

Dr. Ohhira's Probiotics Achieved \$750K+ in Monthly Revenue Through Paid Search & Amazon Ads

Objectives

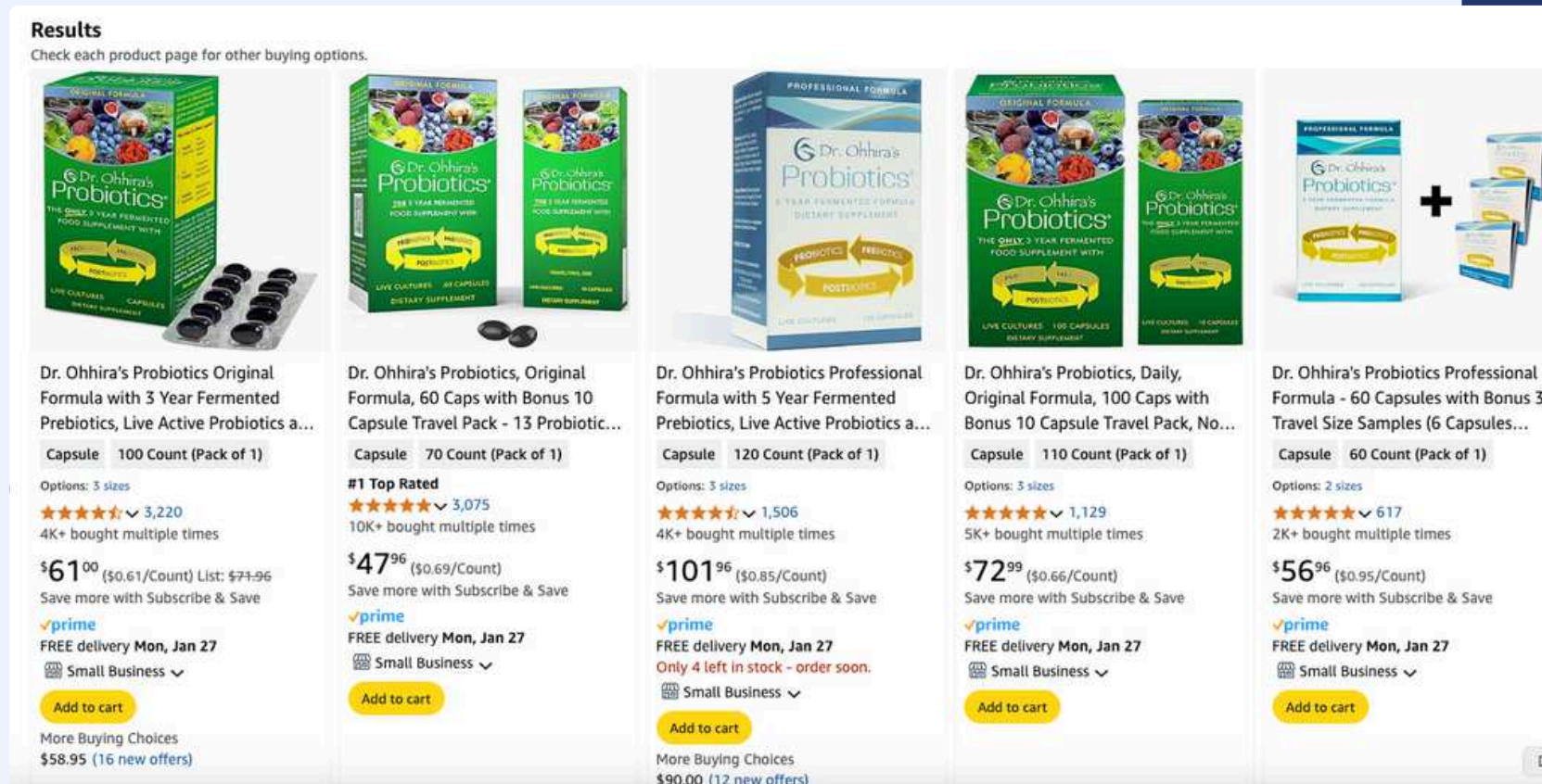
Dr. Ohhira's Probiotics aimed to increase its online revenue and strengthen its brand presence across paid search platforms and Amazon. The main goal was to drive targeted traffic and conversions, optimizing both the brand's website and Amazon store for consistent growth.

Strategy

We implemented a two-pronged approach leveraging both paid search to drive branded search, shopping, and display while running Amazon shopping ads to bottom of funnel sales. We targeted competitive, high-value keywords and leveraged retargeting strategies to bring back potential buyers. We utilized Sponsored Products and Sponsored Brands ads, focusing on product detail page enhancements and keyword-rich listings.

Our Market Strategies for Success

- Retargeting & Remarketing Campaigns: Captured interested users and encouraged repeat visits.
- Comprehensive PPC Management: Managed PPC campaigns with split testing and regular optimizations for sustained growth.
- Enhanced Product Listings: Curated compelling product listings and A+ content on Amazon to improve conversion rates while adding new reviews.



GOALS

8X Avg. ROAS
Across paid ads campaigns through Q4 Holiday season

350% Increase
in overall revenue from in-store and Amazon in 1 year

28% Engagement
Increase in email marketing opens, click-through, & purchase.

\$750K+ MRR
Associated to new monthly revenue from Paid Search & Amazon



"Brenton Way's approach proved to be transformative for our brand. Their expert analysis and tailored strategies helped us achieve significant growth in our online revenue. Their team's innovative and data-driven campaigns delivered results that went beyond our expectations."

Wendy Brossard
Co-Founder

