors and dominate your niche.
- ✓ **Consistent Sales, Month After Month** – I'll set up automated, high-performing campaigns that keep your brand growing.
- ✓ **Personalized 1:1 Support** – Work directly with me to ensure every ad dollar is working harder for your business.

 **Ready to scale faster and smarter? Let's make it happen.**

Let's Scale Your Amazon Sales to the Next Level!

If you're serious about optimizing your Amazon PPC and driving consistent, high-quality sales without wasting ad spend, let's connect.

 Email: waleedqureshi651@gmail.com

 Phone: +92 3156781486

 LinkedIn:

<https://www.linkedin.com/in/waleedzafar-amazon-fba-ppc-seo-listing/>

Don't wait—let's build a profitable Amazon advertising strategy that works for you.

Reach out today! 