

CONSUMER ELECTRONICS // AUDIO EQUIPMENT & SMART ACCESSORIES

How We Reduced Amazon ACoS From 45% to 28% Without Cutting Sales for an Electronics Brand

CLIENT ACCOUNT	ENGAGEMENT TERM	PRIMARY IMPACT	CATEGORY BSR
VoltIQ Acoustics	3 Months	45% !' 28% ACoS Cut with +156%	#4,500

" 38.4%

ACOS REDUCTION

From 45.1% down to 27.8%

+156%

MONTHLY SALES VELOCITY

\$112k to \$286.7k/mo

3.60×

BLENDED ACCOUNT ROAS

Up from 2.22× baseline

14

KEYWORDS IN TOP 3 RANK

Up from just 1 keyword

01 / THE BASELINE REALITY & AUDIT FINDINGS

VoltIQ Acoustics manufactures premium noise-canceling headphones and portable audio gear. Facing intense competition from overseas suppliers and legacy audio giants, their ad spend had climbed to \$50,500/mo while generating \$112,000 in revenue at an unsustainable 45.1% ACoS.

In consumer electronics, margins are tight and click volume is staggering. VoltIQ's campaigns were hemorrhaging money on broad-match queries like "bluetooth headphones" and "earbuds", which generated thousands of clicks from casual window shoppers who never converted.

Their account had 40 sprawling campaigns with no clear separation of match types. A single keyword was competing across 5 different ad groups, bidding against itself and driving internal CPC inflation.

Worse, their ads ran with identical bids 24 hours a day, despite data revealing that 28% of their clicks occurred between midnight and 5 AM with an abysmal 2.1% conversion rate.

CRITICAL PERFORMANCE LEAKS IDENTIFIED IN INITIAL AUDIT:

- ' Broad match type cannibalization driving bids up internally across 40 unstructured campaigns
- ' Severe night-time click leakage between 12 AM and 5 AM with sub-2% conversion rates
- ' Irrelevant search queries for competitor model numbers and obsolete replacement cords
- ' Zero placement modifier strategy: 70% of spend went to low-converting "Rest of Search" placements

02 / STRATEGIC ARCHITECTURE & RE-ENGINEERING

The Margin-Tiered SKAG Restructure & Dayparting Engine

We executed a full account demolition and rebuild. We extracted the top 35 revenue-driving search terms and isolated them into dedicated Single Keyword Ad Groups (SKAGs) with exact match only.

We implemented automated negative keyword scripts that instantly isolated traffic between discovery, research, and high-margin scale campaigns.

To fix placement waste, we lowered base bids by 40% and applied targeted Top-of-Search placement multipliers (+85%), ensuring VoltIQ only paid premium CPCs when appearing at the very top of search where conversion rates peaked at 18.2%.

THE 4 CORE CAMPAIGN PILLARS DEPLOYED:

01	Strict Match-Type Isolation Separated Exact, Phrase, and Auto campaigns into distinct structures with cross-negative targeting, eliminating internal keyword competition.
02	Algorithmic Dayparting Automated 60% bid cuts from 11 PM to 5 AM and boosted aggression during peak afternoon and evening shopping hours, saving \$4,200/mo in waste.
03	Top-of-Search Placement Multipliers Shifted impressions from low-converting "Rest of Search" to "Top of Search", improving listing CTR by 140% and overall CVR by 65%.
04	ASIN Defense & Cross-Selling Targeted VoltIQ's headphone cases and charging docks on their headphone listings, lifting Average Order Value (AOV) by \$18.50.

SEQUENCED IMPLEMENTATION TIMELINE:

MONTH 1	Demolition & Isolation	Audited 40 campaigns. Paused 18 unprofitable broad groups. Built 35 SKAG exact campaigns with cross-negatives.
MONTH 2	Dayparting & Bid Optimization	Applied hourly bid adjustments and +85% Top of Search multipliers. ACoS dropped from 45% to 32%.
MONTH 3	Scale & Profit Acceleration	Scaled high-converting keywords with confidence. Revenue hit \$286k/mo at 27.8% ACoS with record contribution profit.

03 / VERIFIABLE AUDIT RESULTS: BEFORE VS. AFTER

All data verified from Amazon Advertising API and Amazon Seller Central telemetry reports.

Performance Metric	Initial Baseline	Optimized Final	Net Delta / Movement
Monthly Revenue	\$112,000	\$286,700	+156.0%
Monthly Ad Spend	\$50,500	\$79,700	+57.8%
Ad-Attributed Sales	\$112,000	\$238,500	+112.9%
Organic Sales	\$0 (Minimal)	\$48,200	Flywheel
ACoS	45.1%	27.8%	" 38.4%
TACoS	24.2%	12.4%	" 48.8%
ROAS	2.22×	3.60×	+62.2%
Organic Rank in Top 3	1	14	+1,300%

VERIFIED BRAND PARTNER TESTIMONIAL

"Fatten Media took our ACoS from 45% to 28% in three months while our top-line revenue more than doubled. Every other agency we talked to said we would have to sacrifice revenue to fix our ACoS. Fatten proved them dead wrong."

— Sarah Chen(Founder & CEO, VoltIQ Acoustics)

KEY CATEGORY TAKEAWAYS:

- Broad match without aggressive negative keyword isolation is the fastest way to burn ad budget in consumer electronics.
- Placements matter more than bids. Paying extra for Top of Search produces a lower overall ACoS because conversion rate is 3× higher.
- Dayparting is essential for tech hardware: night clicks are predominantly window shoppers and non-converting research sessions.

AUDIT CERTIFICATION SEAL

FATTEN MEDIA
VERIFIED CASE DOSSIER

Date: October 2026
Audit ID: FM-CONSUMER
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